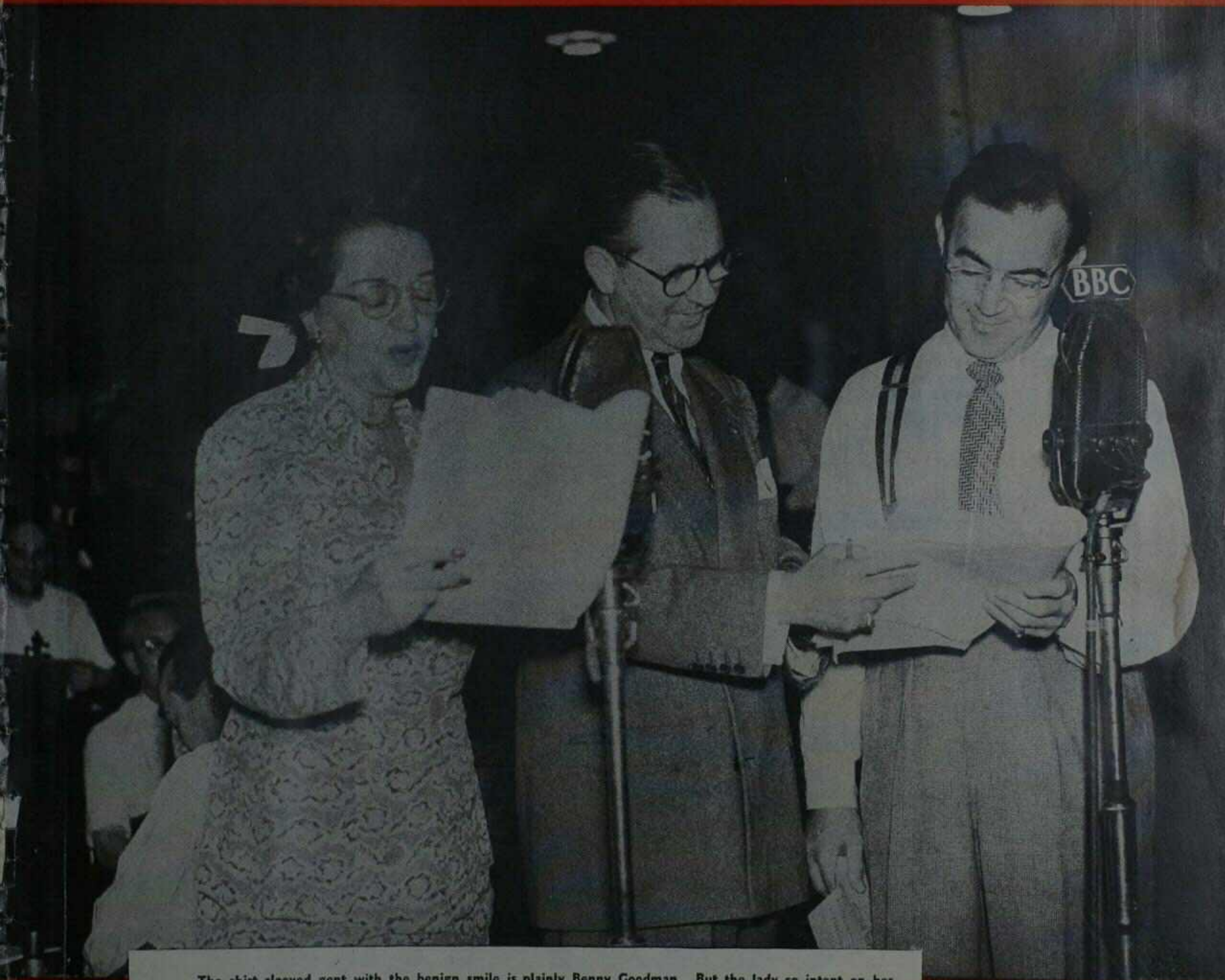


The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 27, 1949



The shirt-sleeved gent with the benign smile is plainly Benny Goodman. But the lady so intent on her script, and the man next to her! Remember the star screen team of Bebe Daniels and Ben Lyon? The broadcast, of which a rehearsal scene is pictured above, was one of the highlights of Benny Goodman's sparklingly successful sojourn in England, where his special brand of American jam and jive packed the Palladium every day for two weeks. The Daniels-Lyon team pilot one of BBC's favorite radio shows, "Hy, Gang," with a reported audience of more than 30,000,000 listeners, and the Clarinet King's guest appearance was as enthusiastically received as his Palladium presentation. After his London run, Goodman repaired to the Riviera, where he relaxed, playing only one half-hour engagement for \$2,000. What with the success of the tour, Goodman is considering a return engagement in April.



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Detroit, Mich., Week of August 26

(Thanks to MCA)

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TV'S CRYING NEED: VAUDERS

Decca Takes LP Plunge; MGM, Capitol and Mercury Flock Into Spree on 33

Rackmil Outlines Plans for Microverters

NEW YORK, Aug. 20. — Decca Records, after many months of de-liberation which stirred considerable trade speculation, this week got its feet wet in the disk business's me-
chanical evolution by plunging into the 33 1/3 long-playing field. The Decca move, reports that MGM Rec-ords is favorably eyeing the long-play medium, preparation by Mercury to peddle LP players, and Capitol's decision to market pop albums at

33 1/3 (see other stories page 15) combined to make this week a land-mark in the rock-ribbed establish-ment of LP as an item of accepted contention in record business.

Decca Prexy Milton Rackmil, in unveiling the diskery's LP plans to *The Billboard*, stated that the firm's move to the medium will be backed up by the marketing of LP players and microverters bearing the Decca trademark. Decca, at one time in the phono set business, will not pro-duce the players but will have them made by outside set manufacturers. Decca will sell these players and microverters via the firm's regular dis-tributing channels. They will retail at \$9.95, which is the price tag on the machines which Columbia has been marketing.

Months of Confabs

The decision of Decca to go into LP follows many months of confer-ences and deliberation. Decca had become the central figure in the bat-tle of the speeds, with Columbia, sell-ing LP, and Victor, pushing its 45-r.p.m. system, both having spent many months negotiating with the giant independent diskery. At the begin-ning of the summer the three biggies of the disk industry sat down to a series of conferences which were aimed at some sort of stabilization of the three speeds. About a month ago the series of talks broke down. Decca's action this week is the first the firm

(See MGM, Capitol on page 15)

Sing a Song Of Sixpence

NEW YORK, Aug. 20.—Lt. Col. James V. Hunt, the alleged Washing-ton "5 per center," also dabbled in songwriting. The Global Music catalog (ASCAP) lists Hunt as lyri-cist of two songs, *My Missouri* and *A Niece of Uncle Sam*, copyrighted in 1945.

The composer of both tunes is listed as Capt. George S. Howard. Captain Howard is conductor of the United States Army Band. Co-composer of the *Missouri* tune is Michael A. Gentile.

28 Stem Shows All Lined Up With Backers

17 Plays, 8 Musicals, 3 Revues

NEW YORK, Aug. 20.—The peren-nial wails of the gloom-dispensers to the contrary notwithstanding the legit season of 1949-50 stacks up as promising, with 28 productions al-ready having won financial backing. Some of these are in production and, in the case of others, only such mat-ters as casting, script and direction remain to be straightened out before they get under way.

However, the season has been de-layed. Last September, 10 scripts were put on the Stem's boards. This September, Ken Murray's *Blackouts* and perhaps one or two others will

(See 28 Shows Already on page 42)

Dearth of New Acts Presents Video Crisis

New Format May Be Answer

NEW YORK, Aug. 20.—A marked shortage of good variety acts is threatening the existence of the nu-merous vaude-type shows now on tele, and is also holding back the debuts of a number of prominent showbiz names. Gagsters such as the Ritz Brothers, Joe E. Brown, Victor Moore, Bobby Clark, Bert Lahr, Henny Youngman, Jerry Les-ter and Harvey Stone all have been counting on teeing off this fall with programs featuring variety acts. However, not only are they being stymied, but established shows are finding it increasingly difficult to drum up talent from week to week.

The result of this dearth is that, in-stead of trying to emulate the success of the Milton Berle show, tele comics will have to dig deep for new and original formats. The development

(See TV STARVED on page 11)

Unions Clash Over Control Of Two Shows

NEW YORK, Aug. 20.—The three member unions of the Associated Ac-tors and Artistes of America (Four A's) this week had two squabbles among themselves as to jurisdiction over shows to be produced on Broad-way this season.

A dispute between Actors Equity (AE) and the American Guild of Musical Artists (AGMA) over juris-diction of *Regina*, the musical version of *The Little Foxes*, was settled in favor of the Equity. The AGMA claim that the musical was an opera was not allowed.

The American Guild of Variety Artists (AGVA) and Equity are both trying to get jurisdiction of the Mike Todd show, *Two a Day*. The Todd extravaganza cannot be classified precisely as vaude, because it is a new kind of variety presentation which uses stars and perhaps a pro-duction number or two. Todd is not definitely set as to when he will open, but it may be in late September at the Winter Garden. Among the possible attractions for the show are Jimmy Durante, Al Clayton, Bob Hope and Ethel Merman.

In This Issue

Burlesque	47	Music Machines	80
Carnival	48	Music Trap Chests	23
Circus	50	Night Clubs	39
Classified Ads	80	Paras and Pops	37
Coin Machines	52	Pipes for Pitchmen	88
Fairs & Expositions	57	Radio Television	8
Final Curtain	45	Repertoire	42
General Outdoor	46	Shows and Skaters	75
Honor Roll of Hits	77	Stage Shows	44
Legitimate	48	Routes	54
Letter List	86	Salesboards	90
Magic	43	Shuffleboards	104
Merchandise	80	Vaudeville	21
Music	15	Venting Machines	37

The Billboard Main Office: 1150 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10. Entered as second-class matter June 9, 1897 at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1949 by The Billboard Publishing Company.

Para, Bop City Tangle Over Artist Bookings

NEW YORK, Aug. 20.—Bop City and the Paramount Theater here, got in each other's way this week and the nitery ended up with a revised list of coming attractions. Originally Woody Herman and the King Cole Trio, as a package were scheduled to open a three-week stay at the Club, October 27, but the Paramount offered the package the same three weeks. General Artists Corporation (GAC) tried to induce the Bop City management to move their booking back three weeks to make room, whereby the latter took a peave,

(See Para, Bop City on page 20)

Giveaways Seen Safe for Years

Court Fights Sure To Hold Back FCC Ban

ABC's Attack Pivotal

WASHINGTON, Aug. 20. — The order of the Federal Communications Commission (FCC) yesterday (19) barring giveaway programs is headed for a stormy court battle which is seen certain to hold the ruling in sus-pension for at least a year, perhaps two, and possibly more. Altho the FCC set October 1 as the effective date for the strict rules governing the giveaways, the probability is that the American Broadcasting Company (ABC), which has announced it will challenge the decision in court, will be able to obtain a court order stay-ing the effective date until a judicial verdict is reached. Under adminis-

(See Giveaways Seen on page 6)

Victor Prepping Hypos for Jones, Monroe & Como

NEW YORK, Aug. 20.—RCA Victor is preparing a special promotional hypo for three current platters for which it has high hopes—the Spike Jones *Dance of the Hours*, Vaughn Monroe's *Someday* and Perry Como's *Give Me Your Hand*. The *Hours* and *Someday* promotions will be ad-dressed to disk jockeys, with 2,000 special disks going to spinners. One side of the Jones platter will be the *Hours* disk, the other will feature Spike in a lecture on the musical (?) instruments used in the band, along with professorial comment on the music (?). *Someday* will be offered on one side of a 12-inch platter, with the "Monroe Story," narrated by the singer, on the other.

For the Como platter, Victor will fly streamers attached to airplanes over the metropolitan beaches on Labor Day. There will also be two contests, one for distributor salesmen and the other for record shop per-sonnel, involving sales of the disk.

Nwk. Adams 100% Flesh; Balt. Hipp, 0

Both Moves for September

NEWARK, N. J., Aug. 20.—The Adams will start a definite vaude policy September 15, instead of play-ing band shows and sporadic vaude shows as in the past.

Main reason for the move is the success of the eight-act policy at the Palace, plus the fact that the band shows no longer pull 'em in. Ben Griefer, Adams Theater topper, said that in the past when the house switched to straight vaude bills biz went way down.

"One of the reasons is that our cus-tomers have been accustomed to the big band shows and when we didn't play them, they stayed away," said Griefer. "We will now go into an

(See Hipp Ousting on page 39)

Flip-Flop on D. C. 3-Mil "Sesqui"

House Shocks By Rejecting Committee OK

But Showbiz Still Hopes

WASHINGTON, Aug. 20.—Plans for big-scale outdoor-indoor show festivities to celebrate Washington's sesquicentennial next year were put back on the track and then sidetracked in a dizzy series of events in the House this week.

Four days after the House Appropriations Committee okayed legislation sponsored by President Truman for a \$3,000,000 outlay to finance the sesquicentennial program, the House yesterday (19) in an unusual move defeated the bill by a vote of 150 to 129. This is one of the rare times the House has ever overruled a recommendation by the House Appropriations Committee on District of Columbia outlays. It also marked the third turnabout this session in Capitol Hill action on the sesqui funds. Earlier this session the House Appropriations Committee itself had turned down the sesqui outlay bill but, after holding hearings on the proposal, the committee relented and favorably recommended the bill early this week.

Hope Still Clings

Administration backers of the outlay are hoping to stage a new rally to get the bill thru. The proposal presently is given little chance of reconsideration in the House, but some administration leaders feel they can wear down resistance. The appropriation would have been used for building a number of so-called Freedom Fair buildings adjacent to the National Guard Armory and also a 5,000-seat outdoor amphitheater in Rock Creek Park. Under this arrangement, the fair would have called for heavy participation from talent and technicians in the entertainment industry. Anticipated for the celebration were concerts by big-time name orchestras and numerous other activities, including vaudeville shows, fireworks, legit plays, parades and pageantry. Whether or not the appropriation is granted, an exposition of some sort will be staged, and there will be ample opportunity for special events participation by radio and TV stations here.

The Freedom Fair's management is indicating that it will follow a policy of keeping the celebration on a dignified plane, with activities under the watchful eye of Congress and with the celebration commemorative of an August event, the 150th anniversary of the laying of the cornerstone of the Nation's Capitol in the District of Columbia. The necessity for this policy was impressed upon officials in the course of House Appropriations Committee hearings, when Rep. John Taber (R., N. Y.), ranking Republican member of the committee, who had been opposing the grant, warned against staging a honky-tonk affair in the nation's capital. Questioning Carter T. Barron, chairman of the Sesquicentennial Commission, Taber asked: "You have to have a hurdy-gurdy to make it (Freedom Fair) go?"

No Sally Rand

Barron replied: "Yes, sir, but we think, congressman, that we can create bright and appropriate entertainment without having Sally Rand in a fan dance."

Barron's committee revealed it is actually contemplating running the big spectacle as a paying affair, with expectations that there will be over 15,000,000 visitors in the show's two

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
SOME ENCHANTED EVENING
- No. 1 Sheet Music Seller
SOME ENCHANTED EVENING
- No. 1 Most Played on Disk Jockey Shows
YOU'RE BREAKING MY HEART, V. Damone-G. Osset, Mercury 5271
- No. 1 Disk via Dealer Sales
SOME ENCHANTED EVENING, P. Como, M. Ayres Ork. V 20-3402; 47-2896
- No. 1 Disk in the Nation's Juke Boxes
SOME ENCHANTED EVENING, P. Como, M. Ayres Ork., V 20-3402; 47-2896
- No. 1 Most Played Juke Box Country and Western Record
I'M THROWING RICE AT THE GIRL I LOVE, E. Arnold, V (78) 21-0083; (45) 18-0080
- No. 1 Best Selling Retail Country and Western Record
I'M THROWING RICE AT THE GIRL I LOVE, E. Arnold, V 21-0083; (45) 18-0080
- No. 1 Most Played Juke Box Blues and Rhythm Record
TROUBLE BLUES, C. Brown, Aladdin 3024
- No. 1 Best Selling Retail Blues and Rhythm Record
TROUBLE BLUES, C. Brown, Aladdin 3024
- No. 1 Sheet Music Seller in England
RIDERS IN THE SKY.

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 37.

Senate Tax Chief Converted To Income Break for Sh'wfolk

WASHINGTON, Aug. 20.—Special beneficial tax legislation for entertainers and composers is a strong possibility in the next session of Congress, in view of support for such a move voiced this week by the chairman of the Senate Finance Committee, Walter George (D., Ga.). Most likely step would be an extra exemption for income earned from creative or entertainment work.

George declared that tax laws are deficient in that they fail to take into account "the fact that certain workers have a comparatively short time in which to compile a decent income." He said that "special consideration" should be given "to those professional people who have only a short life in the sun."

Precedent in Authors

Precedent for special tax consideration is already on the books in the case of workers such as authors, whose income from a project is concentrated in one year but whose work on the project actually took place over a period of several years. For certain tax purposes such income can be averaged over the period the work was in process. Another special consideration was enacted in the last tax bill when blind and aged persons were given an additional \$600 exemption.

Legislation to aid show business

seasons and that cash customers will probably fill the till with a direct return of nearly \$14,000,000 to the national treasury.

If Congress approves the appropriation, the show will dwarf any celebration of its kind ever attempted in the capital, including this year's festivities celebrating the inaugural of President Truman and Vice-President Alben Barkley. Besides opening the way for big-scale show world entertainment, the Freedom Fair will make possible a revived exhibition of the Freedom Train treasures, altho this latter activities will be on a much smaller scale than had originally been sought by backers of a bill to keep the freedom train on a nationwide tour of whistle stops and metropolitan centers.

Altho the House Appropriations Committee's outlay approval has given the Freedom Fair a powerful boost and President Truman is strongly behind the appropriation, there is no certainty that the measure will get thru both houses without a hitch. There's a better than even chance for passage, however.

workers normally would have a tough road, in view of almost certain opposition of the Treasury Department, which traditionally fights tax measures that would diminish revenue. However, with at least one tax committee chairman behind such a move, chances for eventual enactment are now seen as at least 50-50.

Radio Station Proposes Swap

NORWALK, Conn., Aug. 20.—In one of the most outspoken editorials yet delivered by a radio station, WNLK, Norwalk, this week urged Catholics to cease opposing repeal of the ban on birth control information. The station also asked Protestants to agree to liberalization of anti-gambling laws to permit Catholic churches to hold charity raffles and lotteries.

Effect of these moves, said the station, would be an easing of tension between members of different religious sects. It suggested they show their recognition of separation of Church and State by ceasing to try to impose their codes upon others by law.

DEL. SHOWBIZ CHARTERS

DOVER, Del., Aug. 20.—New showbiz companies recently chartered with the corporation department of the Secretary of State's office include

Illinois Broadcasting Company, purpose, operate radio stations, capital \$500,000, principal office, the Corporation Trust Company.

Illuminable Billboard, Inc., purpose, deal in advertising, capital \$10,000, principal office, Corporation Guarantee and Trust Company.

R. F. Jones Company, purpose, deal in vending devices and machines capital 5,000 shares, no par, principal office, U. S. Corporation Company

Delaware State Capital Broadcasting Corporation, purpose, deal in radio and television, capital, 100 shares, no par, principal office, the Corporation Trust Company

Multi Unit Television Company Inc., purpose, deal in electrical equipment, capital, 500 shares no par, principal office, Corporation Guarantee and Trust Company.

Leonard Music, Inc., purpose deal in coin-operated machines, capital (See Del. Showbiz Charters, page 43)

Privacy Wins

WASHINGTON, Aug. 20.—Annual list of persons earning more than \$75,000 a year will no longer be published by the Treasury Department as a result of a bill signed into law by President Truman this week.

The list, which has always included a long tabulation of movie and radio stars, was abandoned because the effort in compiling it was not worthwhile, according to the Congressional Tax Committee.

Blackstone Opens In Milw'kee Sept. 11

COLON, Mich., Aug. 20.—Magician Harry Blackstone opens the season at the Davidson Theater, Milwaukee, week of September 11.

Pete Bouton, Harold Schwartzberger, Freddie Phillips are readying all equipment at the Blackstone headquarters here.

Lon Ramsdell, manager, is on the ground arranging details. United Booking Office has laid out a route that will take the show to the West Coast and back, with considerable time for the Western and Texas territories.

Charles Velvin Turner, St. Louis, has been engaged as advance agent. George Alabama Florida will join as business manager for his sixth consecutive season.

Conn. Showbiz Charters

HARTFORD, Conn., Aug. 20.—Newest Connecticut show business corporations to file incorporation papers with the secretary of State here include Pioneer Television Service, Inc., care of J. W. Ress, 750 Main Street, Hartford; amount paid in cash, \$1,200; president, Myrim Levine; vice-president, Edward Kavalrki; treasurer, Raymond Goodman; secretary, Edward Wilkos; Guilford Theater, Guilford, Conn.; Salvatore Lupone, Silvio Lupone and Carlo Lupone, incorporators.

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The World's Foremost Amusement Weekly

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The Billboard also publishes and vend the monthly magazine of automatic merchandising. Turnover, the monthly magazine for radio, television, record and showbiz dealers.



BRASS-TACKS NBC CONFAB

TV Affiliation, AM Future Top NBC Station Problems

NEW YORK, Aug. 20.—Affiliates of the National Broadcasting Company (NBC) will go to the forthcoming network convention at White Sulphur Springs, W. Va., September 7-10 with two principal questions in their minds. The first will concern the NBC position in AM; the second with the status of affiliation contracts for television.

NBC's present contracts with its television affiliates expire December 31 of this year, and the network this week was working on the terms of the new contracts it will present its stations. Insofar as the stations are concerned, the principal question involves getting a larger piece of the card rate, for the affiliates insist that TV operating costs make it mandatory that they get a bigger cut on network business. This may necessitate revision of the NBC index system, a pro rata method used to determine what affiliates get. It is also likely that the TV contract, which is now a highly involved piece of legalism, will be drastically simplified. For the past few weeks NBC has been going over the problems concerned with its affiliates and is slated to set on its policy within a week. Last year's convention at Sun Valley, Idaho, saw NBC present its new proposals for TV affiliation, and this year's meeting will follow suit.

On the AM front the principal question the affiliates have is how far NBC has been able to progress in living up to the picture it presented in February of this year at a special convention in Chicago. While the affiliates, of course, know what's been accomplished so far, their present concern is what NBC has in mind for 1950.

Sherlock Holmes Scotches ABC's Liquor Deals

SAN FRANCISCO, Aug. 20.—The American Broadcasting Company (ABC) has set a deal whereby Petri Wines will sponsor Sherlock Holmes over its facilities this fall, and according to the report, the network has agreed not to carry any hard liquor advertising as a means of protecting Petri. The program will get the Wednesday 8:30 to 8:55 p.m. time slot.

Altho ABC had not officially announced it would accept hard liquor sponsors, it was generally understood that the network was eager to get such accounts. However, some opposition was encountered from its affiliates, who opposed such business. The Petri deal, however, now has provided the clincher.

Young & Rubicam here handles the account.

Lebhar Slated In Pettey Job

NEW YORK, Aug. 20.—Appointment of Bert Lebhar as head of WMGM, New York, is anticipated within the next week or two, following disclosure this week that Herbert L. Pettey, the station's director, winds up his tenure Wednesday (31). WMGM is owned by Loew's, Inc.; Lebhar is now the station's sales head and has also been spearheading Loew's entry into program packaging via its new series of transcribed shows featuring Metro-Goldwyn-Mayer film players.

Pettey joined WMGM—then WHN—as sales head in 1936, at a time when the station had been a consistent loser. Subsequently, he became managing director when Lebhar shifted over from WMCA. Pettey has several outside activities, including the presidency of Parx Products, cosmetic company, and is to continue as adviser to WMGM. Prior to joining the station, Pettey was secretary of the Federal Communications Commission (FCC).

Philip Morris Buys 'Candid' for CBS Slot

NEW YORK, Aug. 20.—Philip Morris cigarettes this week bought Allen Funt's *Candid Camera* to replace *Preview*. The new show will start September 12 over the Columbia Broadcasting System (CBS) TV network.

Candid Camera was originally a radio program over the American Broadcasting Company's facilities but was seen this summer on TV on the National Broadcasting Company's (NBC) video outlets.

Hit by Polio

BRIDGEPORT, Conn., Aug. 20.—In an emergency measure to prevent youngsters catching polio, the comic kids quiz on WLIZ here announced a drastic change in the program this week. Normally, a studio full of youngsters appears every Saturday morning at 10:30 to vie for guest spots on the show, moderated by Wally Dunlap. Six are chosen and the rest watch as a studio audience. Under the emergency program, the show will operate with only a listener audience, with Dunlap still asking the questions, and the listening kids phoning in their answers.

Olsen & Johnson Plan Split Hour Show for Buick

NEW YORK, Aug. 20.—Olsen and Johnson will have a different format when they return to tele September 22, 9 to 10 p.m. Buick will continue as sponsor of the show on the National Broadcasting Company-TV network, but altho the program will be an hour long, the comedians have decided to break it into two distinct half hours. Each segment will contain one sketch, one production number and fill-ins.

The team of wacky comics had previously asked the Kuchner Agency to cut the show to a half hour. However, both the agency and the sponsor didn't go for the pitch. So it was decided to continue with an hour program.

There also was some trouble between Ezra Stone, the show's director, and Olsen and Johnson. Things became so heated that both Stone and the comics wished to break their contract. However, it was found that the pact was so ironbound that neither party could break the agreement.

news, the extent to which the stations were used to carry out any such instructions, the extent of any control to be retained by Richards after the transfer and the qualifications of the proposed transferees.

Richards Seeks Change of Issues

WASHINGTON, Aug. 20.—Legalists for the three G. A. Richards stations, KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit, are working on a petition to change the issues which the Federal Communications Commission (FCC) has selected as the determining ones for the hearing on charges of news slanting and the proposed transfer of control of the station from Richards to three trustees. The Commission this week granted the stations until September 19 to file the petition.

The main issues announced by the FCC are the determination of the extent to which Richards issued instructions to his employees to slant

Brass To Tell Affiliates of All-New Tacks

No Chips on Shoulders

By Jerry Franken

NEW YORK, Aug. 20.—Top executives of the National Broadcasting Company (NBC) this week were whipping into shape their plans for the network's upcoming convention to be held at the Greenbrier, White Sulphur Springs, W. Va. Indications are that the meeting will be a serious, brass-tacks session, with a far more optimistic overtone than appeared in the cards earlier this year. Similarly, the chip-on-the-shoulder attitude which so frequently characterizes network-affiliate get-togethers will distinctly be missing this year.

While most NBC execs will report to the affiliates on their various departmental functions, the keynote of the meeting will be outlined by NBC President Niles Trammell at the opening sessions September 7. It is reported that the NBC chief will express the opinion that AM has many years of active service before it and that sound broadcasting, in keeping with other media, must realize that it will be a long time before television becomes a mass medium. Trammell is also expected to report extensively on the improvement in the NBC sales and program picture, as contrasted to the situation obtaining last February when the network called an "emergency" convention in Chicago largely because of talent and program raids made by the Columbia Broadcasting System (CBS).

Revamp Notion Agenda

It is not anticipated that Trammell will discuss the impending NBC executive reorganization inasmuch as there is virtually no chance that any decisions will have been made in this direction. NBC is currently awaiting the recommendations of Boz, Allen & Hamilton, following their survey of the network operation, but while the report is scheduled for submission this month, the network itself will not have enough time to move on them before convention time.

The NBC president may also urge the web affiliates to follow the lead established by NBC in setting up new selling procedures. In this direction Trammell is expected to point out specific steps taken by NBC in meeting changed business and selling conditions and to urge the affiliates to follow suit.

Key Brass To Tack

The affiliates will also be given a complete story of the current NBC (See *Brass-Tacks Confab* on page 38)

Tentative NBC Meeting Agenda

NEW YORK, Aug. 20.—Altho the final schedule has not yet been set, the basic outline for the forthcoming convention of the National Broadcasting Company (NBC) at the Greenbrier, White Sulphur Springs, W. Va., September 7-10, was completed this week. The meeting will be divided into AM and TV sessions, with NBC execs reporting briefly on the phases with which they are concerned. There will also be a closed session for affiliates only, to be followed by a web-affiliate meeting devoted to the discussion of the stations' problems. The tentative schedule follows:

Wednesday, September 7.
Niles Trammell, NBC president, in report on NBC progress in AM and TV.
Martin Campbell, WFAA, Dallas, chairman stations planning and advisory committee.
Harry Kopf, report on AM sales.
Tom McCray, report on AM programming.
H. H. Beville, report on AM status in U. S.
Charles P. Hammond or James Nelson, report on NBC promotion, with special reference to audience promotion progress.
Sydney Elges, report on publicizing new program schedule.
Thursday, September 8.
Closed affiliates meeting (morning).
Network-affiliate discussion (afternoon).

Friday, September 9.
Charles E. Denny, report on NBC TV plans for 1950.
Sylvester R. Weaver.*
Carlton Smith.*
George Ezey, report on TV sales.
Norman Blackburn, report on TV sales.
Norman Blackburn, report on TV programs.

Saturday, September 10.
Panel discussion: TV operations on local level, Carlton Smith, moderator; the session designed to provide interchange of ideas among affiliates.
Closing remarks, Niles Trammell.

Topics of the various speakers as shown above may be changed before the convention opens. The asterisks (*) indicate topics for Weaver and Smith have not yet been determined.

'Witch's Tale' Revived for TV

NEW YORK, Aug. 20.—*Witch's Tale*, one of radio's top shows in the early days, this week was being revived for video by Wolf Associates, which also pacted it in its AM form. The eerie epic is now being considered by two different bankrollers, with a couple of networks also reported interested.

Alonzo Dean Cole, who penned the radio scripts, is supervising the writing on the tele version. Many of the original Cole scripts are likely to be adapted for video.

Giveaways Seen Safe for Years As Radio Preps Fight on FCC

(Continued from page 3)

trative procedure, the battle will open in the U. S. Court of Appeals and is certain to wind up in the Supreme Court.

Attacked by the National Association of Broadcasters (NAB) and other broadcast interests, the FCC in a decision stipulated policy under which it would refuse to grant any application of a broadcaster who follows or proposes to follow a practice of broadcasting "any advertisement or information concerning any lottery, gift enterprise, or similar scheme, or any list of prizes drawn or awarded" by means of such broadcasts.

ABC Attack Is Key

The key to the court challenge is ABC's attack on the ruling as an "invalid attempt to extend existing law." The network's challenge echoes an FCC dissent opinion, written by Commissioner Frieda Henneck, herself a lawyer, in which Miss Henneck questioned the propriety "for an administrative agency to broaden the interpretation of a criminal statute any further than has been done by the courts." The commissioner's dissent is considered by legalists here as certain to give added weight to the court challenge, with NAB Prexy Justin Miller losing no time in not

only blasting the FCC ruling but also in voicing hearty accord with Commissioner Henneck's statement.

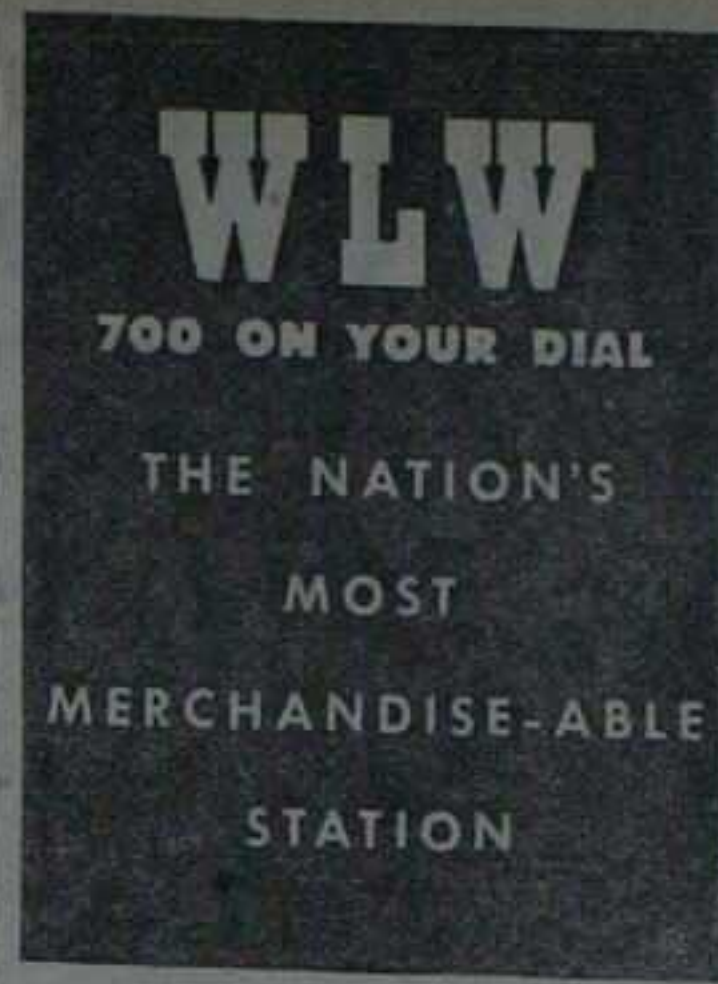
The FCC stated in its final rules that each case is to be decided on its merits, but it defined four criteria for determining whether a giveaway comes under the lottery heading.

In substance, the measuring stick is the same as that first proposed by FCC in 1948. A giveaway is to be regarded as a lottery if winners are required to furnish money or "thing of value" or have a sponsor's product in their possession; if winners are required to be listening or viewing by means of radio or TV receiver the program in question; if winners are required to give the correct answer to a question where the answer is given or where aid is furnished, or if winners must answer the phone or write a letter using a prescribed form or phrase if such forms or phrases are outlined in advance over radio or TV.

The criteria appear broad enough to outlaw every major giveaway program now being broadcast, altho Commission lawyers flatly refused to make any interpretation regarding the possible effect on any current program. The stock answer was that "any program must be decided upon its individual merits."

FCC Welcomes Test

The Commission, itself, indicated that it would welcome an immediate court test. It stated: "Since any such interpretative rules are controlling in court review only to the extent that they are found by a reviewing court to embody a proper interpretation of the law they purport to interpret, adoption of the rules may make available to persons who may have property interest directly and immediately affected adversely by their adoption an opportunity to secure a judicial determination of the



validity of any such application of the rules in advance of commission action in licensing proceedings."

In such a manner, the FCC continued, broadcasters save "the expense, delay in time and license jeopardy which would be involved if the Commission's interpretation of the law were to be developed and disclosed only in the course of such proceedings."

The FCC went into a lengthy explanation as to why it considers most of current giveaways lotteries within the meaning of the law. It pointed out that court precedence has set up three elements that constitute a lottery—prize, chance and consideration. There is no problem over prize, said the FCC, since all such programs involve money or other prizes. Chance, it added, is inherent in each of the type of giveaways banned in the rules, since the "elements of chance determines in whole or in part the identity of the persons to whom the prize is to be awarded."

Substantial Issue

The substantial issue, said the FCC, is whether such programs also involve (See Giveaways Safe on page 38)

ABC To Build New Giveaway Around Rogers

NEW YORK, Aug. 20.—As if to show its attitude toward the Federal Communications Commission (FCC) ban on giveaways, the American Broadcasting Company (ABC) yesterday (19) decided to get up a brand new one, to air 30 minutes across the board during the day. The stanza is being built around Buddy Rogers, who has been pacted for both radio and tele by ABC. Rogers's video opus is due to have a variety format.

The new Rogers radio giveaway will be titled *Pick a Date* and will feature female contestants who will tell the ex-film star about the most exciting date they ever had. Rogers will counter with questions about events that occurred in the same period. The jackpot question will require identification of a date based on clues of events, songs and fashion descriptions. The time period has not yet been selected, but is apt to be either 11:30 a.m. or 2:30 p.m. Show will debut early in October.

Starch To Pose 3 Queries to Viewers In Impact Survey

NEW YORK, Aug. 20.—The Daniel Starch Research Organization this week revealed its plans for a continuing study of TV commercial impact. The first report will be published September 20 and will employ 400 interviewers covering four cities—New York, Boston, Chicago and Philadelphia—and possibly a fifth, Baltimore.

To be obtained entirely from interviews in TV set owners' homes, three basic answers will be sought of viewers: Whether they have seen the commercial, what their attitude is toward the sales pitch, and whether they buy the product.

To familiarize those interviewed with the commercials, story boards, a series of still pictures taken in sequence from the TV commercial, are used. There are five questions about the commercial ranging from a strong pro attitude to a strong anti attitude asked of the viewer, if he recognizes the sales pitch.

The service is aimed at agencies rather than advertisers. No price has been set for the service, but execs at the org claim it will be low. From the fact-finding studies, conclusions will also be able to be reached as to the effectiveness of the various type commercials, such as live, cartoon, film, etc. Jack Boyle will direct the program for the Starch organization.

Old Redhead Draws His Army Discharge

NEW YORK, Aug. 20.—Red Barber's Clubhouse will be canceled by the United States Army and Air Forces after its September 24 program. The show is simulcast Saturdays 6:30 to 6:45 over the Columbia Broadcasting System (CBS).

The decision to cancel was prompted not by dissatisfaction with the show but rather by decreased advertising appropriations given to the armed services. CBS will definitely continue the program on AM. The seg's TV future is doubtful, however, unless it can come up with a sponsor.

CBS also has come to a decision as to the fall future of two of its radio packages. Unless *Life With Luigi*, now on Sunday evenings 8:30 to 9, finds itself an angel, its ride will be ended. Program execs believe the program has had more than a fair chance to prove itself.

Make Believe Town the 3:30 to 4 across the board strip get axed at the end of summer. This time will be occupied by Garry Moore, whose *Club Matinee* will run until 4:30.

NEW YORK, Aug. 20.—Reaction to the Federal Communications Commission's (FCC) pronouncement "banning" giveaways was varied. Three of the four major networks refused comment, while the American Broadcasting Company (ABC) issued a statement attacking the action as beyond the FCC's power. "No changes in ABC programs" are to be made as a result of the FCC order, the web declared, going on to attack the commission on the grounds that "we do not believe in saying what radio and television programs the public should or should not hear." The network also stated it would immediately undertake legal action to contest the FCC's move—a position made clear by ABC a year ago when the FCC first proposed its giveaway ban.

Justin Miller, of the National Association of Broadcasters (NAB), also attacked the commission action as unconstitutional, and a similar position was taken by package producers with giveaways on the air. Radio actors, on the other hand, who feel that the loot shows have done them out of jobs, were hopeful the regulation would be enforced without delay.

Newspaper Play

Dailies thruout the country gave the FCC announcement terrific play—either because of a paucity of news, or because of the joy at seeing a competitive advertising medium slapped down. All New York afternoon dailies played the story heavily on their front pages yesterday (Friday). Some of the dailies also referred to The Billboard's survey last January showing that, in 1948, 54 network giveaways disbursed \$4,297,557 in cash and prizes.

Stress was also placed on the fact that of the four-man commission, only three voted in favor of the ban, Frieda Henneck dissenting and the others not participating. Thus, it is claimed, a minority of the seven-man agency has promulgated a regulation, raising a question as to the legality of the decision.

NAB Points for November Decision on BMB Set-Up

WASHINGTON, Aug. 20.—The National Association of Broadcasters (NAB) board of directors is hoping to decide once and for all on a permanent agency set-up for broadcast measurement when the board meets in November, it was learned this week. The issue is shaping up as a highly controversial one for the November board meeting, with board members undecided on whether to retain the Broadcast Measurement Bureau (BMB) in modified form or whether to launch out with recommendation for creation of an entirely new measurement set-up on a membership subscription basis, divorced from the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (Four A's).

Amid BMB's current preparations to issue the second and final part of its measurement study, the fate of BMB is seen as an issue that will have to be resolved this fall even tho BMB is likely to stay in existence for the remainder of the year to clean up its service work irrespective of whether the board votes to have NAB withdraw entirely from the sponsorship. BMB is now sponsored on a tripartite basis with ANA and the Four A's.

Methods To Stay Open

Whatever the board decides on the set-up, it is considered certain that the board action in November will not extend to the point of proposing which methods the measurement agency will use.

With the objective of leaving the way clear for objective measurement studies beyond reproach of criticism of being broadcast-dictated, the board

is expected to leave to the agency itself the question of deciding what methods or what services might be employed.

In this way, for example, the question of whether the Radox system might be employed will be left to the agency. This is viewed as not only an ethical approach but also a tactfully wise one, inasmuch as the unaffiliated stations executive committee of NAB has authorized a report on Radox at the "independents' day" session at the next NAB convention. The indies are anxious to get a measurement system which will assure fair coverage of unaffiliated stations. Some indies spokesmen have outspokenly criticized current measurement methods as putting unaffiliated stations at an unfair disadvantage, and belief has been expressed that Radox might give the indies a better break in audience studies.

Doc Baker Busy

Kenneth (Doc) Baker, acting president of BMB and director of research at NAB, is devoting most of his time currently to completion of BMB's final report. If the BMB is continued in any shape, it is believed that Baker would remain as prexy. The fate of BMB is considered certain to be tied in with deliberations by the board on whether the NAB's research department should be contracted further. The research department lost three employees in the recent cutting by the board. There appears to be general agreement that NAB needs a research department, but whether it should be consolidated with one of the new divisions or whether it should be continued as a separated entity is undecided.

AFRA SPOTLIGHT ON VIDEO

CBS Shows Color Converter To FCC; Girds for Sept. Battle

WASHINGTON, Aug. 20.—Battle lines shaping up for the September 26 hearing of the Federal Communications Commission (FCC) on color television indicate a revival of the struggle of two years ago on a more moderate scale, with the Columbia Broadcasting System (CBS) again advocating immediate color TV standards and with other biggies in the industry cautioning the FCC to make sure that owners of video sets will be protected against obsolescence of sets before standards are imposed. The commission is committed to a policy of averting any action that would result in obsolescence of sets in the public hands.

Readying to argue that present sets won't be made obsolete, CBS sought to lure the FCC into its corner with color TV demonstrations here this week showing microwave telecast reception of CBS's latest color converter and color receiver which, CBS stresses, operate on both very-high-frequencies (VHF) and ultra-high-frequencies (UHF) on six megacycles width.

Marketing Prepped

CBS is expected to announce at the hearing that the web has arranged for marketing of color converters and

receivers. CBS has already declared that "pre-production sets" are being manufactured. Peter Goldmark, chief of CBS TV, personally conducted the demonstration viewed at both the National Guard Armory here and in a room at the FCC. While FCC com- (See CBS Shows on page 14)

W. C. Hiatus Starters Feeling NBC Axe

HOLLYWOOD, Aug. 20.—Unable to find permanent time slots in an already-crowded fall line-up, National Broadcasting Company (NBC) has begun axing shows built by Coast programmers during hiatus months. Among those set to go at summer's end are the James Mason series, Billie Burke's *Chicken Every Sunday* and the dramatic ailer, *Four-Star Playhouse*.

More fortunate, however, are three other Coast starters, *Dragnet*, the Dick Powell *Richard Diamond* mystery show, and the Screen Directors' Guild *Playhouse*, all of which have been assured new time slots in the fall. Others in present sked, both here and in New York, are expected to fall by the wayside, depending on net's commercial sked.

WICU Would Give It Back to Indians

ERIE, Pa., Aug. 20.—Television's dream station, WICU, finally ran into a headache. Sales are good, the receiving field is growing rapidly, national publicity has pointed the finger at the station. And then came baseball.

Genial Manager Roger Underhill lined up a telecast arrangement with the Cleveland Indians. A sponsor was obtained. Program planning was revised. Everything was set. And then the American League said no. They just don't want the Cleveland games televised in Erie.

The Erie station and the *Daily Erie Dispatch* are now panning league officials, Commissioner A. B. Chandler and organized baseball. Protests have been recorded and anti-trust action is being talked about.

Kiggins Heads Petry Sales

NEW YORK, Aug. 20.—Keith Kiggins, formerly of the American Broadcasting Company (ABC), has been set at head of television sales for the Ed Petry station rep outfit. The move is interpreted as the first in an expansion of Petry's activities in video. Others pending include appointing new sales and promotion heads.

Union Opens Confab Thurs. On the Coast

Problems With the Webs

NEW YORK, Aug. 20.—The annual American Federation of Radio Artists (AFRA) convention starts Thursday (25) at the Palace Hotel, San Francisco, with television the prime subject on the agenda. Also up for consideration will be revisions of AFRA's contracts with the networks to cover problems arising out of the growing use of tape; possible changes in the regional transcription rates, an organizing drive to get phonograph recording artists into the union and a hospitalization plan for all members.

The principal question concerning AFRA and TV has been the inability to organize a nationwide union to assume video jurisdiction. Last year's AFRA convention voted approval of merging with other talent unions for TV, but the intervening period has seen a number of delays. The convention will discuss not only those delays but steps to be taken to hasten one-union action.

Tape Show Hassle

There will be prolonged discussion on whether AFRA should agree to the networks' demand that sustaining rates rather than transcription (See AFRA Spotlight on page 38)

Eastern Unions To By-Pass SAG

To Organize Tele Without Screen Union

TV Pix Cause Rift

NEW YORK, Aug. 20.—The Eastern talent unions of the Associated Actors and Artistes of America (4 A's) this week were moving to by-pass the Screen Actors' Guild (SAG) and undertake the organization of video themselves. The Eastern 4A unions have collectively given their TV jurisdiction to the Television Authority (TA), which will undertake negotiations when organizational details are straightened out.

The SAG has refused to participate in TA and now the Eastern unions feel that it is impossible to delay organizing TV any further. Later, should SAG want to take advantage of whatever agreement the TA has negotiated, the 4A's will be more than willing to let the movie actors' union come into the Authority.

Stumbling Block

The chief stumbling block in reaching any agreement with the SAG was its demand for jurisdiction over film made for video. This brought up the thorny question of kinescopes. The SAG was willing to let some kine go to the jurisdiction of TV Authority, but claimed that the technique used to make the film should determine into whose jurisdiction it belonged. After protracted meetings, the groups were unable to work out an agreement.

As their next step the Eastern unions—comprising radio, legit, vaude and musical performers—will now

Done by Mirrors

HARTFORD, Conn., Aug. 20.—A Worcester, Mass., television set owner, Charles A. Rich, has built up a fine collection of celebrity autographs—and without budging from his living room. It's all done via video.

Rich says he merely photographs celebrities who appear on his television set and then mails each celebrity two prints, asking that one be autographed and returned to him. The other print is kept by the famed personality as a souvenir.

Gannon Preps WNBC V-J Day Vets' Salute

NEW YORK, Aug. 20.—Harvey Gannon, just promoted to the post of program manager of WNBC, New York, replacing Tony Provost, this week was readying his initial special venture. The station is prepping an all-day V-J Day salute September 2, emphasizing the progress and peacetime future of vets, rather than dwelling on the war. Much of the material will be based on the veterans' development at Shanks Village, N. Y.

The wind-up is slated to be a 30-minute documentary, airing at 11:15 p.m., tentatively titled *Yours To Hold High*. Tex McCrary may narrate.

submit the TV Authority plan to the 4A's executive board where acceptance is virtually assured. Then it will go to the members of the various unions. When it's approved, TA will draft its demands and open negotiations. This will probably take about two months.

WWJ..

first in
Detroit in
Public Service
Programs

The Alfred P. Sloan Award for Highway Safety—presented by The Automotive Safety Foundation—for an all-out contribution to safety, impressive on all counts—the amount of air time, size of audience reached, quality and variety of features.

The Thirteenth American Exhibition of Educational Radio Programs Award—for "Twenty Four Hours Under Communism"—an original program approach to an important subject, difficult to carry with impact to the mass audience; effectively written and convincingly produced; an excellent example of "shock" technique.

The National Safety Council's Public Interest Award—for exceptional service given safety through accident prevention activities.

All through its 29 years of existence, WWJ has prided itself on service to the community. To a great extent, this is why WWJ today enjoys the community-confidence so beneficial to its advertisers.

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National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY
Associate Television Station 'W W J - TV

AM—930 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

State Dept. May Lose "Voice"; Jamming by Russians Fought

WASHINGTON, Aug. 20.—A move to take the *Voice of America* out of the State Department and turn it over to a new agency was launched on Capitol Hill this week by Rep. Edith Nourse Rogers (R., Mass.). At the same time, both the State Department and Congress took positive steps to combat jamming of the *Voice* by Soviet Russia.

In the first of what she indicated will be a series of speeches on a new agency of psychological warfare, Mrs. Rogers told the House that only an independent civilian agency can coordinate the various propaganda activities now being conducted by the military and by the State Department. Mentioning Radio Moscow, Radio Rome, Radio Riga and Radio Paris, Mrs. Rogers declared: "It is appalling to my mind that the United States has no Radio Washington, no official radio broadcasting station."

She said she was preparing legislation to set up a special committee on psychological warfare "to coordinate the efforts of individuals and agencies now independently investigating the problem."

Almost at the same moment the congresswoman was addressing the House, Alan Kirk, U. S. Ambassador to Russia, was calling on Premier Stalin to urge immediate action on U. S. protests over Soviet jamming of *Voice* broadcasts.

William McCluskey WLW-T Sales Chief

CINCINNATI, Aug. 20.—Appointment of William McCluskey as sales manager for WLW-T, to succeed Milton (Chick) Allison, who resigned several months ago, was announced Thursday by Marshall Terry, vice-president of the Crosley Broadcasting Corporation in charge of television.

McCluskey joined WLW in 1939 as manager of WLW Promotions, Inc., a position he held until February, 1948, when he became the first television salesman in Cincinnati with his transfer from WLW to the station's video outlet, WLW-T.

Prior to joining WLW, McCluskey spent two years with John Lair in forming the Renfro Valley Enterprises, which was instrumental in bringing the first barn dance program to Cincinnati. McCluskey also spent six years with WLS, Chicago, as emcee and vocalist.

Mary McCarty Inked For ABC-TV Comedy

NEW YORK, Aug. 20. — Mary McCarty this week was pacted by Veepee Bud Barry to emote in a new video situation comedy on the American Broadcasting Company (ABC), starting in October. The show, tentatively titled *My Boy Friend and I*, probably will get a Sunday time period to avoid conflict with Miss McCarty's legit commitments. The remainder of the cast is not yet set.

Miss McCarty's last tele show was the *Admiral Broadway Revue*, which has been dropped.

In recommending another \$11,500,000 for additional *Voice* stations and counter-jamming equipment, the House Appropriations Committee was more blunt. The jamming, declared the group in a special report to the House, is a "direct violation of international telecommunications conventions to which the USSR is a party."

The extra funds approved by the committee are contained in a supplemental State Department appropriations bill and are earmarked specifically for the *Voice*. The regular appropriation contains some \$30,000,000 for overseas information work of the State Department with approximately \$7,500,000 allotted for broadcasts. Having secured unanimous approval of the Ways and Means Committee, the extra *Voice* funds are given an excellent chance to gain congressional enactment.

In describing the "complex" jamming operations, Secretary of State Dean Acheson stated that the Soviet had 250 jamming transmitters not yet identified. He added that "many others not yet identified are believed to be in operation."

Crosley Eyes TV of 'This Is B'way' Pkg.

NEW YORK, Aug. 20.—The Crosley division of AVCO Corporation is indicating interest in sponsoring the TV version of the Columbia Broadcasting System (CBS) simulcast package, *This Is Broadway*. The show is now on CBS Friday nights, 9 to 10 p.m., but it will be shifted come fall.

If the show should sell on video there will be no radio version, and it will go to Sunday evenings, 10 to 11.

Crosley recently renewed its sponsorship of *Who Said That?* on the National Broadcasting Company (NBC).

Patent Lapse Spurs Evans Case To 5G Weekly WEEI-CBS Series

BOSTON, Aug. 20.—In this day of falling business and shrinking advertising budgets it is more than unusual to find a small concern spending nearly \$5,000 a week on a regional radio show—in addition to its other advertising commitments.

The Evans Case Company, of North Attleboro, Mass., manufacturer of pocketbooks and cigarette lighters, is a case in point. This company is now shelling out about \$4,800 a week for *The Evans Showcase*, a mainly musical Saturday evening (8:30-9 p.m.) show of small pretensions which is aired thru WEEI in Boston and the 10 other Columbia Broadcasting System (CBS) stations in the New England Regional Network.

Altho the results, either in show quality or increased sales, may not be immediately apparent, there is a sound business reason behind the large expenditure. For a good many years Evans has been paying nearly \$2,000,000 in patent royalties to Ronson, one of the country's largest lighter manufacturers. Now Ronson's patents have run out, and Evans is striking out with new products, new designs, new ideas in lighter manufacture. The company's one purpose is to promote the new Evans lighters. Radio seemed to be an effective way to do it. Time only, will tell. In the meantime, judging by the second-rate quality and lack of listener appeal of the show, one would guess that its attraction, hence its selling possibilities is rather small.

The show is produced by Don Horter, of the Don Horter Agency in Boston; directed by Ray Girardin, of the WEEI staff (assistant director,

"Hail!" Hayes

HOLLYWOOD, Aug. 20. — Veteran Hollywood newscaster Sam Hayes this week celebrated his 10th consecutive year as Pacific Coast regional news gabber for General Mills. Coincidentally, Hayes begins his 20th year in radio, having racked up the following records:

First regional newscaster in the U. S.

First newsman to participate in a telecast—in 1935.

First person (other than President of U. S.) to speak over combined NBC Red, Blue and Canadian networks—stint done during 1933 earthquake in Long Beach, Calif.

Altho Hayes estimates he has completed at least 5,750 different broadcasts, he has managed to add to his laurels by appearing in over 140 motion pictures, always in the role of a news or sports commentator.

Added to this—he is now a tele producer and packager.

CBS Likely To Get Lamotta Title Bout

NEW YORK, Aug. 20.—Indications this week were that the Columbia Broadcasting System (CBS) would snag the radio rights to the Marcel-Jake Lamotta middleweight title fight when it goes on late in September. The site has not been decided upon, but it may be Yankee Stadium.

Interest will be high in the fight because of the way Cerdan lost his crown to Lamotta in their initial bout. However, there is more than a good possibility that it will not be telecast, in line with a recent policy by the promoters not to sell TV rights. If the bout goes to CBS, Ballantine ale and beer will get first shot at sponsoring it. Ballantine is paying the bills for the Belloise-Robinson bout August 24 which CBS is carrying from the Yankee Stadium.

Tom Calhoun); written by Jack Beauvais. The weekly budget is \$4,800. Tom Russell is announcer. The show has been broadcast from the stage of the Keith Memorial Theater here, and moves on to other theaters in New England which have CBS stations.

Built Around Moore

The show is built around Carl Moore, a WEEI fixture, band leader and sometime comedian in these parts for a good many years. Frank Bell's orchestra furnishes the music; Salvy Cavicchio is featured as a flashy xylophone soloist; Gloria Carroll sings romantic songs in slow tempo; the Al Rawley Trio also takes part.

Conceivably an easy, pleasant half-hour of music and chatter could be built around such a combination, even with the same cast. But the show stresses a corny kind of vaudeville pitch from Moore (that seems to be his style) without a touch of tongue-in-cheek to take the curse off it. Transitions from song to song and number to number are awkward; the script, if there is one, might as well be tossed out the window. Otherwise, it needs to be strictly routine. The sponsor's anxiety to sell is obvious, too; the show is overloaded with commercials. One at each end post, and a brief, perhaps technical one in the middle would suffice.

On the credit side is Moore's ease, Carroll's warm personal style with a song, the first-rate musical arrangements and playing of Frank Bell's band. But surely a big regional station can do better than this.

Bill Riley.

U. S. May Force Rules Changes On Ballcasting

WASHINGTON, Aug. 20.—Organized baseball's regulations on broadcasts of games appear headed for some modification as the result of the Justice Department's current inquiry into complaints made against "interlocking" arrangements by baseball clubs on broadcasting and telecasting of games. Altho the department is keeping mum on its action, it has been sounding out organized baseball bigwigs and individual broadcasters on the advisability of compromise revision of baseball's present rules.

The Justice Department's inquiry has resulted from complaints initiated originally two years ago by WARL, Arlington, Va., against organized baseball's regulations on game broadcasts which, the complaint charged, are in restraint of trade. Under rules of the major and minor leagues, a local team not only has authority to control its own game broadcasts locally but also can determine whether local broadcasts will be permitted for other teams in its own or related leagues. With the rules of the various baseball leagues virtually integrated, baseball commissioner A. B. Chandler is expected to be invited to confer with the Justice Department on a compromise arrangement to settle the controversy. The department has already sought the opinion of some individual broadcasters on whether they would be satisfied with a change in the rules removing the "veto" power from local teams over the local broadcasts of games in which the local team is not involved.

FCC Case on WSNY Is Over to Oct. 10

SCHENECTADY, N. Y., Aug. 20.—A hearing of the Federal Communications Commission (FCC) to settle the fate of local independent Station WSNY was adjourned late last Saturday (13) and will be reconvened in Washington October 10.

The FCC completed 11 days of hearings here to determine whether (1) there was an authorized transfer of control in the station; (2) a new three-year license should be granted WSNY, and (3) the station's wave length and license should go to the newly formed Public Service Broadcasting Corporation.

Two men who had what one of them has called the best partnership that "ever came down the pike" have accused each other of fraud, intimidation and petty bribery during the hearing before FCC Examiner James Cunningham.

The chief participants in the row are Winslow P. Leighton, president of Western Gateway Broadcasting Corporation, which operates WSNY, and George R. Nelson, former vice-president of Western Gateway and general manager of the station. Nelson was ousted by Leighton in June, 1948, after Leighton had bought up stock and gained control of the corporation.

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Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price lists, samples, etc.

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TV PRODUCTION ETHICS CODE

Final Touches For KECA-TV Sept. Kick-Off

Shows, Personnel Set

HOLLYWOOD, Aug. 20. — Preparation for the September 16 kick-off of American Broadcasting Company's (ABC) KECA-TV is rounding the final bend. Station will bow with a 17-hour-per-week, Wednesday thru Sunday operation. Air time is scheduled to be increased by November, when the station intends to jump to a seven-day operation.

Foremost on its program sked, KECA-TV boasts of its acquisition of all the home games of University of Southern California (USC) and University of California at Los Angeles (UCLA). Also in top position on its show board is an unnamed hour-long weekly show to be produced at the highest budget yet used on a tele sustained seg. Net execs refused to divulge the show's budget, but it is believed to have an approximate talent cost of \$2,500. Dick Goggin, station's former program director, will devote his working time exclusively to directing that show.

Other segs include *Sleepy Joe*, the Jimmy Scribner across-the-board strip which the station bought this week; *You Witness*, live whodunit written and produced by Ashmead Scott; wrestling matches from Ocean (See *Final Touches* on page 12)

Sinatra Gets Okay On MBS D. J. Show

HOLLYWOOD, Aug. 20. — Frank Sinatra received final clearance from both MGM Studios and American Tobacco Company to do his disk jockey five-a-week strip show over Mutual Broadcasting System (MBS), beginning November 1. Flickery and cigar firm approval was needed before starting date could be set, with Sinatra to tape a 15-minute platter show from Hollywood for sale as a Mutual co-op.

At the same time, American Tobacco nixed The Voice's request for tape recording rights on the nighttime strip airtel which tees off early next month over National Broadcasting Company (NBC) in the 7-7:15 p.m. spot formerly tenanted by *Chesterfield Supper Club*. Doing the show live from film capital will require early afternoon rehearsal and 4 p.m. broadcast time, which may prove a headache should Sinatra be working on a pic for MGM. Crooner's handlers, however, said that no pic work is sked until early next year, by which time a system for doing both film and daily radio stints will be worked out.

Television Production Code

In General:
No television program shall be produced which shall tend to lower the moral standards of the viewer, ridicule any law, either natural, spiritual or man made, or in any way violate acceptable standards of good taste or tend to contradict the American way of living.

In Particular:

I. Crimes Against the Law:

In consideration of the diversity of age, intelligence and emotional levels of viewers, crimes shall not be presented so as to create sympathy with the criminal as against law and justice.

- a. Brutality and horror with reference to murder shall be avoided.
- b. Details of the execution of such crimes as arson, safecracking, theft, smuggling, burglary and robbery, etc., which might inspire imitation, shall not be presented.
- c. Any reference to the use of illegal drugs or their effects should be scrupulously avoided so as to stimulate no curiosity concerning traffic in or use of such drugs.
- d. Except where required for plot or characterization, use of liquor in television scenes shall be avoided.

II. Race and Nationality:

- a. Racial types shall not be shown on television in such manner as to provoke ridicule or embarrassment to the viewer. The use of cliché racial types, at one time common to other entertainment media, is discouraged.
- b. The flags, histories and backgrounds of all peoples and of all nations shall be presented fairly and with proper respect.

III. Vulgarity, Obscenity and Profanity:

In this matter more than mere good taste must prevail in view of the impact on the home by the television medium.

IV. Religion:

All religions, religious ceremonies and religious dignitaries shall be treated with dignity and respect, nor shall they be subject to either criticism or ridicule.

V. Sex:

No television production shall be presented wherein any performance, no matter how artistic, is performed so as to excite the baser natures of any segment of the viewing public.

- a. Scenes of passion, seduction and rape, if essential to plot development, should be no more than suggested in any dramatic TV presentation.
- b. Such subjects as childbirth (even in silhouette), sex perversion, white slavery and miscegenation are not to be introduced. Until sex hygiene education has achieved wider acceptance, it is to be avoided as a subject for television.
- c. Undue exposure of the human form to the extent often seen in night clubs is unnecessary and often offensive to the viewer, especially as such entertainment is presented in his own living room.
- d. Suggestive dances representing sexual actions or emphasizing indecent movements shall be omitted.
- e. Shades of clothing on the body shall be avoided that do not project properly so that the body looks nude.

VI. Questionable Subjects:

Shows seeking new mediums or formats of expression and which due to plot, means, use of characters or otherwise be of a nature that might help the art of telecasting in its development, yet which be for one reason or another when shown a possible violation of the Code or the spirit thereof, may still be telecast providing the following steps are taken:

- a. The Television Producers' Association Code administrative committee be first notified and given a copy of the script at least 24 hours before scheduled telecast.
- b. The show be telecast at experimental time periods so specifically advertised by the station or stations.
- c. The show be telecast either before 1 p. m. or after 9 p. m. local time.

VII. Truth:

If a show portrays life in fact as we know it and yet violates this code in its strict interpretation but not the spirit thereof, the TPA Code administrative committee shall, in passing upon such a show, lean in favor of rewarding scientific effect and artistic advance rather than to impose disciplinary penalties.

VIII. Children:

All shows which essentially are not the proper material for viewing by children under 18 years of age shall be scheduled for telecast after 9 p. m. and before 5 a. m. local time.

IX. In Conclusion:

The cardinal rule to be applied: "When in doubt, leave out."

Major Groups Hammer Out Regulations

Highest Responsibility

NEW YORK, Aug. 20. — A nationwide television production code of ethics was shaping up this week as the two major independent packagers' groups, representing the two coasts, were joining forces and hammering out proposed standards. Initiative in the move came from the Television Producers' Association (TPA) of Hollywood, which worked out the first rough draft of a code. The draft now is in the hands of the Independent Television Producers' Association (ITPA) of New York, which is to make additions, deletions, corrections and suggestions.

The two organizations have stressed that they have no intention of keeping the development of the code within their structures. Rather, they welcome industry interest and participation in working out a sensible set of standards to govern video. To aid in the promulgation and dissemination of the first draft for widest industry consideration, *The Billboard* presents its essential text herewith.

The TPA draft was prepared by a four-man committee chaired by Frank Danzig, and including Thomas Armistead, of the Pasadena Playhouse; TPA general counsel Max Gilford, and indie packager-producer Mal Boyd. It has been presented to ITPA head Martin Gosch, with a request that ITPA either set up a special committee to consider the draft, or to have its board of directors act as a committee.

TV's Responsibility

The preamble to the draft code asserts that the "television producer has a responsibility to the viewing public far greater than that of any entertainment medium ever before devised." It states that the aim of the code is to promote video fare of the highest calibre, aimed at entertaining and informing as well as preserving democratic and moral standards. The preamble also noted that, be-

(See *TV Ethics Code* on page 38)

KWRZ Doomed

WASHINGTON, Aug. 20. — The Federal Communications Commission (FCC) this week ordered KWRZ, Flagstaff, Ariz., off the air by September 15. The FCC said the order was issued on basis of information that James L. Stapleton, Duard K. Nowlin and Jesse M. Neill Jr. have unlawfully transferred KWRZ to Agnes McGillvra, and the latter's current and continued operation of that station "constitutes unlicensed and illegal broadcasting."

E. K. Bauer Leaves WSAI Exec Post

CINCINNATI, Aug. 20. — E. K. (Epps) Bauer Tuesday (16) left Station WSAI here and the program director's post which he has held there since last January. General Manager Robert Sampson termed the move a "cut-back," pointing out that few stations around the country the size of WSAI have program directors. Sampson said that he will assume Bauer's duties along with his other activities at the station.

Bauer has been a local radio executive for about 20 years, having joined Station WLW in 1930 after having been employed by the manufacturing division of the Crosley Broadcasting Corporation. When WSAI was sold

Gordon and Skolsky Head New TV Pkgs.

HOLLYWOOD, Aug. 20. — Tele department of William Morris Agency this week rounded up a new batch of video packages which the agency will sample via KNBH-NBC Hollywood *Premiere Theater* stanza. Shows will be produced and packaged by William Morris for one-time showing over KNBH, with tele outlet making kine prints for sales purposes.

Included in the new airers will be a stanza tagged *Laugh Lads*, featuring Bill Thompson, the "Old Timer," on the Fibber and Molly airtel, and written by Joe Ansen, scripter of Fete Smith pic shorts. Bert (Mad Russian) Gordon will head a comedy-mystery stanza, *The Private Ear*, while columnist Sidney Skolsky will be teamed with Benay Venuta in a showbiz series to be written by Mannie Mannheim, former scripter of the Al Jolson radio show. Other shows include a combined AM-TV version of the old *Meet Me at Parky's*, featuring Harry (Parkyakarkus) Einstein. Parky, an ex-William Morris client, rejoined the agency roster this week after a year's absence from the air. Also set for testing is a stanza featuring Arleen Ferris, familiar as the gabby fem on the Al Pearce shows of several years ago.

to Marshall Field in 1944 by WLW, Bauer remained with the station as assistant manager in the sales department.

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Balaban & Katz Eyeing TV As Powerful Sales Weapon

CHICAGO, Aug. 20.—Balaban & Katz (B & K) theater chain brass, which for years has looked upon television as a stepchild, even tho the corporation has owned WBKB, local outlet, apparently is having a change of heart and is now eyeing the medium as a powerful sales, entertainment and promotion weapon. This week top level execs held a meeting and adopted policies which will result in increased use of TV to hypo B&K showbiz standing.

First move will be increased airing of film trailers plugging movies at B&K loop and neighborhood houses. Now that Metro-Goldwyn-Mayer (MGM) is the only major producing company not putting out film trailers for TV, the supply of this type of promotion material is plentiful and WBKB plans to use it on a regular basis. When the producer does not supply the trailers, WBKB will make special film or slides.

The station plans a daily show of movie trailers to start in about two weeks. This is tentatively being titled the B&K Theater Guide and is conceived as TV service comparable to movie logs in daily newspapers. In some cases movie producing companies will split air costs, in others B&K will pick up the tab.

Hypnotist Polgar TV'er To Bring Viewers Sleep?

NEW YORK, Aug. 20.—Television, which has put some people to sleep unwillingly, may do so officially when Dr. Franz Polgar, hypnotist, starts his own video series this fall. Show will be a once-a-weeker, sponsored by Clipper Craft Clothes.

Polgar does both a hypnotic and mnemonic routine, and it is expected that he will attempt hypnosis on members of his studio audience, thus raising the publicity-worthy question of putting home viewers to sleep.

The time spot hasn't been set but will probably be picked on the Columbia Broadcasting System (CBS) via the William Weintraub Agency.

Bristol-Myers Mulls "Prosecutor" Series

NEW YORK, Aug. 20.—The Jerry Fairbanks film series, *Public Prosecutor*, was under consideration this week by Bristol-Myers. Several of the episodes have been screened by the agency, Young & Rubicam, for the client, and the drug firm is understood to be favorably impressed by the program, which is being offered by the National Broadcasting Company (NBC).

Reportedly holding up the deal is the location of a time spot satisfactory both to web and sponsor. Because *Prosecutor* is a 20-minute show, NBC is loath to part with a prime period which would necessitate its airing a 10-minute filler to go along with it. The settlement of the 10-minute problem and the price on the package are delaying inking.

Another plan calls for the weekly airing of a new variety show based on B&K's showbiz history. Theater chain brass contend that a semi-historical series featuring top entertainers who have appeared at the chain's theaters will be top video fare. This show is tentatively slated for fall premiere.

Still another plan calls for origination of TV programs at various B&K neighborhood houses. Amateur contests, Saturday matinees, kid shows and other remotes are being discussed, in which it is agreed that programs from theaters would increase potential studio space for the station and would also promote B&K's name in the hinterlands.

High in the chain's thinking is a plan to increase the number of sports, news and special events shows piped into one of their Loop theaters equipped with Paramount's Teletranscription System. With recent settlement of union difficulties, the Teletranscription System is ready to roll. The Chicago Theater, B&K flagship, undoubtedly will be used for the large-screen show.

One of the big events which the station will try to air and simultaneously shoot into the theater will be the Notre Dame-Southern California football game this winter. The station is trying to keep this quiet, but it is known that overtures have been made to the universities and that the station is quietly laying groundwork for the show.

Pall Mall To Air 9:30 Friday, NBC

NEW YORK, Aug. 20.—Pall Mall cigarettes this week secured the 9:30 to 10 p.m. slot Fridays from the National Broadcasting Company (NBC) for its video version of *Big Story*, which starts September 16. The radio series airs at 10 p.m. Wednesdays on NBC. The Sullivan, Stauffer, Colwell & Bayles Agency set the deal.

The first script for the series is being penned by Arnold Perl and will be part film and part live. Some of the film sequences are being shot in Pittsburgh, on the scene of the news story being recreated. Elliott Sullivan has been set for the leading role.

Engineers Risk Lives To Get WOR Test Signal on Air by Deadline

NEW YORK, Aug. 20.—Behind WOR-TV's unheralded start of service, Sunday (14), was a dramatic story in which Charlie Singer, assistant chief of the WOR AM and TV engineering staff, and several of his assistants risked their lives in order to get the station's video signal on the air. The deadline for the start of operations was August 14, and the major job remaining was to connect the transmission cable with the antenna mast, which pokes into the sky nearly 800 feet above the ground at Palisades, N. J.

When Singer and his crew went to work Saturday, they found that the transmission cable, which had been clamped on during the terrific hot spell of the preceding week, had enormous bulges in it. These resulted from the expansion caused by the heat, and meant that the entire cable, almost 800 feet of it, had to be unclamped and then attached again. There are 1,000-count 'em—1,000 taps to the micro relay shack 500 feet up the tower, a metal stepladder carries on above that, and a mountain oat, with glue on its hoofs, would have trouble negotiating it. Singer and his men started climbing stairs; the trip up the 1,000 steps took an hour alone.

First Radio Poll For Down Under

BRISBANE, Australia, Aug. 20.—Australia's first radio popularity poll is under way here, with thousands of listeners sending in coupons with their choices for the most popular Australian air personality and the best Queensland radio voice. The balloting is being conducted by the leading Queensland daily paper, the *Brisbane Courier-Mail*, which prints a coupon in each issue for listeners' convenience.

Broadcasters and talent here are watching the poll with great interest, since it will afford the first public expression of listener faves. Winners will receive a Down Under version of an Oscar.

Stark-Layton Deal With RKO For TV Tyros

NEW YORK, Aug. 20.—The RKO theater chain this week signed to participate in the development of a giant new video amateur program, to be produced by Wilbur Stark and Jerry Layton, local packagers. The Stark-Layton deal calls for development of road units stemming from the show, to be booked nationally around the RKO Circuit and other theaters. Rebirth of flesh on film house stages played a major part in the thinking of the movie company in setting the deal.

The new show, as yet untitled, probably will air over the DuMont web in the time slot now occupied by the *Original Amateur Hour*, which is slated to move shortly. A name emcee will be used, one who is an established film name with a reputation for his interest in the development of young talent. The deal calls for RKO to assist in the production of the program.

A major element in the deal is a merchandising set-up to which RKO has agreed. This will involve use of the movie houses to promote the program in many ways. A possibility exists that "amateur nights" at the neighborhood houses may be revived as a device for funneling talent into the tele show, while simultaneously promoting the aifer.

Chi's Pigskin Pros Nix Live TV Pick-Ups

Video Fees Prohibitive

CHICAGO, Aug. 20.—Professional football teams here will say no again this year to live telecasts it seemed likely this week. The Chicago Bears and Cardinals, which usually act in concert on matters pertaining to radio or TV, are asking prohibitive prices for video rights. Since the Rockets, third pro team here, usually follows the example of the Bears and Cards in such matters and since the Bears' and Cards' asking price of about \$5,000 per game is too high for serious consideration by TV industry, it appears likely local viewers will not see live pick-ups. However, both Bears and Cardinals have granted TV rights for film reproductions which will be aired Tuesday nights and will feature highlights of previous Sunday's game.

Bears' highlights will be sponsored by the Standard Oil Company of Indiana on WENR-TV starting September 27. McCann-Erickson is the agency for the series, which will run Tuesdays from 8 to 8:30 p.m. for 13 weeks. Cardinal highlights will be sponsored by Fox Deluxe brewery on WBKB for duration of season.

Last year both the Cardinals and the Bears had the same asking price for TV rights, and the industry turned a cold shoulder in their direction. Belief of management of both teams is that TV hurts gate. Thus, they are asking high price for rights, with the policy that if some sponsor goes for the deal, gate loss will be compensated for. Furthermore, it is said, teams' management is asking prohibitive price in order to discourage live pick-ups.

Film highlights of Bears games will feature Red Grange and team's stars and coaches. Cardinal shows will spotlight Marshall Goldberg and other prominent members of the organization. Bear film will be bought from the team and will consist of edited portions of movies regularly taken as aids.

Ford Buys Big Nine Grid Pix for Tele

NEW YORK, Aug. 20.—In one of the largest spot TV purchases, the Ford dealers this week bought the official films of the Big Nine football games for video presentation in 16 Middle-Western cities. Beginning September 22, half hour highlights of Big Nine football clashes will be shown Thursdays and Fridays in various cities, with a commentary by Wilfred Smith, of *The Chicago Tribune*.

Different times in each town will be used, and only pictures of home games will be unveiled. The cities where the pictures will be presented range from Syracuse to Omaha.

J. Walter Thompson is the agency.

HAIR-DO FOR JINX

NEW YORK, Aug. 20.—Charles of the Ritz, cosmetics firm, this week signed to bankroll the Sunday edition of the *Tex and Jinx* show on WNBC, New York. The 52-week contract marks the firm's entry into radio. The Peck Agency set the deal thru WNBC salesman William Rich.

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TV STARVED FOR VAUDERS

New Don Lee W6XAO on Spot Until FCC Acts on Charges

HOLLYWOOD, Aug. 20.—Don Lee television outlet W6XAO will complete its half-million dollar transmitter construction job atop Mount Wilson next month, after which station faces an indefinite road-block in plans for video expansion. Outlet will be prevented from making transmitter tests or shifting operations from present Mount Lee site until Federal Communications Commission (FCC) acts on pending charges that Don Lee Broadcasting System (DLBS) violated FCC regulations.

Situation, which puts Don Lee on spot insofar as making future plans, is aftermath of FCC hearing held in Los Angeles early in 1947, at which time the commission investigated charges that Don Lee had violated network radio practices in dealing with its regional Coast affiliates. Altho hearing was held over two and a half years ago, FCC has never handed down a ruling, granting only temporary license renewals to Don Lee radio outlets and the Hollywood video station.

Despite its temporary status, however, Don Lee has been obliged to proceed with Mount Wilson installation in order to put W6XAO on an equal competitive footing with six rival TV stations here. New transmitting location is expected to increase signal strength and picture quality. Hence station has invested in a complete new transmitter and purchased and improved a 160-acre site atop the mountain.

Possible out for Don Lee would be to petition FCC for special authority to conduct Mount Wilson tests and

switch operation to new location when feasible. Otherwise, TV outlet will sit tight until FCC rules on pending case, even at the expense of losing both audience and biz because of inferior signal strength.

Ironically enough, Don Lee is nation's pioneer video station, having 18 years of tele experience to its credit. Station was also first to build a permanent studio-transmitter plant here, investing in a prewar facility atop Mount Lee. Included is studio set-up once boasting largest tele sound stage in Hollywood. Erected at a time when Mount Wilson location was neither available to tele industry nor deemed desirable, the Mount Lee location faces partial abandonment once Mount Wilson set-up goes into operation.

WJZ-TV Shifts Antenna Site to Empire State

NEW YORK, Aug. 20. — A deal whereby WJZ-TV, key outlet of the American Broadcasting Company (ABC), will shift its television antenna to the Empire State Building, was reported set this week. This will mean that ABC will share the facilities of the world's tallest building with the National Broadcasting Company (NBC), which now has its tower for WNBT on the building.

WJZ-TV has been looking for some time for a new tower site in a move to improve and broaden its signal. The present WJZ-TV tower is on the Hotel Pierre, New York. Recently the network tried to get space in the Chrysler Building Tower, where Columbia Broadcasting System (CBS) has its WCBS-TV antenna, but was unsuccessful.

According to reports the Empire State Building recently notified NBC that it was increasing its rent considerably, some stories—unverified—having the annual tab as high as \$400,000. When NBC refused to pay the new boost, the building management is said to have decided to open its facilities to other telecasters.

Workshop Plan Would Merge TV, Pic Techniques

HOLLYWOOD, Aug. 20.—Plans for a "television workshop" to attract motion pic producers, directors and stars to tele were disclosed this week-end by Charles Glett, new vice-president in charge of television for Don Lee Broadcasting System. With a late fall kick-off tentatively planned, Glett hopes to provide a regular tele showcase and development of an avenue for the town's top film personalities. Believing in an affinity between motion pic and video techniques, Glett aims to inject more film techniques in Don Lee's video programming.

Workshop plan would afford film names a chance to work between pic assignments on Don Lee video, and provide the tele outlet with name talent and top production brains. Glett is a veteran of 20 years in the movie industry and, hence, favors the film technique in video production. According to Glett, idea has been informally presented to many top Hollywood figures who have indicated eagerness to go along with the plan, only barrier being anti-tele clauses which so far has stymied video work by many of Hollywood's pic stars, writers and directors.

NBC May Block Book Sat. Eve.

NEW YORK, Aug. 20.—The National Broadcasting Company (NBC) is working on a plan for "block booking" of its Saturday night programs. Under the proposal three straight hours would be programed jointly, with a general theme carrying thru all the shows aired in that time. In addition, one or two personalities would be used to link the programs together.

The plan is in the works but hasn't jelled completely. The hours involved would be from 7:30 to 10:30 or 8 to 11 p.m. The idea is credited to Sylvester (Pat) Weaver, newly designated NBC-TV veepee.

Top Gagsters Badly Needed For Screening

New Acts in Demand

(Continued from page 3)

of a new kind of video humor and the building of new situation comedies and musical comedies are regarded as the logical result of this problem. Unless and until the comics dream up such vehicles, they are likely to have to sit on the tele sidelines.

Where To Look?

The fact is that video, the greatest mass meat-grinder for acts and material, is making standard acts old hat already, well before the medium has fully developed. There just aren't enough good acts to go around, even now, and where the new ones needed will come from is baffling the lads who have to dig up the talent.

In the old vaude days, an act could get by with a single routine, which could earn it a permanent living as it toured the country. The average act, however, had about four good routines, while a few had as many as eight, tho these were rare. Some of these acts are still around, but they're still doing the same old routines. They've never bothered building new ones, because they've never had to.

The result is that the shows relying on variety acts are falling upon dark days. Already, the William Morris agency is reported to have one man on its staff whose sole duty is to locate acts for the Berle show. Considering the number used each week on the show, it is not surprising that a larger number of unknown and almost semi-pros have been rung in recently. Return engagements also (See Tele Needs Vauders on page 38)

NAB '50 Huddle To Bar Kibitzers

WASHINGTON, Aug. 20.—More streamlining of convention procedure for the National Association of Broadcasters (NAB) is in the works for the next conclave in April. First steps in preparing the agenda for the Chicago huddle were taken at an informal parley in that city yesterday (19), when C. E. Arney, executive secretary of NAB, and Robert Richards, director of NAB's public relations department, conferred with members of the NAB board's subcommittee.

One definite change in store for the next convention is limiting of business sessions to qualified participants so that discussion time can be pared down and accurate voting will be assured. Criticism has been made that in the past there has been a tendency for non-members of panel discussion to join in the deliberations and voting. Efforts are being made to improve the convention machinery as well as the agenda.

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TALK OF THE TRADE

J. Mac Wynn, sales director of WHAS, Louisville, has resigned, effective August 22. No successor has been selected. . . . Harold Meyer will replace Murray Carpenter as manager of WPOR, Portland, Me. . . . George V. Allen, assistant secretary of the State Department, has commended Herman Neuman, musical director of WNYC, New York, for giving successful concerts of American music in Europe. . . . Maurice Mitchell, director of the Broadcast Advertising Bureau (BAB), spent last week teaching radio advertising at the University of Denver.

Marquis Childs and Tom Reynolds will share Martin Agronsky's American Broadcasting Company (ABC) mike while the latter vacations August 15 to September 3. . . . Bob Lore, the newly appointed sales manager of the P. J. Ritter advertising company, will supervise its radio activities. . . . Katharine Raht, the Mrs. Aldrich on "The Aldrich Family," is playing with Helen Hayes in William McCleery's new comedy, "Good Housekeeping," at the Cape Playhouse. . . . Cast additions to the National Broadcasting Company's (NBC) "Young Widder Brown" are Helen Claire, Tom Hoier and William Zuckert.

Mary Margaret McBride was profiled in the September issue of "Magazine Digest." . . . Tom Lathrop, former sales representative for WNAX, Yankton-Sioux City, now has established his own advertising agency in the latter city. . . . Lee Abramson, WMGM, New York, music librarian, is the father of a seven and a half-pound son.

WKNA-FM, Charleston, W. Va., first FM operation, has added John Allen Smith and Van Darby to its announcing staff. . . . E. Jonny Graff, program director of WBKB, Chicago, is scripting a tome, "Twelve Years in a Tuxedo." . . . Small market sales development activities of the BAB will be guided by Simon Goldman, WJTN, Jamestown, N. Y.; A. E. Spokes, Burlington, Vt., and Hugh M. P. Higgins, WMO, Marietta, O.

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Round Three: East and West Swap Blows in Video Battle

Round 3 of the debate on the respective television futures of Hollywood and New York as originating points for major programs is presented herewith. The argument began in *The Billboard* two weeks ago and was continued last week with statements by Hollywood packager Al Simon and Charles C. Barry, video veepee of the American Broadcasting Company.

The latest viewpoints, which follow, are those of Klaus Landsberg, West Coast director of Paramount Television, indie programmers and packagers James Saphier and Mal Boyd.

By Klaus Landsberg

"Television cannot satisfy its growing audience for any length of time with entertainment borrowed from New York night clubs, vaudeville, and the legitimate stage of Broadway, which so far has been New York's natural contribution to television.

When it comes to new and fresh ideas, Hollywood television has already made considerable strides. Moreover, Hollywood, with an abundance of creative talent and movie-town, technical know-how and resources means that inevitably Hollywood must become the nation's television center. As New York is forced to scrape the bottom of its talent barrel, so will new and original ideas come to the top in Hollywood.

"Television leadership will more and more become a matter of creative imagination and production instead of copying or borrowing from other media. Hollywood's brilliant record of past creative work, particularly in the closely related motion picture medium, is guarantee of future television leadership."

By James Saphier

"Certainly television will come to the West Coast, but in my opinion there will never be as many Coast originations in TV as there were in radio a couple of years back. Television will come to California for the Hopes and the Crosbys but I don't think it will come here for the people who are exclusively motion picture actors.

"As television makes greater inroads into the picture business it is entirely conceivable that actors, directors and technicians will find jobs more abundant and more lucrative in the video medium. When this begins to happen it won't be hard for the boys to find a gin game on the eastbound DC-6's."

By Mal Boyd

"It is dangerous, in my opinion, to the interests of the national television scene to take a geographically partisan stand on television. I don't believe that anyone ought to cultivate pro-New York, pro-Hollywood, anti-New York or anti-Hollywood philosophies. It seems to me that video would best be served by junking partisan prejudices, such as any Hollywood vs. New York thinking, and by stressing development of the medium nationally rather than supporting geographic viewpoints.

"Reviews in trade publications such as *The Billboard* carry great weight, and thus, inadvertently, have helped create some misconceptions. Sharply critical reviews of New York shows frequently run in columns adjoining glowing reports on Hollywood programs. Yet, the Eastern shows, whatever their flaws, usually are able, due to budget, to provide excellent entertainment and production standards compared with a majority of budget-starved West Coast programs. This lack of a single standard in reviews has caused many Eastern agency execs and Hollywood TV people to believe the Coast was steadily overtaking Eastern production superiority.

"I am convinced that more coast-to-coast TV indoctrination must be achieved. It is vital that video men on both coasts use the same definition of standards and learn what the other fellow is doing, if the industry is to move ahead in harmony and unison. Let's have competitive co-operation."

Final Touches For KECA-TV Sept. Kick-Off

(Continued from page 9)

Park Arena, also acquired this week; an unnamed half-hour audience participation seg and a 30-minute dramatic seg. Kinescoped fare from New York will include *Hollywood Screen Test*, *Blind Date*, *Actors' Studio*, *Cartoon Tele Tales*, *Kiernan's Kaleidoscope* and Chicago kined segs, including *Stand By for Crime*, *Science Show* and *Treasure Quest*. A Western film and feature movie will be included with each week's telefare.

KECA-TV will return the Eastern kine favor by sending some of its locally produced shows eastward. These will include the high-budget hour seg, Scribner's *Sleepy Joe*, the 30-minute audience participation seg and the half-hour dramatic show.

To get its staff in shape, KECA-TV made additions to the personnel ranks, including Phil Booth, former KTLA program head, as program director, and Carlton Winkler, former program head for KTSL, as production manager. Other TV staffers include Dick Goggin, senior director; George Cahen, senior producer, and Jimmy Vandiveer, director of remote telecasts. Additions to sales staff were William McDaniel and Franklyn Jay Rudolph.

Shows sold so far are the USC-UCLA games, for which Hoffman Radio and Dodge autos will jointly hold the tab, and the kined *Kaleidoscope*, which Bank of America will sponsor.

As to facilities, KECA-TV boasts the world's largest plant since buying the old Vitagraph Pictures' 23-acre lot from Warner Brothers. Its "television center" has one 238 by 105-foot sound stage, a 175 by 94-foot stage and two auxiliary stages, 40 by 30 feet and 25 by 20 feet, two rehearsal halls, a theater seating 300 people, six private dressing rooms, scene storage department and production department for building sets.

SHORT SCANNINGS

On its return to the air September 12, 10 to 11 p.m., "Studio One" will be broadcast on a 24-station Columbia Broadcasting System (CBS)-TV network. . . . R. B. Hanna has been appointed stations manager of the General Electric Company outlets, in Schenectady—WGY, WGFM and WRGB, succeeding George Markham, newly appointed National Association of Broadcasters (NAB) head. . . . Messing Bakeries has renewed Bill Slater's "Prize Party" on CBS-TV 7 to 7:30 p.m. Tuesdays. . . . Tucker Scott has joined Batten, Barton, Durstine & Osborn as a TV time buyer.

Wayne Griffin, sportscaster for the American Broadcasting Company (ABC), has been chosen as the Eastern and Midwestern TV viewers favorite wrestling announcer, according to a poll taken by the "Wrestling as You Like It" magazine. . . . Fort Pitt Brewing Company has added WICU, Erie, Pa., to the stations on which it is sponsoring telecasts of amateur fights. . . . Irving Kaufman signed a managerial contract with Wilbur Stark-Jerry Layton, Inc. . . . The first specially produced TV releases in the Broadcast Advertising Bureau's new dealer co-operative advertising service are being mailed to members. . . . WLAV-TV, Grand Rapids, Mich., becomes a National Broadcasting Company (NBC) inter-connected affiliate after August 21. . . . Robert D. Thomas has resigned from his national sales managership at WBNS, Columbus, O., to become sales manager for WBNS-TV, which begins air operations October 1. . . . Arthur Poppenberg has joined Philbin, Brandon & Sargent, Inc., TV advertising agency, as an account executive.

The Duffy Mott Company has bought NBC's "WNBT Weatherman" for a 39-week period. . . . Milton Roberts, tele producer, will head the TV acting department at the Theater School of Dramatic Arts. . . . Katherine Iglehart has been promoted to operations assistant at WAAM, Baltimore. . . . KPIX, San Francisco, recently sold its half hour "Share-a-Charade" program to Don Gilmore, San Francisco Chevrolet dealer.

Coast TV Outlets Use More Eastern Kine Originations

HOLLYWOOD, Aug. 20.—The fact remains that Hollywood tele outlets will use more Eastern kine originations this fall than at any previous time. A survey of all four network outlets here disclosed plans for increasing air time, chopping local program time allocations and otherwise making way for the canned tele fare which is heading this way.

Top user of New York kines this fall will be National Broadcasting Company's (NBC) KNBH, which is committed to 12 hours of kine weeks plus another tentative two-hour block of shows still to be set. Station is skedded to air 27 hours weekly stretching to a seven-day operation in early fall and will rack up a total of 16 hours, 40 minutes of commercial programming, including kines.

Columbia Broadcasting System's (CBS) outlet, KTTV, will run a close second with 11 hours and 10 minutes of kine currently set for fall, and the strong possibility that the total may go as high as 16 hours. Station will be on the air 24 hours weekly, 16 hours, 30 minutes of which will be commercial time.

Set to kick off September 16 is the American Broadcasting Company's (ABC) tele outlet, KECA-TV, which will become airborne with a 17-hour weekly sked. Commercial time will total 4 hours and 45 minutes at the start, of which 2 hours will be kine programming. Don Lee television outlet, W6XAO, presently airing DuMont kine originations, will use 2 hours, 15 minutes of kine fare out of 22½ hours of weekly telecast time. Station now has upped its commercial take to eight hours weekly, with the recent sale of two prime sports remotes, boxing and wrestling.

While any exchange of kine remains one sided in favor of Gotham, Coast will be feeding Eastern outlets with a growing number of local originations, a few to be top-name, high-budgeted shows. Among prime Coast originations set to roll are the Ed Wynn show for CBS, Hedda Hopper-NBC variety show, new variety stanza being prepped by ABC and an undetermined number of lesser airers. ABC will do at least three hours of local kine weekly, while CBS and NBC both expect considerable hikes in releases if and when shows currently in the sale hopper are bankrolled. Still in the talking stage are the Jack Benny, *Amos 'n' Andy* and Edgar Bergen shows, all of which are planned for the future but lack starting dates.

Coast indie stations are also climbing on the kine release wagon, with

KLAC-TV putting great hope in its cinemascope set-up which was recently unveiled. Among first shows to be offered via cinemascope will be Arch Oboler's mystery series, *Run, Man, Run* and the Jerry Colonna variety show. Paramount's KTLA will will kine its *Armchair Detective* for Whitehall Drugs and feed Olympic Auditorium wrestling matches to WBKB, Chicago. KTTV's *Pantomime Quiz* likewise takes to the kine route early this fall for local bankrolling by Chevrolet over WCBS-TV, New York.

Regional Coverage Lack, Tired Writing Hamper AM Press

NEW YORK, Aug. 20.—The major defects in the radio services of the four top press associations are tired writing and inadequate regional coverage. These were the findings of the National Association of Radio News Directors (NARND) in a special report following an extensive study of the wire services. The report was made by a special committee of NARND members appointed by NARND chief, Sig Mickelson, of WCCO, Minneapolis. Co-chairmen of the group were news directors Richard Oberlin, of WHAS, Louisville, and Sheldon Peterson, of KLZ, Denver.

The report was divided into five sections, the first surveying the radio news service picture as a whole, and each of the other four devoted to the specific findings on the four services, Associated Press, United Press, International News Service and Transradio Press. On the writing offered by all the services, the report found that "on both the trunk wires and the radio wires, writing is a low point."

Regional Writing

On the subject of regional writing, one committeeman stated that "local copy is efficient, accurate and dull." All wire services were lauded for speed, coverage of essential facts and general good taste. There was some criticism of the virtual repeat of material in the handling of stories appearing in successive summaries.

While the report offered no damaging evidence of news slanting, one committeeman, writing of Associated Press, said that "undoubtedly this wire service joins all the others in departing from strict objectivity in writing of our dealings with Russia." He added that the scales seemed to have been kept in balance on domestic issues. However, another member thought labor stories carried by International News Service were in some cases slanted to favor management, altho his colleagues did not agree.

CBS-TV Ogles Sun. Afternoon

NEW YORK, Aug. 20.—Columbia Broadcasting System (CBS)-TV this week decided to start programming on Sunday afternoons during the fall, at 3:30 or 4 o'clock at the latest. This is an attempt to cash in on the large potential TV audience expected to be home on this day.

Shows being considered for presentation to TV viewers are *The Overseas Press Club Lamp Unto Feet* and several others. The web is also building several more commercial packages which possibly might be slotted into Sunday afternoon, including *Burl Ives* and *The Cassidy's*, a situation comedy.

The Kitchen Window

Reviewed Tuesday (August 9) 2-2:30 p.m. EDT. Style—Household program. Cast: Louise Winslow. Sponsored by Perfection Stove Company and Youngstown Kitchens. Twice weekly (Tuesday & Thursday) via WNKB (NBC) Cleveland. Agency, Ketchum, MacLeod & Grove, Pittsburgh. Producer, Lucille Ryan. Program director, Charles Rinaldo.

Caught on its first showing, this show was found remarkably polished in all departments. Dressed for the kitchen, and obviously at home in it, Louise Winslow made an angel-food cake, iced it, and prepared a combination ham, cheese and asparagus dish. Highest praise on this show goes to the continuity writers, producer and director. Discovered in her kitchen, Miss Winslow dressed, talked and acted like the middle-class housewife's conception of how she herself would like to talk and act in her own kitchen.

Camera work was very good, and would have been excellent had close-ups been shown at moments when Miss Winslow emphasized texture of icing as measure of how much liquid to add, and when flavoring was added to cake.

Almost Sleight-of-Hand

The technical problem of a 50-minute cake on a 30-minute show was handled by taking one cake out of oven when the show began, mixing and putting another in while the first one cooled.

The advertising was deftly handled. There were no three-minute views of trademarks, nor were banners hung in the private kitchen. But selling points of the stove could be seen when the broiler and oven were used simultaneously; of kitchen cabinets when drawers rolled out at touch of finger. That, and the fact that it was a gas stove, made products easy to take yet remaining in the mind.

Nor was Miss Winslow kept talking when she had nothing to talk about. The camera found plenty of action in stirring at such times, and natural climaxes in mixing were allowed to take the stage themselves instead of being cluttered up with talk.

Talbot Harding.

Mr. Magic and J. J.

Reviewed Thursday (11). Broadcast Thursdays, Fridays and Saturdays, 5:45-6 p.m. EST. Sustaining via WPIX, New York. Producers, Jerry Law and Chick Benson. Director, Jack Balch. Cast: Norman Jensen.

Reversing the usual procedure, the magician plays straight-man to a rabbit on this show, and the result is highly satisfactory TV entertainment—smartly paced for adults and wonderful for kids.

The action centers around J.J., the rabbit (a hand puppet with a Bugs Bunny-type voice) who pops up out of a top hat and heckles magician Norman Jensen's performance. Jensen is an expert sleight-of-hand artist, but it's his breezy, spontaneous-sounding chit-chat with J.J. that sells the show. This clever twist on the old rabbit-out-of-a-hat gag imparts a definite lift to an otherwise standard magic routine.

Excellent Manipulation

The rabbit's life-like personality is enhanced by a showmanly voice job and some excellent under-the-table manipulation. The illusion is slightly marred, tho, by the puppet's total lack of facial animation.

Competent camera work, mostly confined to close-ups, gave Jensen a big assist on each one of his smoothly executed tricks. All of the props—a huge over-sized deck of cards in particular—were shrewdly chosen for sight value.

Jensen, himself, is a good looking young man, with likable TV manners and quite remarkable poise. He also has a certain fey quality which makes his 15-minute conversation with a visual "Harvey" thoroughly believable and charming.

June Bundy.



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Colgate Theater

Reviewed Monday (15), 9-9:30 p.m. EDT. Sponsored by Colgate-Palmolive-Peet thru the William Esty Agency over the National Broadcasting Company (NBC). Producer, Charles H. Russell; director, Hal Keith; drama this program, "The Key in the Lock," by Harold Goldman, adapted for video by Jack Bentkover. Cast: Nancy Coleman, Rory Mallinson, John Marley, Jesse White, Julius Bing.

The Colgate Theater, presenting dramas of various types each week, came up with a good mystery opus this week in the *Key in the Lock*. Film thespians Nancy Coleman and Rory Mallinson did competent jobs in the lead roles as a husband and wife whose break-up precipitated a murder. Miss Coleman, in particular, registered as a woman who was determined to leave her jealous husband, driving him to slay the man with whom she intended to move in.

Jack Bentkover's adaptation of the Harold Goldman story showed some strong videowise touches. In the scene in which the husband found his frau's farewell note, she was superimposed over the letter, emoting its contents. In another scene, showing a close-up of a painting presumably rendered by the wife's amour, a flashback was superimposed over the art work, limning the husband's rage following an earlier dinner visit by the dauber.

Suspense was kept up neatly until the denouement, in which the husband proved himself the murderer by entering his apartment, using the key which he had earlier claimed to have lost, thus destroying an elaborate alibi.

Julius Bing turned in an excellent supporting job as the building superintendent. Hal Keith's direction was to the point. Commercials were rendered via film, plugging several Colgate products. A middle commercial thoroughly disjoined the mood, with a singing plug spotlighting the "Lustre-Cream girl" while a cartoon commercial for Ajax cleanser wrapped up the proceedings.

Sam Chase.

Martin Cain, Private Eye

Reviewed Sunday, August 14, 4:30 to 5 p.m. EDT. Commercial via MBS. Sponsored by U. S. Tobacco. Produced by the Kudner Agency. Directed and written by Ted Hediger. Announcer, Fred Uttal. Cast: William Gargan as Martin Cain, Walter Kinsella, others.

Martin Cain, Private Eye continues the cycle of tough dick dramas now flooding the air waves. But whereas other series can boast top-flight scripting and convincing acting interpretations in their leading roles, this show can point to neither. Add to that the fact that the formula is overworked to the point where it is paying diminishing returns and the pay-off is an uninteresting half hour of programing.

This script told about a playboy who was being threatened in order to make him pull his horse, Moonlight, from a race. Enter Martin Cain. The private dick wrapped up the affair by putting the finger on the playboy's former girl friend and his doorman—an odd combination, to say the least. The horse ran, but naturally, lost the race anyway.

Hogwash

The script contained the standard assortment of gibberish that tough detectives talk. Something was "more rugged than Ruggles of Red Gap."

The script was slow moving and the incidents uninteresting. There

Chance of a Lifetime

Reviewed Sunday (14), 9:30-10 p.m. EDT. Sustaining via American Broadcasting Company network. Producer, Bob Jennings; director, Charles Harrell; emcee, John Reed King; asst. emcee and featured vocalist, Janie Ford; announcer, Ken Roberts.

Chance of a Lifetime may not be the biggest giveaway show on the air, but it's certainly the loudest. Most of the sound and fury emanates from the program's complicated format, which was hopefully designed to double-duty on television. Visually, the busy format may be easy to follow but, on the air, it's just so much ear-splitting confusion.

Following a brief interview, last Sunday's contestants selected "three lucky letters" of the alphabet (any three). Then they pressed a series of buttons, corresponding to letters chosen, and all hell broke loose. Sometimes the button touched off a bell and sometimes a buzzer, but, bell or buzzer, the resulting static-making din was equally deafening.

Bells and Buzzers

Bell-ringers were given a chance to answer the program's jack-pot question and win a trip to Paris, while buzzer contestants were pacified with less impressive awards for answering easier questions. Listener interest is hyped via the old *Pot of Gold* cross-country telephone directory idea. Each week a celebrity (in this case legit actress Patricia Morrison) selects by proxy the lucky numbers.

Several calls are made during the broadcast. And the phone contestants go thru the same bell-buzzer routine. Sunday's questions sounded deceptively simple, but few contestants came up with correct answers. (i.e. "What words are on every U. S. letter box cover?" Answer: "Pull Down.")

Emcee John Reed King, he of the maniacal laugh and ultra-speedy delivery, kept the show moving along at a break-neck pace. King's synthetic excitement and glibness turned the interview sessions into rather cold-blooded affairs. In many ways, tho, his crisp "keep moving" technique is infinitely superior to the chatty-type emcee, who draws laughs at the expense of a contestant's feelings.

The Loot

Most of the prizes on last Sunday's show were in the medium giveaway bracket... a \$1,000 savings bond, sterling silver set, vacuum cleaner, juvenile furniture, etc., but the ante will probably be upped when sponsor Bruner-Ritter, Inc., takes over September 4.

Chance of a Lifetime has strong participation values for both studio and radio audiences, and once its format is clarified and the sound effects subdued, the show should rate high with giveaway fans.

June Bundy.

was little suspense. The female lead used a coaxing voice to put across her sexy attributes.

However, choosing William Gargan to play a tough detective isn't exactly the best casting in the world. Gargan is a good actor, but he is primarily an amiable Irishman. He doesn't sound tough easily. It might have been a good idea to build a script about an amiable dick for a change.

The commercials for Model, Dill's Best and Tweed tobacco were standard except for a gimmick which worked one sales pitch into the body of the script.

Leon Morse.

Your Wayfaring Kaiser Traveler

Reviewed Sunday (7), 9-9:15 p.m. EDT. Sponsored by Kaiser-Frazer via the American Broadcasting Company's network. Producer, Jack Babb. Director, Theo Cannon. Announcer, Cy Harrice. Cast, Burl Ives.

If there has ever been any question as to whether folk singing has a place in commercial radio, Burl Ives should have settled the dispute. Ives, the Walter Winchell replacement, sings the best in folk tunes in a grand style and if any among the ballad singers can capture an audience he can.

Ives not only warbles the classics, such as the beautiful 18th century ballad, *Black Black Is the Color of My True Love's Hair*, but he goes afield to bring us from the hills of Kentucky an authentic piece of Americana called *I Had An Old Dog*. Both were sung superbly. Ives's style is the essence of simplicity. No vocal tricks, just a guy singing in a sweet tenor voice.

The three other tunes that made up the 15 minutes were out of the same top drawer. They were *I Had a Little Window*, *Takes a Worried Man* and *Mr. Froggy Went A-Courtin'*. Ives also plays a very good guitar.

The folk singer handled some commercials himself and did very well with them. Kaiser, however, also elected to bring in the manager of an ice cream manufacturing plant in the Middle West to speak about the new all-purpose car. His was a then-and-now spiel, and not so potent as Ives' personalized plugs.

Leon Morse.

Roscoe Karns and Inky Poo

Broadcast Thursday (August 18) 8:30-9 p.m. Sustaining via the DuMont Television Network. Producer, Roscoe Karns. DuMont producer, James L. Caddigan. Director, Lawrence Menkin. Writers, M. C. Brock and Lawrence Menkin. Camera director, Fank Bunetta. Cast: Roscoe Karns, Curtis Wheeler, Mary Loane, Sally Hester, Jimmy Goodwin, Jim Little, John Kane and Eugene Stuckman.

Television can use a few more solid troupers like Roscoe Karns. With a wealth of showbiz background, Karns showed his mettle in this cozy family type situation comedy. His quizzical face, well known to film-goers, was itself good for more than one laugh as he did his celebrated double takes. Virtually co-featured with Karns was one Inky Poo, a little man who isn't there to anyone but Karns and the viewing audience. Inky is a sort of alter ego, a better conscience, who keeps trying to help Roscoe out of the inevitable scrapes he works his way into.

The show caught evolved from the first boy caller coming to visit Karns' teen-age daughter. Frazzled feelings abounded as Karns monopolized the visit by luring the youth into a checker game, leading to additional complications. When his daughter sent the lad home, Karns tried to unruffle her by sending her flowers in the boy's name, but she merely had them sent back, thus arousing the youth's millionaire father into a raving denunciation for trying to ensnare his son. But it all worked out in the end.

One of the brighter items on DuMont's showcase, *Television Playhouse*, this stanza seems to have the wherewithal to make a winning series. The humor is from a sound pattern, the show is well cast and produced, and Roscoe Karns should be kept in video. Playing himself, he seems a natural for a protracted run, which is as it should be.

Sam Chase.

NOTICE, PARK OWNERS

I have several major Thrill Rides and some Kiddy Rides available for 1950. Will lease one or more to reliable operator. Write

BILLY MORGAN

P. O. Box 470

Anniston, Ala.

Future of 10-Inch Video Dubious Indeed as Prices Fall and Some Mfrs. Quit

Meanwhile It's Bargain-Hunters' Delight

NEW YORK, Aug. 20.—What will happen to the market for 10-inch video receivers is the burning question in the TV industry these days. As various manufacturers continue to cut prices and other set producers announce the elimination of 10-inch models from new lines, the consumer willing to buy the small screen receiver finds himself in a position to get excellent buys.

Yet, the potential set buyer is still confused by the great variation in prices among the 10-inch table models available. Excluding those manufacturers considered "promotional line" outfits, the majors' prices for these sets vary from Motorola's and Hallicrafter's newly announced models for \$189.95 to Crosley's table set, which includes FM radio, for \$269.95.

Table Sets at \$179.50

Manufacturers of "promotional lines" are offering 10-inch table sets for as low as \$179.50. Even the use of molded plastic or metal cabinets, hasn't set a price plateau, for as soon as RCA Victor introduced its \$199.50 set in a metal cabinet, Emerson came forth with a 10-inch set in wood for the same price.

Scattered in among the table models are such receivers as Admiral's 10-inch console for \$249.95, Zenith's 12½-inch set at \$269.95, Philco's plastic cabinet set at \$229.95 with built-in antenna and General Electric's plastic at \$239.95.

This week, too, Magnavox cut the price of 10-inch table model down to \$199 in announcing withdrawal from the manufacturing of that size telet set and Raytheon entered the field with a \$199.95 set.

Coin Meter Collects Price of Video Set

NEW YORK, Aug. 20.—Large ads by Vim stores in the metropolitan New York and New Jersey area announced a coin-meter plan for selling video sets this week. The ads called it "Vim's 25-cent tele-meter plan" and noted: "Just drop as little as 25 cents (or more if you like) in the 'Tele-Meter.'"

Shoppers asking Vim salesmen about the plan were told that there was a \$20 charge for the coin device and that carrying charges on the unpaid balance would vary according to the length of time it would take to finish paying for the set. One salesman at a Vim store in the Bronx advised a shopper that the interest would amount to 17½ per cent on the unpaid balance and that 25 cents a day would not be sufficient to pay for the set. The salesman suggested that 75 cents a day would be "more like the amount we want to collect."

Industry News Of the Week

R. C. Cosgrove, president of the Radio Manufacturers' Association (RMA), named members of RMA's industrial relations committee last week and reappointed G. W. Thompson, president of Noblett-Sparks Industries, Inc., as chairman, Leslie E. Woods, of Raytheon Manufacturing Company, is vice-chairman. President Cosgrove also announced that RMA service committee membership for 1949-'50, which again will be under the chairmanship of A. T. Alexander, of Motorola. . . . Stromberg- (See Industry News on page 38)

CHICAGO, Aug. 20.—In line with policies of some TV set manufacturers who are claiming that the market for the 10-inch screen model is "dead," an executive of the Zenith Radio Corporation this week stated that the company had discontinued manufacturing A screen set (comparable to other manufacturers' 10-inch model) and would not produce them in the foreseeable future.

The executive explained, however, that Zenith does not believe that there never again will be a market for small-screen receivers. He said that very definitely the public wanted big screen models at this time, but that a year or so from now there might be a renewed demand.

His statements expressed views comparable to others in the TV in- (See Chi 10-Inch Situations on page 38)

Chicago Gets 1950 Electronic Parts Distrib Conference

CHICAGO, Aug. 20.—The annual Electronic Parts Distributors Conference and Exhibition will again be held in Chicago the week of May 22, 1950, the board of directors of Radio Parts & Electronic Equipment Conference & Shows, Inc., announced after a meeting here last week end. The corporation is set up to handle the annual conference sponsored by five major manufacturing and distributing trade associations.

Sponsors of the show are the Radio Manufacturers' Association, the National Electronic Distributors' Association, the Sales Manager's Club, Eastern Division, the Association of Electronic Parts & Equipment Manufacturers and the West Coast Electronic Manufacturers Association.

Emphasis of the 1950 show will be put on better relationship between manufacturers, distributors and dealers.

The sponsoring associations also have voted to hold the 1951 show here, but so far official action of the show corporation has not been taken on convention plans for that year.

CBS Shows Color Converter To FCC; Girds for Sept. Battle

(Continued from page 7)

missioners and aids were favorably impressed by the color reception, it was generally agreed that the demonstration had limited itself with stationary camera work from a studio and that it did not show what could be done with moving cameras, distant camera shots, unusual angles such as occur in routine special events like baseball games, and under other conditions. The program was beamed by microwave from WMAR-TV in Baltimore, with the tests originating at Johns Hopkins Hospital. The telecast for the color adapter was made possible thru facilities of WMAL-TV in conjunction with WMAR-TV. The tests were sponsored by Smith, Kline & French Laboratories, Philadelphia, and will be continued at medical conventions beginning September 21 in Denver and winding up at the annual American Medical Association convention in San Francisco, June 5-9.

RMA Ready To Speak

The Radio Manufacturers' Association (RMA) announced meanwhile

How They're Selling Them

THE WESTINGHOUSE co-op campaign to move radio-phono combinations was still in evidence this week, and RCA Victor distributor and dealer ads on the new 10-inch video set at \$199.95 broke all along the East Coast. Lots of space was being devoted to Philharmonic TV sets, with models being offered at varying dealer prices. Record advertising was still at a minimum, with Columbia, RCA Victor's Bluebird and Decca getting about equal play.

"RADIO PHONOGRAPH SELLOUT." THAT'S the lead-off copy for a quarter-page ad (half devoted to home furnishings). Automatic console combos are listed at \$89.95, regularly to \$169.95. Automatic table model combos at \$49.95, regularly to \$79.95—half the price you'd expect to pay. Models are sketched in and copy reads, "Nationally known, fully guaranteed!" However, no brand names are mentioned.—Kaufman's, New Orleans.

"DECCA ALBUMS AT HALF PRICE—better hurry if you want any . . . only two weeks left to take advantage of this 50 per cent saving . . . \$3.94 albums only \$1.97." Bulk of ad copy lists names of artists and available records on sale, including the Ink Spots, Al Jolson, Jimmy Dorsey, Ted Lewis, Bing Crosby, Burl Ives, Carmen Cavallaro, Guy Lombardo and Fred Waring.—Ferguson's Record Shop, Memphis.

"\$250 TRADE-IN ALLOWANCE FOR ANY small-screen television," is the inducement offered on the purchase of Philco's Model 1475, a 12-inch TV combination with AM-FM radio and two-speed changer. Ad doesn't list price of combo, but copy reads, "No money down. Use your old set instead of cash. 104 weeks to pay."—Dorn's, Los Angeles.

"YEAR'S GREATEST TELEVISION SCOOP." This headline is indicative of the "modest" selling approach applied to Philharmonic's 16-inch TV set. "It's hard to believe!" copy begins. "A tremendous direct-from-factory purchase. We've seen comparable pictures in sets installed at \$375 . . . here at a \$276 saving . . . \$299.95 complete and installed in your home!" Box copy advises, "Pay only \$30 down," and very small type reads, "Allow two weeks for delivery and installation."—Jordan Marsh Company, Boston.

"PERFECT TELEVISION RECEPTION" IS promised if the reader will "let Atomic install a 'Tenna-Rotor' on your antenna at slight cost!" Device, which is sketched in, is "a rotating motor on your antenna, controlled from your armchair, turns antenna until it is exactly on signal you want." Coupon, headed "Free," entitles reader to a free survey by Atomic representatives who will show you how to get Washington direct.—Atomic Television Specialists, Baltimore.

"AN OPEN LETTER TO THE PUBLIC!" Using regular type and neatly boxed, local dealer offers a television rental plan. Customer can try the set in his home "without sales pressure, hooks or undue influence." Rental fee can be applied toward purchase of any size or brand receiver. Rentals from \$12 for a 15-day period.—Herley's Television Salon, Los Angeles.

28% of Video Sets in 2 Cities RCA; Philco 2d

WASHINGTON, Aug. 20.—In the first in a series of quarterly reports on TV and radio audience characteristics, the newly formed American Research Bureau (ARB) reported today that 28 per cent of the TV sets in use in homes in Philadelphia and Baltimore are RCA Victors. The report, based on a sampling, states that Philco sets are next highest in volume, with 17.6 per cent in Baltimore homes and 23.5 per cent in Philadelphia.

Other sets, according to the report are distributed as follows: Admiral, 6.7 per cent in Baltimore and 10.1 per cent in Philadelphia; General Electric sets, 8.2 per cent in Baltimore and 7.3 per cent in Philadelphia; Emerson, 6.7 per cent in Baltimore; Motorola, 6.3 per cent in Philadelphia; Motorola, 4.7 per cent in Baltimore, 5 per cent in Philadelphia; Hallicrafters, 1.1 per cent in Baltimore, and half a one per cent in Philadelphia; Crosley, 4.7 per cent in Baltimore, 1.2 per cent in Philadelphia; Stromberg-Carlson, 2.1 per cent in Baltimore, 1.5 per cent in Philadelphia; Teletone, 5 per cent in Baltimore, 1.5 per cent in Philadelphia; DuMont, 2.6 per cent in Baltimore, 1.9 per cent in Philadelphia; Westinghouse, 1.9 per cent in Baltimore and 2.7 per cent in Philadelphia; others, 9.5 per cent in Baltimore, and 9.9 per cent in Philadelphia.

The ARB is headed by James V. Seiler, director of research for the National Broadcasting Company (NBC) in Washington. Seiler, who has been affiliated with NBC for years, has resigned to run his new organization which uses the techniques of the "listener diary" survey which Seiler devised at NBC in surveying listener habits in the Washington area.

The main emphasis of this method is on sending crews around to homes where there are radio or TV sets and having a sampling of listeners keep diaries of their listening habits. The ARB, according to Seiler, has completed the first step in its expansion nationally by issuing television audience reports for Baltimore and Philadelphia in addition to its regular Washington TV service supported all four video stations in the national capital.

Goldblatt's, Chi, Uses Window Pitches

CHICAGO, Aug. 20.—In line with its new merchandising policy bringing products to the potential customer, Goldblatt's department store on State Street this week opened one of its street-level windows to make TV set sales pitches.

A spokesman for the store estimated that about 11,000 persons daily have stopped and looked at the displays, and about 300 persons daily have stepped inside to talk to salesmen. The store also claims that sales have increased "tremendously" since the promotion was started.

In the past State Street window displays of TV sets have not been too successful. The State Street Council and the local police department would not permit loud speakers piping sound of programs on sets displayed and consequently attention-getting factors have been weak. For its new window display of all popular TV brands Goldblatt's are using a device which enables sound to pass thru the glass. Thus, on the State Street side, passing crowds are attracted by programs, well as signs. The signs call attention to the fact that the Van Buren Street side of the window is open to invite the public to step in to see models and have questions answered.

that RMA Prexy R. C. Cosgrove will be its chief spokesman at the TV hearing before the FCC. The RMA has four committees at work on color TV, while several individual manufacturers, including the Radio Corporation of America (RCA), are proceeding with 6-mc. experimentation. The general attitude in the major part of the industry is indicated to be one of slow-but-sure approach rather than rushing to standards.

CBS's system is still the sequential mechanical type, with the transmitted scene picked up by a camera lens and filtered thru rotating filter disks. CBS argues that equipment-wise and in operation its color method is "substantially no more complex than black and white TV." According to Goldmark, the cost of color sets would be about a third more than black-whites. Goldmark declined to estimate what the cost of commercial color adapters would be, such as the one which he built for the demonstrations. The color TV receiver used in the demonstrations was built to CBS's specifications by Zenith.

DECCA'S LP--33 ON A SPREE

MGM, Capitol And Mercury Join the Race

Rackmil Outlines Plans

(Continued from page 3)

has taken in the speed situation since the breakdown of the stabilization talks. When queried about Decca's plans regarding the 45-r.p.m. system, Rackmil said: "I have no comment to make at this time."

Only for Albums

Rackmil stated that Decca will make use of LP only for the firm's past, current and forthcoming album catalog. The diskery will continue to issue its regular single releases at 78-r.p.m. and on shellac. The initial Decca LP releases, which will include 30 long-play platters culled from the diskery's catalog of over 700 album packages, will be made available to dealers on or around September 5. Decca's long-play price line will parallel the tags established by Columbia, running from \$2.85 thru to \$5.85. Columbia's top price is \$4.85. The Decca \$5.85 line will include special recordings, such as the Judith Anderson reading of *Medea*, which is included in the initial release. Most of the Decca release is in the \$2.85 10-inch pop line, hitherto a field touched only lightly by the other LP producers, Columbia, Mercury and Capitol.

The first release will include such stellar Decca catalog items as the *Oklahoma* album (12-incher at \$4.85), *Annie, Get Your Gun; Jolson Sings Again, Carousel, Miss Liberty* selections by Fred Waring's ork, four Bing Crosby 10-inch collections, and groups of selections by such artists as Dick Haymes, Ethel Smith, Jascha Heifetz, Guy Lombardo, Carmen Cavallaro, Les Paul Trio and Percy Faith.

Bishop To Bow At Meadowbr'k

NEW YORK, Aug. 20.—Billy Bishop's ork, heretofore a Midwestern territorial band, will be the maestro who kicks off the new semi-name ork week-end act policy at Frank Dailey's Meadowbrook. Bishop will open at the one-time top name band location September 6 for a 10-week stay, with Dailey holding options for additional time. Bishop will draw three network remote wires in the spot.

The first act for the new Meadowbrook policy will be Frankie Laine, who will work there September 9, 10 and 11. Red Ingle's Natural Seven follows September 16, 17 and 18.

Theater League, 802 in Confab

NEW YORK, Aug. 20.—Negotiations for a new contract between Local 802, American Federation of Musicians (AFM), and the League of New York Theaters got under way Monday (15). The current pact expires Labor Day.

The Local's proposals are to be submitted by the theater committee to the League's membership Tuesday. The nature of the new demands was not revealed, but it is expected that wage scales and the penalty house system will be in the forefront of discussion.

Last Chapter of WM Band Story Coming Up as Duke's Pact Ends?

NEW YORK, Aug. 20.—The final chapter in the case history of the "curtailment" of the William Morris Agency (WM) band wing probably will be written sometime in mid-October when Duke Ellington's (last of the big orksters still affiliated with the agency) management contract runs out. At that time, Cress Courtney, head of the band department and now last of the band salesmen to be employed by the agency, is expected to leave WM to open his own business. Thus, with the possible exception of a couple of regularly employed hotel orks, the William Morris office will virtually have washed its hands of the band business by the end of October.

Ellington, who was left behind as the final "name" in the evaporating Morris stable when Charlie Spivak was granted a release and inked with Music Corporation of America (MCA) last week, will be a free agent in mid-October. He reportedly has been dickering with both General Artists Corporation (GAC) and the Willard Alexander Agency. MCA has expressed a slight interest in the veteran orkster as well.

Courtney's Plans

Courtney, a veteran in the band booking business, will go into the personal management business shortly after Ellington's contract runs out. He decided to go into management, though he has been in receipt of several offers to join other booking offices. Courtney says that he has been approached by several prominent talents for management but at the moment was not

certain of what the extent of his stable will be when he makes the plunge. Courtney claims that the only reason he is still with WM is because of a verbal agreement he made with the agency's execs which called for his agreeing to remain with the office until the last of the Morris bands had been disposed of.

Only two of the 30 some odd former Morris orksters have managed to dodge the split commission deal which reportedly was set up between WM and GAC. Claude Thornhill was the first—he went to Alexander at the same time that former Morris one-night booker, Phil Brown, joined that agency as a veepee. Last week Spivak got away to MCA. The remaining Morris properties are cavorting under the GAC banner. These include Count Basie, Hal McIntyre, Bobby Byrne, Henry Busse, Jan Garber and others.

Hallstrom Quits RCA Post; May Enter Ad Field

NEW YORK, Aug. 20.—Jack Hallstrom ended a long association with RCA when he resigned as assistant to the general manager of the record division, Paul Barkmeier, last week.

Hallstrom had been with the company in various capacities for some 18 years, serving in sales, a. and r. and more recently as Barkmeier's assistant. Hallstrom, who could not be reached for comment as *The Billboard* went to press, is reported to have plans for a position in the advertising field.

Barkmeier told *The Billboard* that no replacement is intended for Hallstrom, who, he said, "did an outstanding job for Victor and is a top-notch record man."

Two-Month Tour For Jim Wakely

HOLLYWOOD, Aug. 20.—Having inked Western warbler Jimmy Wakely to an agenting pact this week, William Morris Agency began work on an extensive tour of one-nighters which will take the oatuner thru the South and Southwest during October and November. Show will be a two-hour-long package deal featuring top Western acts, plus full ork and line of girls.

Booking the tour for William Morris is Martin Wagner, who did a similar stint for Bob Hope earlier this year. Wagner will route the show thru 28 key cities, beginning in Phoenix, Ariz., October 15.

Sour to Coast To Talk Writers

NEW YORK, Aug. 20.—Bob Sour, director of writers relations for Broadcast Music, Inc. (BMI), leaves for the Coast Sunday (28) to discuss with BMI Coast pubbers possibilities of signing new songwriters. Sour will brief pubbers on the new BMI writers plan (*The Billboard*, August 6).

Bob Burton, BMI veepee in charge of publisher relations, will make the trip with Sour to visit the Coast pubbers.

Cap Debuts 33 Album of Former Hits

Release Set for September

HOLLYWOOD, Aug. 20.—Capitol will devote an entire 33½ r.p.m. release to its outstanding pop albums of the past. Release is skedded for sometime in the latter part of September. In disclosing its entry into 33½ r.p.m. field, Cap originally announced it would use that speed solely for its Telefunken product, but this week, *The Billboard* learned that the Coast major will press long-playing versions of pop albums as well. Altho Cap refused to confirm, it is understood that future pop albums of merit will be made available on 33½ r.p.m. as well as on its standard 78, and recently acquired 45 r.p.m. forms.

Cap, all-pop 33½ r.p.m. release will consist of approximately 20 of its best-selling albums of the past. List of the complete release was not available at press time, but disk books set for 33½ conversion include *Music for Romance, Straus Waltzes, Waltzing on Air, Buddy Cole at the Piano, Manhattan Moods, South Pacific, Familiar Themes From Opera, Familiar Selection From Ballet and Symphonic Portrait of Cole Porter*. Cap will adhere to the established Columbia price line for LP's, ranging from \$2.85 for 10-inch 33½. With the exception of the Cole Porter album, all of the above will be released in 10-inch form.

Cap's move to make its pop as well as classical platters available in 33½ r.p.m. form gives diskery a stronger claim on being the first record company to make all its product available in all three speeds. It is also in line with Cap Prexy Glenn E. Wallich's earlier statement that the diskery will leave it up to the public to decide which speed it prefers and that the record company owes it to the consumers to make its product available in any form the public desires.

Simultaneously it is reported that MGM Records plans to join the LP parade in the near future. It is expected that the diskery will issue microgroove disks embodying film sound track material and other standard catalog packages.

CHICAGO, Aug. 20.—Mercury Record Company undoubtedly will market a 33½ microvertor and a separate attachment for the playing of 33½ records, it was revealed this week. A company spokesman admitted that many parts manufacturers had contacted the independent record org with proposals that they make microvertors and players for Mercury to be marketed under the Mercury name. The spokesman said Mercury likely will accept one of the proposals, possibly next week. If Mercury makes such a move it will represent another victory for the long-playing, 33½ camp and would constitute a blow to exponents of 45 r.p.m. records.

The Mercury spokesman said that microvertors and players would be sold thru the company's regular distributors and retailers. He claimed it was not possible to estimate production and sales quotas at this time. Initially, he stated, samples of the devices would be sent to each distributor. Production volume would then be determined by distributors' reactions and orders.

'Miss Liberty' And 'Kate' Even

NEW YORK, Aug. 20.—Columbia's original cast waxing of the Irving Berlin *Miss Liberty* score, in its first three weeks on the New York market, has kept pace with the initial sale of *Kiss Me, Kate*, according to a spokesman for Times-Columbia, local distributor.

The package is running slightly behind *South Pacific*'s sale in its initial lap, however. The latter set started comparatively slow, but picked up momentum quickly, and is currently close to the 200,000 mark in this locality. *Miss Liberty* sold approximately 22,000 packages here this week, with close to 50 per cent on LP's. The same percentage has prevailed in the *South Pacific* sale.

Fischer Quits Music Jobbing

NEW YORK, Aug. 20.—Carl Fischer, Inc., discontinued its music jobbing activities this week for what a spokesman called "the obvious economic reasons." Fischer had been in the jobbing business for seven years.

The exact disposition of stock on hand has not yet been determined. Fischer will continue its other branches—music publishing, instruments, concert hall and selling agents for various catalogs.

Trade reports that other jobbers might "buy" the Fischer accounts were termed "ridiculous" by the firm's spokesman, who pointed out that there is nothing salable or transferable about retail accounts. Presumably, other jobbers will go out for the business.

Col: "No More Release Dates" Top Pic Firms, AFM Ink New Two-Year Pact

Diskery Ire Vs. Pubbers' Dates Mounts

See Song Biz a Rat Race

NEW YORK, Aug. 20. — Record company abjuration of release dates is apparently on the road to becoming tradewide, with Manie Sacks, of Columbia, going on record this week as being unqualifiedly agin 'em. Let the publishers run their business the way they want to, because that's what we propose to do here, was the gist of his remarks on the subject. This coming from Sacks, who has had the reputation of being one of the more scrupulous observers of release dates in the disk business, on top of Decca's Dave Kapp's recent fore-swearing of release dates, plus Capitol's irritation with pubber restrictions, clearly amounts to a trend.

On top of the diskery attitude there is the growing policy among many publishers of not really setting up a plug schedule on which they intend to follow thru, but rather of planting as many tunes for records as possible and then getting behind the one that steps out.

The combined effect of these approaches, trade observers feel, may turn the song business into a disorderly rat race. The few large publishers who are sticking with the plug will be the losers, because their schedules will be set aside willy-nilly.

Small Pubbers Gain

The small pubbers figure to benefit. Not having the weight of a catalog or a large organization, they have found the most practical modus operandi to consist of offering tunes, often of the special-material vein, exclusively to a single diskery. There has been an element of hazard in this, for when other diskeries learned of the commitment they often would threaten the small publisher with ex-communication. The prospect now would seem to be no release dates, no legitimate plugs—which is the way the small publishers have quietly operated right along. Now they can continue in the open without justified diskery censure.

The Columbia a. and r. head's feeling was touched off by the recent squabble over eden abbez' *Land of Love*, whose Nat Cole disk, skedded for an October 1 exclusive release, was allegedly beat to the draw when Columbia jumped first with a Doris Day disk (*The Billboard*, August 20). According to Sacks, he had an understanding with Capitol's Jim Conkling to the effect that the Columbia disk could be put on sale the first week in September. The fact that reviewers and a few disk jockeys received the Doris Day record two weeks ago doesn't constitute a breach of faith, according to Sacks.

RCA Plans Party On 2d Bluebird Release

NEW YORK, Aug. 20.—RCA Victor will throw a cocktail party at the RCA Exhibition Hall here Thursday night (25) for metropolitan area disk jocks and the trade press to unveil the second Bluebird release. The diskery is keeping mum on the names of the artists on the release, first Bluebird waxings cut under the stewardship of a & r. topper, Joe Csida.

Jocks and reviewers will receive a package containing the disks for spinning and review.

Wanta Lead Combo Or Band? Herman, Cole Have Answer

HOLLYWOOD, Aug. 20.—Are you better off leading an ork or a combo? Answer to that one was studied jointly last week by Woody Herman and Nat (King) Cole. Herman Herd and Cole foursome were booked as a joint package for a Northwestern tour. Total gross for Herman and Cole on their 14-one-nighter tour amounted to \$76,950. Both Herman and Cole netted \$20,600 each. Herman has a 19-man payroll (including himself and vocalist), while Cole has only a four-man group to pay off.

New 3-Speed Disk Record, 45 Cartridge

CHICAGO, Aug. 20.—A new three-speed record player and a replacement cartridge for 45-r.p.m. players were announced this week as accessory manufacturers continued to produce additional equipment to cover the market for 78, 33 $\frac{1}{3}$ and 45-r.p.m. disks.

The V-M Corporation Model 100 record player, already in production, includes a self-amplifier of two high gain tubes and a rectifier tube, tone and volume controls and a duo-needle reversible cartridge. The player will list for \$34.95.

Electro-Voice, Inc., has designed a vertical-type crystal cartridge as a replacement unit for RCA 45 r.p.m. changers. The new cartridge is said to track at only five grams pressure, and to require no other hardware than screws for installation. The cartridge with osmium needle lists as \$6.50 and with sapphire needle at \$7.50. Replacement needles will sell at \$1.50 for the osmium and \$2.50 for the sapphire.

Tannen To Start Wholesale Firm

NEW YORK, Aug. 20.—Nat Tannen's Keys Music, which has been principally a mail-order house, is now entering the wholesale distributing field as well to specialize in Western and hillbilly sheet music of all publishers.

Tannen plans to put on road representatives, and he himself leaves on a cross-country sales trip early in October.

MCA Beats M'Conkey To Charlie Spivak

DETROIT, Aug. 20.—Charlie Spivak signed up with Music Corporation of America (MCA) Saturday morning (13) during his engagement at Eastwood Gardens. A play for a contract with Spivak was made by Sam Arnold on behalf of the McConkey Agency, which spent several hours Friday night working on the deal, only to find that the orkster decided to sign with MCA. The matter was closed by Harry Romm of MCA's New York office, who flew here for the signature.

The contract is for five years. MCA will start booking Spivak after October 2, when he plays his last William Morris engagement. Spivak has engaged the services of arranger Sy Oliver.

Spivak also announced his London Records signing during the Eastwood engagement.

Vocalion Wax To Use Decca's Three Plants

NEW YORK, Aug. 20.—In a move to effect savings in freight costs and in shipping time, Vocalion Records wholly owned subsidiary low-price, direct-sale diskery of Decca Records, this week revamped its entire production and sales set-up. Henceforth Vocalion disks will be produced and shipped from the Decca factories in Bridgeport, Chicago and Hollywood. Previously the entire Vocalion operation centered on the Decca plant in Richmond, Ind. The new set-up will become effective Monday (22).

Under the new system, each of the three plants will be assigned a definite territory. The territorial breakdown will be fixed so that minimum freight rates will prevail in every case. Each plant will take and fill orders in a fashion similar to the original sale plan set up for the Richmond plant.

Three-Disk Envelopes

The next Vocalion release, the label's fourth, will include the low-priced diskery's first three-disk envelopes. The release will spot two packages which will retail at \$1.47 each including taxes. The packages will include *On a Bicycle Built for Two*, a set of waltzes by Dick Robertson and his ork which was culled from the Decca catalog, and *Western Roundup*, new sides sliced by the Ranch Boys.

The same release also will contain two single disks by Vocalion's newest talent addition, Leighton Noble and his ork, a promising Midwestern society type band.

Capitol Rushes 'Hopalong' Disk

HOLLYWOOD, Aug. 20.—Capitol last week rushed into release its first "Hopalong Cassidy" platter in an effort to time it with Bill Boyd's nationwide tour of department stores. Altho Boyd had been under Cap contract for some months, diskery didn't think it necessary to break speed records in getting him on wax. However, after seeing a turnout of 110,000 kids to catch Boyd at a local department store p.-a., Capitol realized the sales potential of having Hoppy disks on the stands while he is on tour. First release will be a single disk in a paper sleeve cover, with sides tagged *Hoppy's Good Luck Coin* and *The Legend of Phantom Scout Pass*. Boyd narrates for both.

Disk will be on the market in time for Cassidy's arrival in Chicago August 27. Other towns on Cassidy's route include Detroit, Toledo, Cleveland, Pittsburgh; Newark, N. J.; Baltimore; Richmond, Va.; Washington, Brooklyn, New York, Boston, Philadelphia and Atlanta.

Shaw, Taylor Signed For Michael Music

NEW YORK, Aug. 20. — Jerry Johnson has hired contact men Eddie Shaw and Larry Taylor for his new Broadcast Music, Inc. (BMI), affiliate pubbery, Michael Music. Shaw will work out of Hollywood; Taylor, out of New York. Shaw and Johnson leave for the Coast Wednesday (24) to set up the Hollywood office. Another man will be put on for Chicago.

Both Shaw and Taylor worked for Johnson when he was general professional manager at Southern Music, a job he left two months ago.

Tele Gets Go-By

HOLLYWOOD, Aug. 20.—A new two-year pact between American Federation of Musicians (AFM) and major movie companies was inked this week, carrying over existing conditions, with no changes until September, 1951. Agreement was reached with a minimum of bickering, marking a return to the standard two-year term rather than the one-year deal as inked last year. Current pact covered only 12 months, since changing conditions in the film industry restrained both sides from making longer commitments.

Television is given the go-by in the new pact, which specifically restricts use of film products to theater showings. Indications are, however, that once new contract is inked with indie film producers here, AFM Prexy James C. Petrillo may be willing to talk tele.

Terms of the pact include minimum scale of \$39.90 for three hours' work and double scale for frontiers. When employed on an annual basis (minimum of 520 hours' work yearly), sidemen will receive at least \$6,916 per year.

Kidisk Package Offers Platters, Toy Punch-Outs

CHICAGO, Aug. 20.—A kidisk record package which includes a toy set-up made of punch-out characters, props and scenery pieces with which a child can build a stage scene recreating the action dramatized on the records has been put on the market in Chicago as the Star Bright Classics Record-Toy Combination. The manufacturer is the Children's Press Division of the Regensteiner Corporation, printer, publisher and greeting card manufacturer.

The record in the package is an unbreakable, seven-inch, 78-r.p.m. plastic. The package retails for 39 cents. Nine records have been released to date, most of which have featured local radio talent and large orks. Releases have been typical kid material — *Pinocchio*, *Snow White* and *The Seven Dwarfs*, etc. Marketing is handled by a national organization of Regensteiner jobbers, distributors and manufacturers' reps.

Future disks will be released at the rate of one every three months and will include *Hansel and Gretel*, *Little Red Ridinghood*, and other stories of interest to children.

According to a company spokesman sales have exceeded 200,000 in the month the product has been on the market.

CBS-TV Build-Up For Ted Steele

NEW YORK, Aug. 20.—Deejay-orkster Ted Steele, whose first four sides for Columbia, featuring the Marlin Sisters singing with a full ork, are to be released next week, will get a build-up via the CBS TV network. Steele's disks and his across-the-board nightly TV show will be plugged on the Columbia video stations via 30-second trailers.

Steele is being built by the diskery as a novelty orkster in the pop-international field under the supervision of Columbia's international chief, George Avakian. Steele, a WMCA deejay in addition to his other activities, has engaged the services of Jerry Simon to exploit his records with disk jockeys.

Cap Expands Its Rhythm, Blues Dept.

Packs Talent Roster

HOLLYWOOD, Aug. 20.—Capitol Records is expanding its rhythm and blues department in an all-out effort to cement itself as the top major label in that field. Capitol today, more than ever before in its seven-year history, is concentrating its full force on the r. & b. field and is fortifying its talent roster with the addition of approximately a score of new r. & b. artists. According to Dave Dexter, Cap's r. & b. artist-repertoire head, reason for diskery's all-out push for his department is two-fold: (1) Cap r. & b. product has gained increased acceptance during recent months, thereby opening new sales channels, and, (2) during those months when disk sales generally dipped, Cap's r. & b. platters held up strongly against the recent industry-wide recession.

Dexter credits the acquisition of T-Bone Walker as a milestone in the r. & b. department's expansion. Cap added Walker to its talent stable last spring and bought out Black & White's stock of Walker masters. According to Dexter, Walker releases opened the door for the Cap line to many r. & b. dealers thruout the South. Shops specializing in jazz wax became Capitol conscious and started to order other r. & b. releases.

Newcomers to Cap's r. & b. fold include Kitty White, Los Angeles girl who makes her disk debut on Cap August 29. Dexter looks upon her as one of his department's biggest finds since Nellie Lutcher. Fem is a vocalist-pianist, altho her first release *A Man Is Good and It Pays To Advertise* features her as vocalist only. Other r. & b. additions include Sallie Martin, sacred singer, whom Cap envisions as another Sister Rosetta Tharpe, another sacred singer with a promising Southern following, Juanita Jackson, of Atlanta, where Cap's Lee Gillette will record her September 3; Alton Redd, a New Orleans blues shouter and drummer now residing in Los Angeles; Joe Swift, whose *That's Your Last Boogie* for Exclusive Records, hit *The Billboard* Pop Charts a year ago; Charlie Green, Harry Belafonte, "Sugar Chile" Robinson, Walter Brown, Tommy Douglas's ork, Bus Moten and Lee Young's band.

Above are in addition to Cap's r. & b. catalog, which includes Nellie Lutcher, Julia Lee, Blue Lu Barker and husband Danny Barker's band, Studs Henderson, St. Paul Church Choir of Los Angeles, Big Sis Andrews, Marvin Johnson's ork, Betty Hall Jones, Sammy Davis Jr. and Addie Williams. Some of Cap's r. & b. acquisitions have been dropped during the relining of the department. These include Johnny (Blues) Taylor, the Tomcats (vocal group), Gay Cresse, a Cleveland combo and Clarence Clump.

Tunester Marks Sets St. Nicholas Pubbery

NEW YORK, Aug. 20.—Tunestermith Johnny Marks has launched a pubbery here, St. Nicholas Music, with George Schottler, former contact man for Santly Joy, to serve as general professional manager. Additional staff will be hired for Hollywood and Chicago representation.

The firm, which has been accepted in the American Society of Composers, Authors and Publishers (ASCAP) will begin work on Marks' *Rudolph the Red Nosed Reindeer* and *Happy New Year, Darling* by Marks and Carmen Lombardo.

BVC Takes Honors At Music Men's Golf Tournament

NEW YORK, Aug. 20.—Bregman, Vocco, Conn (BVC) took the medal honors at the professional music men's annual golf tournament Wednesday (17) when contact man Mickey Garlock carded an 80 for low gross and Chester Conn did 86-20 for a low net of 66 at the Country Club of New Jersey in River Vale.

Guest honors went to Columbia Records' Manie Sacks, who shot an 80, with a 17 handicap, winning him a net of 63. Cork O'Keefe and MGM's Dick Lyons ran second and third in the guest division.

The music men will continue to play on a match-play basis, with 32 qualifiers battling it out.

Castle Records Revives Mach

HOLLYWOOD, Aug. 20.—Castle Records will activate its publishing tie-ups with reorganization of Mach Publishers, Inc., as a Broadcast Music, Inc. (BMI) firm. Dave Miller, diskery prexy, will head pub subsid. kicking off with a catalog of 45 originals, 12 of which have been already waxed on Castle. Other Castle officers carrying over into the pub field are Seymour Amster, veepee, and M. H. Klein, secretary-treasurer.

Operating policy will stress development of new tunes via the Castle Record route, with likely prospects to be reassigned to major publishers for full exploitation. Method has already been employed on *I Wish I Had a Wishbone*, waxed by thrush Lesly Grey several months back. When the tune created a local stir, rights were turned over to Jewel Music for a bigger push.

1-Nighter Trek Set for Jordan

HOLLYWOOD, Aug. 20.—Louis Jordan will start a tour of 72 one-nighters September 1 in San Antonio. Jordan will play auditoriums only and will wind up in Kansas City, Mo., Thanksgiving Day.

On November 27, he will play a benefit for the Jordan Playground Fund in Chicago, all proceeds going to the Harvey, Ill. (Chi suburb) playground which he has sponsored.

Lina, Newest Latin Diskery, Is Cutting

NEW YORK, Aug. 20.—Lina Records, latest local entry in the Latin disk field, has inked several Latin artists residing in the U. S., and has started its first cutting sessions in New York studios. Recently pacted names are Reinaldo Henriquez, ballad singer formerly of Cuba, who was on the *Viva America* show over the Columbia Broadcasting System (CBS) several years ago, and Johnny Lopez, Puerto Rico warbler. Another Puerto Rican vocalist, Doroteo, is cutting some *plenas* (Puerto Rican folk songs) for the label.

Up to now, most of the label's offerings were cut in Cuba or Puerto Rico, with dates supervised by Lina's prexy, Murray Shapiro, and artists-repertoire head Leopoldo Gonzales. Among the initial releases were several sides by Perez Prado, the "Cuban Kenton," who now waxes his modern mamboes for RCA Victor.

About 50 per cent of the company's business is in exported platters. The local office is run by Louis Sorrentino.

No Action on Copyrights In Congress This Session; Even Juke Box Bills Languish

WASHINGTON, Aug. 20.—The House Judiciary Committee has decided to defer until the next session of Congress any consideration of major copyright legislation. Spokesmen for the House judiciary subcommittee on copyrights and patents said that the present Congress's preoccupation with global affairs, reorganization and the budget has put a crimp in any possibility of explorations for the balance of the year into the problem of modernizing the Copyright Act, which hasn't had a major change since 1909.

Leaders of the House Judiciary Committee are generally convinced of a need for recasting the act to accommodate interpretation in the light of such vast new technological developments as television, radio, 45 r.p.m. and LP (*The Billboard*, April 30). However, they are sticking to a policy enunciated earlier this year (*The Billboard*, February 19, March 5) of considering changes on a piecemeal basis rather than attempting to overhaul the entire act in a single piece of legislation. Even the piecemeal approach, tho, has had to be sidetracked because of the lawmakers'

preoccupation with other matters, and it is now felt that the whole issue may as well be put over to the next Congress, which convenes in January.

Individuals May Act

This does not preclude the possibility of continued study of the issues by individual members of the House subcommittee on copyrights and patents in the present term, nor of introduction of copyright legislation by individual members, but it dooms any final action by the subcommittee, and this is tantamount to pigeonholing any new legislation until next year. Thus far this session, only a single piece of copyright legislation has gotten thru the subcommittee. This was a bill, which was enacted into law a few months ago, modifying copyright requirements for publication of foreign books in U. S.

The current situation has had the effect of discouraging introduction of copyright legislation this year. Even the familiar bill to eliminate juke box exemptions under copyright legislation has not made an appearance thus far this session, altho it has been before all but one of the previous half dozen congresses and got a committee hearing last year. Rep. Hugh Scott Jr. (R., Pa.), who sponsored the measure in the last Congress, has attributed his inactivity on copyright legislation this year to his duties as Republican national chairman but now that he has been relieved of that job, he is expected to devote some time to copyright matters. There is not a chance tho that a juke box interpretation would come thru at the present time even if Scott introduced the measure. This legislation is favored by the American Society of Composers, Authors and Publishers (ASCAP) and the Songwriters Protective Association (SPA), but it has been stoutly opposed by several other groups.

World Situation

On the international copyright side, the Senate Foreign Relations Committee is giving no time to consideration of ratification of the long-sidetracked Berne Convention pact or the Inter-American Copyright Convention. There is a disposition on the part of committee members to await developments in the United Nations Educational, Scientific and Cultural Organization (UNESCO) which is plumping for a global pact (*The Billboard*, August 6, 13). Earlier this session, the Senate Foreign Relations Committee was urged by the State Department to deliberate on both convention treaties.

Unlike the House judiciary subcommittee, which earlier this year devoted several meetings to the entire Copyright Act overhauling problem, the Senate committee has given no time to the issue.

Jock Plugs Plenty Lucky for "Lucky"

HOLLYWOOD, Aug. 20.—Proof of disk jockey power in plugging a song—if further evidence is needed—was again seen last week when sheet music sales of *Lucky Old Sun* soared to 4,700 in one week on Los Angeles, San Francisco and Seattle stands solely on the strength of deejays spinning the Frankie Laine disk. Robbins pubbery had not as yet started live plugging of the Beasley Smith-Haven Gillespie cleffing.

Disking is expected to be Laine's biggest to date, with unofficial figures here showing a sale for Mercury of 155,000 in 10 days. Tune is expected to ride as high as *Riders in the Sky*.

Signature Issues Plastic Kidisks

NEW YORK, Aug. 20.—Signature Records this week broke into the low-priced unbreakable kidisk field with plastic singles and albums. The singles will retail at 45 cents plus tax, two-record, hard-cover albums at 98 cents (including taxes).

The first release, skedded for the fall season, includes sides by Victor Jory and Monica Lewis, with Ray Bloch's ork backing for both. These have appeared on Signature shellac. Future releases will include previously unreleased albums by Connie Haines and radio announcer Ken Roberts.

Victor Readies Push On Red Seal Platters

NEW YORK, Aug. 20.—RCA Victor, readying its general seasonal push on Red Seal disks, has tabbed three special items to get the works in October. Tying in with the Chopin Centennial Celebration, the diskery is releasing a new recording of the Chopin *E Minor Concerto* with pianist Alexander Brailowsky and the RCA Victor Orchestra conducted by William Steinberg. Another special, honoring the artist's 20th anniversary of his debut in America, will be the release of Nathan Milstein's waxing of the Glazounov *Violin Concerto*, with the same orchestra and Steinberg. This will be Milstein's first release on the Victor label, to which he was inked early this year.

The diskery and Simon & Schuster, book publisher, are co-operating in the publication this fall of the completely revised *Victor Book of the Opera*. The book, which is marketed in both disk and book stores, has been written by Robert Bagar and Louis Biancolli, music critics for *The New York World-Telegram*.

Motif Opens N. Y. Office

NEW YORK, Aug. 20.—Motif Records, Boston diskery which created a stir recently with its *Fat Man* Robinson waxing of *Lavender Coffin*, has opened an office in New York, with Nelson Lewis in charge. According to Lewis, local and national distribution of the blues-rhythm label will be directed from this point.

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FAUSTO CLEVA, Conductor
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Latin American Selections
DLP 5025 One Ten-inch Long Play Record • List Price \$2.85
- ★ HAWAIIAN PARADISE — LES PAUL and His Trio
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Decca 24693
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IT HAPPENS EVERY SPRING
DICK HAYMES
Decca 24650
- ★ SOMEDAY (You'll Want Me to Want You)
ON A CHINESE HONEYMOON
MILLS BROTHERS
Decca 24694
- ★ THAT'S MY WEAKNESS NOW
LAUGHING TROMBONE POLKA
RUSS MORGAN
Decca 24692
- ★ THERE'S YES! YES! IN YOUR EYES
TWENTY FOUR HOURS OF SUNSHINE
CARMEN CAVALLARO
Decca 24678
- ★ YOU'RE SO UNDERSTANDING
IT'S TOO LATE NOW
EVELYN KNIGHT
Decca 24636
- ★ AGAIN
SKIP TO MY LOU
GORDON JENKINS
Decca 24602
- ★ HOP-SCOTCH POLKA (SCOTCH HOT)
DANGEROUS DAN MCGREW
GUY LOMBARDO
Decca 24704
- ★ I CAN DREAM, CAN'T I?
THE WEDDING OF LILI MARLENE
ANDREW'S SISTERS
Decca 24705

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RECORDS INC.

Col'bia Begins Fall Sales Push On Alien Disks

NEW YORK, Aug. 20.—Columbia Records' international department, headed by George Avakian, has shot its first gun in the fall sales push, issuing a complete set of foreign-language disk catalogs and preparing a new list of special releases for the forthcoming Jewish holidays. The diskery also signed Polkateer Walter Solek, a former Harmonia artist, to cut exclusively for its Polish series.

Individual language listings, which are leaving the factory this week, cover international, Polish, Italian, Greek, Spanish (including Latin-American), Lithuanian and Jewish disks. Grouped in other catalogs are Bohemian, Serbo, Croatian, Slovak and Slovenian; Swedish, Scandinavian and Finnish; French, French-Canadian and Portuguese; Russian and Ukrainian; German and Hungarian.

For the Jewish holidays, which begin the last week in September, Columbia has new cantorial releases by Cantors Maurice Ganchoff, Samuel Malavsky and Sholem Katz. Richard Tucker's *Cantorial Jewels* album will be released on an LP disk at the same time, September 1.

Cantors Ganchoff and Malavsky have recently signed with the diskery. The later, who is the father of Columbia's Marlin Sisters, records with his family choir, including the three girls. In fact, he records under the sisters' contract.

Avakian was in Chicago last week cutting sessions with Frank Yankovic, the Skertich brothers, Eddie Terlikowski and the Modernairs.

Autry May Get "Riders" for Pic

NEW YORK, Aug. 20.—Screen rights to *Riders in the Sky* may be sold to Gene Autry for the tidy sum of \$17,500 if negotiations between Autry and attorney Jerry Ralston, acting for *Riders* composer Stan Jones, go thru. Autry had 48 hours to answer as of Thursday (18).

A deal is also pending for Jones's *Whirlwind* at \$2,500. Autry would use this one in a Columbia flick of the same title. It was not disclosed for what picture *Riders* would be purchased.

Both tunes are published by E. H. Morris. The pubbery will split the pic proceeds 50-50 with Jones, as is customary.

Purple Platters Jug a Salesman

PHILADELPHIA, Aug. 20.—Pennsylvania state police continue to pursue the peddlers of pornographic phonograph platters, with Harry L. Forstater, local salesman, the latest to knuckle under when the law held him under \$500 bail for action by the adjoining Delaware County Grand Jury.

According to the police, Forstater was arrested last week at an open-air auction in Booths Corner in lower Delaware County near the State line.

Forstater was operating a concession stand at the auction, where household goods and appliances were sold. The raiders said he was selling "obscene records" for \$1.25 each. Over 50 disks were seized by the police when they arrested Forstater.

Compounce Resumes Names

HARTFORD, Conn., Aug. 20.—Lake Compounce, amusement location at near-by Bristol, Conn., has resumed its name band policy, with Bobby Byrne and his orchestra leading off Sunday (14). The Byrne outfit played the spot in a one-day stand at 85 cents top. Vaughn Monroe and his orchestra are booked for tomorrow (21) at \$1.50 top.

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Benny Strong

(Reviewed at Casino Gardens, Ocean Park, Calif., August 12. Booked thru Music Corp. of America.)

STRINGS: Maurice Cycyk, Bob Reser and Al Blacker.

TRUMPETS: Sam Gant and Del Sawyer.

TROMBONE (and Violin): Bernie Press.

SAXES: Bob Cameron, John Hutter and Jack Wickman.

RHYTHM: Dick Leitmetter, piano; Gene McDonald, bass, and Gil Baer, drums.

VOCALS: Betty Bryan and Benny Strong.

ARRANGER: Bernie Press.

This is Benny Strong's first Southern California appearance but the batoner, band and book are as much at home here as on his Midwestern stomping grounds. Strong first caught the national ear with his Tower disk of *That Certain Party*, and as that platter climbed the best-seller lists, Strong gained in nationwide stature. Capitol Records recently bought Tower's complete stock of Strong masters, 21 in number, and signed the maestro to a term contract. If Strong was able to achieve so much on an indie label it can be reasonably assumed that his rapid climb on the band popularity ladder will gain considerable impetus from his tie-up with the major diskery.

Far better known to the East and Midwest, Strong's following here at this moment is limited to his disk devotees. While he is not breaking attendance records at Tommy Dorsey's Casino Gardens, he still attracts a healthy crowd, and those who come are satisfied with the maestro's sense of commercial dance product, his song work and his winning personality.

Cut from pure commercial cloth, the Strong product tempts dancers to the floor. It's a smooth, easy-to-follow type of dance music that clearly defines the beat without sacrificing melodic appeal or general listenability. As a hard-working batoner, Strong's pep and punch is an asset. In addition, maestro's honeyed pipes make for smooth listening and win the hand-holding crowd with ease. He gets an ear-easy vocal assist from Betty Bryan. Book sticks closely to the revival category, a factor upon which Strong has successfully built his growing popularity. There is enough of current tune fare to balance the song diet. Band's work is clean, arrangements are appropriately light.

Lee Zhito.

Rhapsody New Toledo Label

DETROIT, Aug. 20.—A new record label, Rhapsody, will make its debut soon in Toledo, which is speedily becoming a major music center, with at least two other record labels, Serenade and Island, domiciled there. The owner and manager is Mrs. Clara Sharfman, former Detroit and a songwriter. The first four releases, currently being pressed, are recordings by the Bob Cross orchestra—with Connie Kane as vocalist—*The Right Time to Fall in Love*, backed by *Please Don't Wake Me*, and *My Dreams Have All Come True*, backed by *When the Cotton Blossoms Bloom in Georgia*.

Yankee Net Signs Luther

NEW YORK, Aug. 20.—Frank Luther, Decca kidisk mainstay, whose *Frank Luther Show* for tots is a Saturday ayem fixture on WNBC, this week signed a contract with the Yankee Network for another stanza of the show to be beamed over the 15 stations of that web, starting October 1. Luther will do the show live at a later time than the WNBC beamer.

Meanwhile, Luther is going ahead with his program of transcribing other shows in the same format, with emphasis on his Decca disk material, for sale to indie stations thruout the country (*The Billboard*, August 13).

Frankie Carle

(Reviewed at Hollywood Palladium, Hollywood, August 3. Hollywood press, Bob Weiss, Road manager, Andy Travers, Personal manager, Warren Pearl, Booked thru General Artists Corp.)

TRUMPETS: Bob Jensen, Chuck Medeiros and Al Muller.

TROMBONES: Mitch Zarembo, Don Boyd and Maurice Winter.

SAXES: Tony Johnson, Percy Booth, Irving Treitman, Ray Hopfner and Gus Benvenuti.

RHYTHM: Frank Cowan, piano; Lloyd Springer, bass; Frank MacDonald, guitar; Ralph Donerly, drums.

VOCALS: Bob Lochen and Marjorie Hughes.

Sunshine Serenaders (Warren Tipple, Red Borland, Charles Goodman and Frances Beulck).

ARRANGER: Al Avola.

Frankie Carle's Steinway sorcery, coupled with his ork's palatable brand of music making, provide plenty to hold the ear and tempt the toes. Carle wisely sticks to his time-proven formula—a healthy helping of *Honor Roll of Hits* items, careful choice of coming tunes, topped off with an ever-welcome selection of evergreens. Style retains its cash-register appeal. Tempi are moderate and danceable. Arrangements are simple and emphasize the melody line, and tho tailored for commercial interest, are marked with sufficient musicianship to be ear-worthy. Ork's offerings lean heavily toward vocals, capably handled by Marjorie Hughes (the maestro's daughter), Bob Lochen and the smooth vocal corps, Sunshine Serenaders (4). Instrumentals, for the most part, fall to the competent hands of Carle and his rhythm group.

There's plenty for the ear when "the golden touch" wraps himself around the Steinway. Selections by Carle and rhythm are, as always, presented in medley form. Carle's crisp phrasing, flawless technique and concert tone are fully evidenced in his selections with the rhythm group. Customers come to see and hear Carle and prove it by flocking to the bandstand each time the maestro takes over the keyboard.

Singing tone of the Steinway is particularly pronounced in a striking full ork arrangement of *Some Enchanted Evening*. Bob Lochen's smooth bary pipes are well suited for such ballads as *A Chapter in My Life Called Mary*. Miss Hughes' voice and sense of song projection has matured since last heard and her warbling has become commercially enhanced by a more relaxed stage manner.

Carle and crew are home from a hard-hitting tour. Following their five-week stay here, they will take a few wee' s vacation before opening at Houston's Shamrock Hotel.

Lee Zhito

Goldmark Exits Levy For J. Robbins Post

HOLLYWOOD, Aug. 20.—Goldie Goldmark, veteran Duchess Music Coast professional manager, quit the Lou Levy firm this week to become Coast top exec for J. J. Robbins & Sons pubbery.

He takes over the new berth in two weeks to begin work on the score from the Broadway show, *Gentlemen Prefer Blondes*, which Robbins acquired. No replacement is plotted for Duchess at this time.

Ethnic Library Adds Albums

NEW YORK, Aug. 20.—The Ethnic Library, produced by Moe Asch and Harold Kurlander for Folkways Records, adds three new albums to its list in September. The basic folk material, sold principally via direct sales to stores and schools, deals with one country per set. The new releases will feature cuttings from India, Spain and Haiti.

Para, Bop City Tangle Over Artist Bookings

(Continued from page 3)

turned down the package idea and insisted on buying the groups separately. Carlos Castel, who manages both Cole and Herman, refused to split them and canceled the Bop City engagement altogether.

Then Billy Eckstine was set to go into the spot before Christmas, but the Paramount management refused to permit him to make any other New York appearance prior to his Christmas season engagement there. Eckstine, who will collect \$7500 per week from the theater, canceled his nitery booking but will be able to play the spot following his Paramount stint.

Regent Gets Rights To "Yellow Ribbon"

NEW YORK, Aug. 20.—Regent Music has acquired publication rights to *She Wore a Yellow Ribbon*, title song of a forthcoming RKO flick directed by John Ford and starring John Payne and Joanne Dru.

The deal was set by Gene Goodman, partner in Regent, and the writers, Hap Eton and M. Otner. The song is set as a No. 1 plug starting immediately, and major diskings are already in the works.

4 Mossman Sides On Regent Label

NEW YORK, Aug. 20.—Four sides, cut for tunesmith Ted Mossman's Fanfare label on the Coast, have been turned over to Herman Lubinsky for release on his Regent label in the East.

The tunes involved are *If I Were You* and *Honeymoon Waltz*, both Mossman originals, and *Jump for Joy* and *At the Old Square Dance*.

Miss Magoof Back In Running; Whose Stable's the Poser

NEW YORK, Aug. 20.—Miss Magoof, a filly who inspired Dave Dreyer and Cliff Friend to write a song about her 15 years ago, is back in the running with one party to lay \$1,000 on her nose last week. The tune was originally penned for Damon Runyon's *Broadway Bill*, a Columbia picture directed by Frank Capra back in 1934. At that time Dreyer was professional manager for the Irving Berlin publishing house, before the split that gave all non-Berlin tunes to Saul Bourne. The writers, in return for a hunk of cash, had given Columbia license to use the number in any of its pictures but had neglected to assign the tune to a publisher. Bourne, however, had a deal with Columbia for the collection of foreign performance royalties on all unpublished works assigned to the picture company.

Recently, Paramount bought the story from Columbia, retitled it *Riding High*, set it as a starring vehicle for Bing Crosby, with Frank Capra again directing, and *Miss Magoof* was led in again. But when Paramount's Ed Fay called Dreyer the writer couldn't recall what he had done with the tune and there was no record of a publisher having it. Bourne thought he had the song but his only claim was the foreign deal with Columbia.

This week the whole situation was resolved to everyone's satisfaction when Paramount paid Dreyer and friend \$1,000 for use of the song in the film and the writers turned the tune over to Bourne for publication, this time signing a contract.

Dreyer, of course, runs half a dozen publishing houses himself these days.

London Acquires 2 Linden Masters

NEW YORK, Aug. 20.—London and Linden got together this week, and London purchased two masters from the Seattle indie diskery. The sides involved in the deal were *Wouldn't It Be Fun?* and *She's a Personal Friend of Mine*, both cut by Seattle maestro Bob Harvey.

Harvey, who co-authored *Fun*, recently sold the tune to Bourne Music via his Linden waxing. Then when Bourne went after other waxings of the tune he played the Harvey side for London execs, who became sold on the rendition as well as the tune.

Gotham To Book Three

NEW YORK, Aug. 20.—Gotham Attractions, talent outfit formed recently in Philadelphia in conjunction with Gotham Records, has signed three disk artists to management and booking pacts. They are the Gospel Stars, who record for DC disks, Elder Beck, and the Silveraires. All are religious artists.

Dreyer Gets Shmoo Songs, Plans Folio

NEW YORK, Aug. 20.—Dave Dreyer's Bristol Music has taken over the eight *Songs of the Shmoo* penned by Gerald Marks and originally published by Charlie Ross's Harvey Music firm. Some of the songs, based on the life and times of Al Capp's Panacean pets created for the *L'il Abner* strip, were waxed several months back on the Allegro and Music You Enjoy kidisk labels.

Dreyer plans to put the collection out in a folio, complete with Capp drawings, on or about September 15.

London Inks Render As 1st R. & B. Artist

HOLLYWOOD, Aug. 20.—Rudy Render was inked by London Records as the first artist in the diskery's rhythm and blues department. Render, an Indiana lad who sounds like a cross between Charley Brown and Billy Eckstine, unsuccessfully knocked on doors here in search of recognition.

VOX JOX

BREEZES FROM THE BOARDWALK . . . Ed Davis, WFPG, Atlantic City, has launched a quarter-hour "Requests in Rhyme" seg, with all announcements done in rhyme. . . . Al Owen, same wattery, ran a contest to get the longest lists of "moon" tunes—songs with "moon" in the title. Stunt was done to plug "Dreamy Old New England Moon." . . . Bob Brown and Marge Olanoff interview show biz celebs during their nightly midnight to 1 a.m. show from the lobby of the Steel Pier at WMID, Atlantic City. . . . Same station has another boy-girl team, Dick Maxon and Delores Murphy, handling the wake-up show, "Rooster Revue."

FOLK FARE . . . Charles Trussell, WNOW, York, Pa., reports that Decca folk chanter Ernest Tubb pulled the biggest house to date at Valley View Park recently. Trussell, who is deejay and emcee at the park, had dinner with the warbler. . . . The daily two-hour afternoon "Burley Jamboree" at WVLK, Versailles, Ky., is now being handled by Casey Clark, member of the Bluegrass Barn Dance gang. Former emcee Jack Eversole has left the station to do newspaper work. . . . Bob Edge is now conducting Saturday night hillbilly shindig at WHAR, Clarksburg, W. Va.

NEW ENGLAND NOTES . . . David Mohr, who recently was graduated from Boston U's radio division, has launched a deejay career at WTWN, St. Johnsbury, Vt. . . . Herb Fontaine, WCOU, who does a platter and gab show with his wife at a local hotel, would like to hear from any family team who does a show similar to his "Dinner at the Dewitt." . . . Howard Malcolm, WCOP, Boston, recently recorded a telephone interview with MGM warbler Bob Houston. . . . Scott Douglass, WFCI, Providence, writes us that he's "heading for Hollywood, his old home town, to see if there is anything in radio there, and for a vacation with his family."

GOTHAM GOUACHES . . . WOV's Fred Robbins, vacationing in Halifax, was guest of honor at a dinner tendered by the city's flickery ops August 10. After the dinner, Robbins made a p. a. on the stage of one of the theaters, where one of his Columbia shorts got co-billing with the feature flicker. . . . Dick Gilbert, visiting here from KYTL, Phoenix, Ariz., cut interviews with Mary Martin, Perry Como, Vic Damone, Frankie Laine and Gene Williams. . . . Bill Cook, mahout of WAAT's "Musical Caravan," is sporting a new Pulse rating of 3.3. His debut last year was pegged at 7. . . . Les Abramson, WMGM music librarian, became father of a boy. . . . Tommy Dorsey's transcribed jockey show is going off the air.

WESTERN WAX WHIRL . . . Floyd J. Kinnaman, WFIN, Findlay, O., polled his listeners on reaction to Kenny Roberts's Coral disk, "I Never See Maggie Alone." Big response, with 91 per cent for, 9 per cent against. . . . Irv Kempner, ex-musical director at WLOI, La Porte, Ind., has taken over as program director at WKAM, Warsaw, Ind., which went on the air July 12. . . . Bob Larsen, new a. m. man at WEMP, Milwaukee, has 22 different recordings of his theme, "On the Sunny Side of the Street," and works them all in once a week, always using the TD version for opening and closing. . . . "Jolly" Joe Martin, new addition at KMMJ, Grand Island, Neb., ties in news of the week and poetry with the disks he spins on his various shows. . . . Don Andrews, WKNX, Saginaw, Mich., has a weekly plug tune, which he plugs each day of that week. . . . Ray Perkins, KFEL, Denver, will vacation the last two weeks in August, with the husband and wife team of Doug and Willie Taylor taking over for him. They will pre-record the "Ray Perkins Show" from 2:30 to 4:30 a.m. during their own nightly sessions, for playback at 2:30 p.m. each afternoon. . . . John Lagle, WXYZ, Detroit, who recently took a turn as announcer for the Farmsworth Motorboat Races, was so enthralled by his experience with the sport that he bought a 20-foot runabout.

CONNECTICUTTINGS . . . Robert E. Smith, WTIC, Hartford, has been named chairman of the Hartford branch of the Metropolitan Opera Guild. . . . Joe Girand, WCCC, Hartford, is leaving with his family for an auto trip to California August 22. He plans to stop off at watteries en route to greet old radio friends. . . . Syd Burns, WCCC, is branching out as a singing deejay, warbling with the platters on his daily "Million Dollar Standstill" show. . . . Bill Sheehan, WDRG, Hartford, has been appointed delegate of the Hartford council, American Federation of Radio Artists (AFRA), to the forthcoming AFRA convention in San Francisco August 25-27. . . . Bill Benton, WMMW, Meriden, is leaving to become an announcer at WNYC, New York.

Music—As Written

New York:

T. B. Harms Music has let out plugger Lenny Meisels. . . . Julian Aberbach, of Hill & Range Songs, is in town, and brother Jean Aberbach is spending a few weeks on the Coast.

Nat Tannen's Keys Music firm has taken over the selling rights to publications of the Greenwich Music Company. First tune set for plugging is "Crying," written by Barney Ross and Jay Chernis. . . . American Academy of Music, Mills Music affiliate, has signed Detroit clefters Ted and Ruth Gomulka, of the Gomulka Polka Band, to an exclusive writers deal. . . . George Schottler has left Santly-Joy to take over as professional manager at St. Nicholas Music. . . . Decca is cutting a new Sophie Tucker album the first week in September. She'll do six new songs especially written for her by Dan Dougherty and Jack Yellen. . . . Sidney Goldberg, Decca's general sales manager, has returned from a combined business and pleasure trip to the Coast. . . . Francis Craig was in town for a couple days, during which he placed four tunes with four different publishers. Craig also brought along four masters he cut in Nashville for MGM.

Florence Lowe, who programed the Tommy Dorsey transcribed deejay show, has joined the Milton Karle flackery. . . . Lou Camito has left Warren Music. . . . "Jacksonville Blues," Happiness disk by thrush Keeley Smith and Bill Butterfield ork, will get a big flack push from the Seaboard Air Line R.R., which is mentioned in the song. . . . Sydel Friedlander resigned as secretary to Fernando Castro at Southern Music. . . . Sam Green, named Eastern sales rep for Aladdin and Specialty Records here, left on a tour of Eastern distributors Monday (15).

The MGM diskery added 25 full-time pressers in its Bloomfield, N. J., plant. . . . Harry Sultan purchased the remaining stock of Black and White Records in New York, numbering about 25,000, to sell at cut prices. Sultan has also applied for a recording license as the Bruce label. . . . Horace Heidt is rehearsing a musical revue for possible fall opening on Broadway. Talent for most part will be kids from his contest programs.

Buddy Johnson, riding high with his click "Jackie Robinson" dinking, has been consistently dipping into percentage in his one-nighter tour of the South, drawing 5,200 at the Memorial Auditorium in Atlanta and 6,600 at the Municipal Auditorium in Birmingham two weeks ago. . . . Buddy Basch, who flacks for Tex Beneke and Johnny Long, has been signed to handle Eastern disk promotion for Tony Martin.

Paul Kapp's Tel-Air Associates have signed the New York (City Center) Opera Company for TV representation. . . . Flack Selma Rich is marrying non-pro Roy Brody September 18. . . . John Firman, head of B. Feldman & Company, Ltd., British pubbery, leaves for New York via the Queen Mary September 7.

Philadelphia:

Joe Frassetto returned his band to the 500 Club, Atlantic City. . . . Jack Verna back at the CR Club stand, replacing Chic Meci, who takes Verna's place at the Manor Hotel, Wildwood, N. J., for the remainder of the summer season. . . . Jay Jerome, Hotel Warwick maestro, pacted to the Signature platter label. . . . Completed band parade at Nicky Blair's Click has Carmen Cavallaro following Peggy Lee August 22 with Duke Ellington coming in on the 29th, Freddy Martin opening September 5 and Tommy Dorsey kicking off the fall season September 19. . . . Johnny Austin for the week-end dancing at Clementon (N. J.) Lake Park's dansorium. . . . Jimmy Campbell, his alto sax and crew slated to open Labor Day at the Powelton Cafe. . . . Erlanger Ballroom being remodeled to become a music school.

Leo Zollo returns to the Wagner ballroom stand, succeeding Chuck Gordon. . . . Gomez, rumba maestro at the Embassy Club, placed his tune, "International Rumba," with J. J. Robbins Music pubbery in New York. . . . Mayfair section of the city will get its first dancery with the plans for the new Merben movie temple project there to be built by Samuel Shapiro to include a ballroom. . . . Frank Cirtuoso, who went into Chubby's at near-by North Collingswood, N. J., for two weeks and is staying out the summer, will return the band to Palumbo's Theater-Restaurant here September 10. . . . Organ Rhythms, West Coast disk label, is waxing "If This Isn't Heaven," by Ed Khoury and Ronnie Bonner.

Detroit:

Al Nalli and his trio, who have just been released from a Music Corporation of America contract, went to work Tuesday (16) at the Club Stadium under the McConkey banner. . . . Songwriters Marian Kay, former Detroit, and Helene Roth, now of Walled Lake, Mich., rate credit for both sides of the new ABC-Eagle release, "Darf Men Gain in College (Must You Go to College?)" novelty satire, backed by the ballad, "Cryin' All the Way Home," both by the Glenn Moore Quartet, with Janie Palmer and Todd Purse, respectively, doing the vocals.

London:

George Evans, well-known saxophonist and arranger, is to reorganize his orchestra. He will use youngsters from his tuition school that he formed some time ago. Evans recently has been singing with and arranging for Geraldo. . . . Resident at the exclusive Ciro's and Embassy Clubs for a period of nearly four years, Ramon Lopez will leave both engagements this September to take his samba band on a Continental tour. . . . Roberto Inglez, who leads the rumba band at the Savoy Hotel, leaves for Portugal next month with an augmented orchestra. . . . Carroll Gibbons, who with his orchestra is on vacation from the Savoy for the month of August, will do his solo piano act for one week at the Theater Royal, Dublin, and will then travel to Sweden for a week of broadcasting, also as a solo.

The Mayfair Hotel ballroom is to be closed for six weeks for redecoration. Roland Peachey and his band have been in residence for six years and will take a holiday for the six-week period.

Tommy Connor, co-writer of "The Wedding of Lilli Marlene" and "Kiss and a Rose," is to be guest of honor with Rex Burrows at the Dutch Songwriters' Guild Concert being held in Scheveningen, August 16. Burrows specializes in light orchestral music. . . . Billy Reid and Dorothy Squires, now pushing their "Too-Whit! Too-Whoo" via their own publishing company, plan to visit the United States later this year.

Every one a Hit!

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"I NEVER SEE MAGGIE ALONE"
coupled with
"WEDDING BELLS"
Both Vocal with Instrumental Accompaniment
CORAL 64012

"RIVER OF TEARS"
coupled with
"I'VE GOT THE BLUES"
Both Singing with Instrumental Accompaniment
CORAL 64015

AMES BROTHERS

"LINGERING DOWN THE LANE"
(Ah! Le Petit Vin Blanc)
coupled with
"STILL WATERS AND GREEN PASTURES"
Both Vocal Quartet with Orchestra directed by Roy Ross
CORAL 60091

"NOAH'S ARK" Vocal Quartet with Rhythm Accompaniment
coupled with
"TEARS OF HAPPINESS" Vocal Quartet with Orchestra directed by Roy Ross
CORAL 60092

CONNIE HAINES

★ CONNIE HAINES and THE HIGHLIGHTERS
"MAYBE IT'S BECAUSE"
From Musical Production "Along Fifth Avenue"
coupled with
"HANG ON THE BELL, NELLIE"
Both Vocal with Chorus and Orchestra directed by Roy Ross
CORAL 60070

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"YOU TOLD A LIE (I Believed You)"
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"HOW IT LIES, HOW IT LIES, HOW IT LIES!"
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- AIN'T SHE SWEET
ETHEL DAVENPORT with JIMMY BLYTHE, JR. TRIO
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JIMMY ATKINS
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- DON'T PLAY THIS SONG
DIME A DOZEN

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The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending August 19
The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)
The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

- SOME ENCHANTED EVENING** (Last Week 1)
By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway musical, "South Pacific"
Records available: S. Black Ork, London 455; B. Brees-The Paulette Sisters, Capri 3001; P. Como-M. Ayres Ork, V(78)20-3402, (45)47-2896; B. Crosby-J. S. Trotter Ork, Dec 24609; J. Davis, Harmony 1048; B. Harrington, Vocalion 55000; A. Jolson-V. Young Ork, Dec 24667; J. Laurent-J. Carroll Ork, Mer 5276; J. Saunders-R. Bloch Ork, Hi-Tone 122; P. Sinatra, Col 38446; J. Stafford-P. Weston Ork, Cap 57-544; P. Weston Ork, Cap 57-629; H. Winterhalter Ork, MGM 10399; E. Young, Bluebird 31-0069; Eddie and Jack, Dec 24707.
Electrical transcription libraries: Jimmy Dorsey Ork, Standard; Shep Fields, Lang-Worth; Dick Haymes-Carmen Dragon Ork, World; Elliot Lawrence, Associated; David LeWinter Ork, Standard; The Music of Manhattan, NBC Thesaurus.
- ROOM FULL OF ROSES** (2)
By Tim Spencer
Published by Hill & Range Songs (BMI)
Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col (78)20594, (LP)2-272; P. Reed, Dance-Tone 335; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Terry-R. Arthur Quartet, Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col (78)38525, (LP)1-278.
Electrical transcription libraries: George Wright, NBC Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivanek, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Foy Willing, Lang-Worth; George Wright, NBC Thesaurus; Dave Terry, Muzak.
- YOU'RE BREAKING MY HEART** (5)
By Genaro and Skylar
Published by Algonquin (BMI)
Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546, (LP)1-290; V. Damone-G. Oasser Ork, Mer 5271; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varisty 180.
Electrical transcription libraries: Bob Eberle, World; Chuck Poster, Lang-Worth; Johnny Guarneri, NBC Thesaurus; Eddie Skrivanek, MacGregor; Frankie Masters, Lang-Worth.
- AGAIN** (3)
By Newman and Cochran
Published by Robbins (ASCAP)
Records available: J. Clay Ork, Hi-Tone 109; V. Damone-G. Oasser Ork, Mercury 5261; D. Day-The Mellomen, Col 38467; T. Dorsey Ork M. Lutes, V 20-3427; D. Gardner, Gotham G-181; J. Graydon-G. Jenkins Ork, Dec 24602; B. Harrington, Vocalion 55011X; A. Mooney Ork, MGM 10398; P. Reed, Dance-Tone 336; L. Rucker-C. McIn Combo, Aristocrat 10001; M. Scott-The Paulette Sisters Spotlite 516; M. Torme, Cap 15428.
Electrical transcription libraries: Rene Durant-Linda Stevens, Standard; Geri Gallan, World; Manhattan Madcaps, NBC Thesaurus.
- SOMEDAY (YOU'LL WANT ME TO LOVE YOU)** (4)
By Jimmy Huges
Published by Duchess (BMI)
Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Arthur "Big Boy" Crudup, V 22-0007; Mills Brothers, Dec 24694; V. Monroe Ork, V(78)20-2510; (45)47-2986; A. Smith, MGM 10406; T. Tucker, Harmony 1056.
Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Poster, Lang-Worth.
- BABY, IT'S COLD OUTSIDE** (4)
By Frank Loesser
Published by E. H. Morris (ASCAP)
From MGM's "Neptune's Daughter"
Records available: H. Babbitt-The Allen Sisters, Vocalion 55011; P. Bailey-Hot Lips Page, Harmony 1049; C. Calloway, Hi-Tone 135; D. Cornell-S. Kaye Ork, V 20-3448; E. Fitzgerald-L. Jordan, Dec 24644; B. & J. Carter, V(78)21-0078, (45)48-0075; Lady Sybil Smythe-B. Jacoby, Castle 1423; L. & F. Loesser, Mer 5307; D. Shore-B. Clark, Col 38483; M. Whiting, J. Mercer-P. Weston Ork, Cap 57-587, (45)54-582; E. Williams-R. Montanan-MGM Studio Ork, MGM 10197.
Electrical transcription libraries: The Jumping Jacks, NBC Thesaurus; Frankie Masters, Associated.
- THE FOUR WINDS AND THE SEVEN SEAS** (8)
By Hal David and Don Rodney
Published by Lombardo (ASCAP)
Records available: H. Babbitt-The Veltones, Vocalion 55014; R. Clooney, Harmony 1050; B. Crosby-C. Cavaliaro, Dec 24677; V. Damone-G. Oasser Ork, Mer 5271; J. Desmond-The Quintones, MGM 10451; D. Dennis-S. Black Ork, London 467; H. Jeffries, Col (78)38511, (LP)1-256; S. Kaye-Ork, V 20-3459; G. Lombardo Ork, Dec 24648; J. Saunders-The Riddlers, Hi-Tone 245; M. Torme-F. DeVol Ork, Cap 57-671; P. Reed, Dance-Tone 350.
Electrical transcription libraries: Music of Manhattan Ork-Jack Kilty, NBC Thesaurus; Lawrence Welk Ork, Standard.
- RIDERS IN THE SKY** (6)
By Stan Jones
Published by Mayfair (ASCAP)
Records available: B. Crosby-K. Darby Singers, Dec 24618; D. Faigant-H. Winterhalter Ork, MGM 10404; B. Ives, Col 38445; S. Jones & His Death Valley Rangers, Mer 5320; Wingy Manone, Kem 2700; E. McCurdy, Monogram 134; P. Lee, Cap 57-608; The Song Spinners, Vocalion 55003; Sons of the Pioneers, V 21-0065; F. Willing & His Riders of the Purple Sage, Cap 57-60164; V. Monroe Ork, V 20-3411; J. Saunders, Hi-Tone 122.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- MAYBE IT'S BECAUSE** (6)
By Harry Ruby and Johnny Scott
Published by Heegman-Vocco-Conn (ASCAP)
Records available: H. Babbitt-The Veltones, Vocalion 55014; Bob Crosby-M. Morgan, Col 38504; D. Haymes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A. & D. Russell-B. Cole Ork, Cap 57-558; C. Thornhill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highlighters, Coral 60070.
Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork, World.
- FOREVER AND EVER** (9)
By Franz Winkler and Malia Rosa
Published by Robbins (ASCAP)
Records available: P. Allison, Rondo 185; H. Carroll-The Carotiers, Mer 5232; J. Clay-The Riddlers-S. Fisher Ork, Hi-Tone 108; P. Como-M. Ayres Ork, V(78)20-3347, (45)47-2892; R. Morgan Ork, Dec 24589; P. Reed, Dance-Tone 312; R. Ross Ork, Vocalion 55004; D. Shore-H. Zimmerman Ork, Col (78)38410, (LP)1-134; J. Webb, Spotlite 513; M. Whiting, Cap 15386.
Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; David Street and Lucille Norman, Standard.

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PERRY COMO GIVE ME YOUR HAND

AND I Wish I Had A Record
RCA Victor 20-3521 (47-2997*)

In the same big league with his
"Ballerina" and "Riders"!

VAUGHN MONROE SOMEDAY

THE FLIP: And It Still Goes
RCA Victor 20-3510 (47-2986*)



New high in rib-tickling! Spike's greatest ever!

SPIKE JONES DANCE OF THE HOURS

AND None But The Lonely Heart
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THE CERTAIN SEVEN
(Best-sellers that no dealer can afford to be without)

- 20-3516=47-2992 Dance of the Hours Spike Jones
- 20-3402=47-2896 Some Enchanted Evening Perry Como
- 20-3441=47-2908 Room Full of Roses Sammy Kaye
- 20-3411=47-2902 Riders in the Sky Vaughn Monroe
- 21-0083=48-0080 I'm Throwing Rice at the Girl I Love Eddy Arnold
- 21-0051 The Echo of Your Footsteps Eddy Arnold
- 11-8851=49-0176 Clair de Lune Jose Iturbi

* Also Available on 45 RPM

THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

POPULAR

- Lingering Down The Lane IRVING FIELDS' TRIO
- Mexican Hot Foot 20-3529 (47-3016*)
- Make Believe VAUGHN MONROE
- That Lucky Old Sun 20-3531 (47-3018*)
- Sleepy Hollow THE PIED PIPERS
- Cheap Cigars 20-3533 (47-3019*)
- You, Wonderful You ROSE MURPHY
- Don't! Stop! 20-3534 (47-3020*)

POP-SPECIALTY

- Where Are You, Blue Eyes? THE MERRIE
- Play, Hurdy Gurdy, Play MUSETTE ORCHESTRA
- 25-1134 (51-0019*)

WESTERN AND COUNTRY

- Lay Low, Little Doggies SONS OF THE PIONEERS
- The Bar-None Ranch 21-0078 (48-0101*)
- Tennessee Baby DUDE MARTIN
- Old Doc Brown 21-0079 (48-0102*)
- Our Mansion Is Ready CHARLIE MONROE
- A Valley Of Peace 21-0100 (43-0103*)

BLUES

- Stop-Her Poppa ROOSEVELT SYKES
- I Know How You Feel 22-0041 (50-0025*)

DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op mats, and national advertising add up to easy sales.



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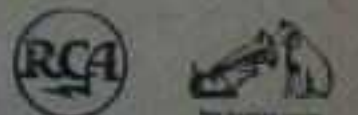
AND You Can Go Feed Yourself
RCA Victor 22-0042 (50-0026*)



COUNT BASIE DID YOU SEE JACKIE ROBINSON HIT THAT BALL?

AND Shoutin' Blues
RCA Victor 20-3514 (47-2990*)

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make the hits
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THE LAST MILE HOME

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Smash Hit
JEALOUS HEART**

No. 500

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The London Gramophone Corp., 16 W. 22 St., N. Y. 10, N. Y.

The Billboard
MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending August 19

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks to date	Last Week	This Week	Title	Publisher
18	1	1	1	SOME ENCHANTED EVENING (M) (R)	Williamson
9	2	2	2	ROOM FULL OF ROSES (R)	Hill & Range
20	3	3	3	AGAIN (F) (R)	Robbins
9	7	4	4	THE FOUR WINDS AND THE SEVEN SEAS (R)	Lombardo
17	3	5	5	BALI HA'I (M) (R)	Williamson
4	6	5	5	MAYBE IT'S BECAUSE (R)	Bregman-Vocco-Cann
25	5	7	7	FOREVER AND EVER (R)	Robbins
6	8	8	8	YOU'RE BREAKING MY HEART (R)	Algonquin
4	11	9	9	THERE'S YES! YES! IN YOUR EYES (R)	Remick
1	—	10	10	SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)	Duchess
5	15	11	11	LET'S TAKE AN OLD-FASHIONED WALK (M) (R)	Berlin
2	12	12	12	(JUST ONE WAY TO SAY) I LOVE YOU (M) (R)	Berlin
12	9	13	13	BABY, IT'S COLD OUTSIDE (F) (R)	E. H. Morris
18	13	14	14	RIDERS IN THE SKY (R)	Mayfair
1	—	15	15	TWENTY-FOUR HOURS OF SUNSHINE (R)	Advanced

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Title	English	American
7	2	1	1	RIDERS IN THE SKY	Morris	Morris
15	1	2	2	WEDDING OF LILI MARLENE	Box and Cox	Leeds
9	3	3	3	AGAIN	Francis Day	Robbins
12	4	4	4	"A"—YOU'RE ADORABLE	Connelly	Laurel
15	4	5	5	RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
20	6	6	6	HOW CAN YOU BUY KILLARNEY?	Peter Maurice	Peter Maurice
20	7	6	6	LAVENDER BLUE (DILLY, DILLY)	Sun	Santly-Joy
24	8	8	8	TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
14	10	9	9	CANDY KISSES	Chappell	Hill & Range
5	13	9	9	CARELESS HANDS	Edwin Morris	Melrose Music
5	14	11	11	WHILE THE ANGELUS WAS RINGING	Southern	Charles K. Harris
12	8	12	12	FOREVER AND EVER	Francis Day	Robbins
27	11	13	13	PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
1	15	14	14	BLUE RIBBON GAL	Irwin Dash	*
7	11	15	15	ECHO TOLD ME A LIE	Chappell	Chappell
21	20	16	16	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick
25	18	17	17	IT'S MAGIC	Campbell-Connelly	Witmark
18	15	18	18	STRAWBERRY MOON	Edward Kassner	Jefferson
32	19	19	19	CUCKOO WALTZ	Keith Prowse	Criterion
—	—	19	19	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Laurel
—	—	10	10	LEICESTER SQUARE RAG	Morris	*

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The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Based on reports received last three days of Week Ending August 19



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	Last Week	This Week	Title	Artist	Label
6	2	1	YOU'RE BREAKING MY HEART	V. Damone-G. Oasser	Mercury 5271—BMI
12	3	2	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kay-dets	V 20-3441—BMI
18	1	3	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork	V(78)20-3402; (45)47-2896—ASCAP
4	12	4	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
2	9	5	SOMEDAY	V. Monroe Ork	V(78)20-2510; (45)47-2986—BMI
15	4	6	AGAIN	D. Day-The Mellomen	Col 38467—ASCAP
18	5	7	RIDERS IN THE SKY	V. Monroe Ork	V(78)20-3411; (45)47-2902—ASCAP
14	6	8	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork	Cap 57-544—ASCAP
2	18	9	YOU'RE BREAKING MY HEART	B. Clark	Col(78)38546; (LP)1-296—BMI
8	14	10	THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork	V(78)20-3459; (45)47-2923—ASCAP
17	7	11	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602—ASCAP
17	8	12	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Col 38463—ASCAP
11	16	13	SOME ENCHANTED EVENING	F. Sinatra	Col 38446—ASCAP
17	19	14	AGAIN	M. Torme-P. Rugolo Ork	Cap 15428—ASCAP
7	26	15	THE FOUR WINDS AND THE SEVEN SEAS	M. Torme-F. DeVol Ork	Cap 57-671—ASCAP

(Continued on page 100)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himer (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of August 12-18

SI—Sustaining Instrumental SV—Sustaining Vocal CI—Commercial Instrumental CV—Commercial Vocal

Songs	Publisher	Heard in N. Y.	Heard in Chi.	Heard in Calif.	Add. Sur. Tot.
		SI SV CI CV	SI SV CI CV	SI SV CI CV	SI SV CI CV Pts.
A Wonderful Guy (South Pacific)	Williamson	1 6 0 7	3 6 0 6	2 2 0 6	110
Again (Road House)	Robbins	0 5 0 3	1 5 4 3	0 1 0 2	67
And It Still Goes	Shapiro	5 17 1 5	9 24 6 8	9 22 1 5	245

(Continued on page 100)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, August 12, 8 a.m., and ending Friday, August 19, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

A Wonderful Guy (M) (R)	Chappell—ASCAP
And It Still Goes (R)	Shapiro-Bernstein—ASCAP
Baby, It's Cold Outside (F) (R)	E. H. Morris—ASCAP
Bali Ha'i (M) (R)	Chappell—ASCAP
Everytime I Meet You (F) (R)	Feist—ASCAP
Fiddle Dee Dee (F) (R)	Harms, Inc.—ASCAP
Homework (M) (R)	Berlin—ASCAP
How It Lies, How It Lies, How It Lies (R)	E. H. Morris—ASCAP
Hucklebuck (R)	United—ASCAP
It's a Great Feeling (R)	Remick—ASCAP
(Just One Way to Say) I Love You (M) (R)	Berlin—ASCAP
Let's Take an Old-Fashioned Walk (M) (R)	Berlin—ASCAP
Lora Belle Lea (R)	Santly-Joy—ASCAP
Maybe It's Because (R)	Bregman-Vocco-Conn—ASCAP
My One and Only Highland Fling (F) (R)	Harry Warren—ASCAP
Now That I Need You (Where Are You) (R)	Famous—ASCAP
Riders in the Sky (R)	E. H. Morris—ASCAP
Room Full of Roses (R)	Hill & Range—BMI
Similiau (R)	Campbell—BMI
Some Enchanted Evening (M) (R)	Chappell—ASCAP
Someday (You'll Want Me to Want You) (R)	Duchess—BMI
Swiss Lullaby (R)	Southern—ASCAP
The Four Winds and the Seven Seas (R)	Lomardo—ASCAP
There's Yes, Yes, in Your Eyes (R)	Witmark—ASCAP
Through a Long and Sleepless Night (F) (R)	Miller—ASCAP
Twenty-Four Hours of Sunshine (R)	Advanced—ASCAP
Two Little, New Little, Blue Little Eyes (R)	E. H. Morris—ASCAP
Weddin' Day (R)	Famous—ASCAP
Who Do You Know in Heaven (R)	Robbins—ASCAP
Younger Than Springtime (M) (R)	Chappell—ASCAP
You're Breaking My Heart (R)	Algonquin—BMI
You're So Understanding (R)	Barron-Pemora—BMI

BILL LAWRENCE

Sings the Great...

"IF YOU EVER FALL IN LOVE AGAIN"



If you ever fall in love again,
Try to fall in love with me,
Nothing new, just we two,
Some old moon above,
Some old words of love.
If you ever share your charms again
Couldn't I be in your arms again?
I love you still, and I always will,
If you ever fall in love again.

RCA VICTOR RECORDS

(78) 20-3539 (45) 47-3029

Lovely Lorry Raine



the originator of "CAN'T SLEEP" (Decca) and "IT'S TOO LATE NOW"—starred Mark Warnow's "Sound Off"; Rudy Vallee's "College Days"; Winner Orchestra World's "Most Promising New Discovery" poll, etc.

NOW INTRODUCES:

"ONE MORE TEAR"

(By Tim Gayle, Marilou Dawn and J. Fred Coots)

"CAMP MEETIN'"

(By Tim Gayle, Marilou Dawn and J. Fred Coots)

on SERENADE

Disk Jockeys, Operators—Available Now.

Also Coming Up: "BABY, I'D KNOW IT WAS YOU"; "I SENT YOU AN S.O.S. WITH FLOWERS"; "MY RUNAWAY HEART," "SADDLE CREEK CANYON"

"Lorry's great—" Ed McKenzie

JACK THE BELLBOY, WJBK, Detroit

SERENADE RECORDS—TOLEDO, OHIO, U. S. A.

Disk Jockey Exploitation and Public Relations by

TIM GAYLE

Current Mail Address: Care Hotel Sheraton, Detroit 2, Mich.

*And, of course, Miss Raine's personal manager-publicist and co-writer "It's Too Late Now," introduced by Lorry, and on records by Evelyn Knight, Mel Torme, Chuck Foster, etc.

A New Hit is BOOM...



JEALOUS HEART



on
**LONDON RECORD
No. 500**

Al Morgan's

SENSATIONAL RECORD

**DON'T WAIT—PLACE YOUR ORDER NOW—
NOTE THIS RECORD HAS STARTED TO THE TOP
ON THE BEST-SELLING POPULAR RETAIL CHART**

Acuff-Rose
PUBLICATIONS

Order from your distributor now

WE DO NOT SELL RECORDS
SHEET MUSIC AND ORCHESTRATIONS
AVAILABLE

2510 Franklin Rd., Nashville 4, Tennessee

The
Billboard

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Based on reports received last three days of Week Ending August 19



BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is listed in italics.

POSITION	Weeks Last / This to date / Week / Week	RECORD	Label
17	1	1. SOME ENCHANTED EVENING <i>Bali Ha'i</i>	P. Como-M. Ayres Ork. V(78)20-3402; (45)47-2896
11	2	2. YOU'RE BREAKING MY HEART <i>The Four Winds and the Seven Seas</i>	V. Damone-G. Oxxer Ork. Mercury 5271—BMI
11	3	3. ROOM FULL OF ROSES <i>It's Summertime Again</i>	S. Kaye-D. Cornell-The Kaydets V 20-3441—BMI
19	4	4. RIDERS IN THE SKY <i>Single Saddle</i>	V. Monroe Ork. V(78)20-3411; (45)47-2902
13	7	5. HUCKLEBUCK <i>Again</i>	T. Dorsey Ork.-C. Shavers V 20-3427—ASCAP
5	9	6. JEALOUS HEART <i>Turnabout</i>	A. Morgan Ork. London 500
4	16	7. SOMEDAY <i>And It Still Goes</i>	V. Monroe Ork. V(78)20-2510; (45)47-2986
19	6	8. AGAIN <i>Ship to My Lou</i>	G. Jenkins Ork.-J. Graydon D 24602—ASCAP
7	10	9. MAYBE IT'S BECAUSE <i>It Happens Every Spring</i>	D. Haymes D 24650—ASCAP
16	8	10. BABY, IT'S COLD OUTSIDE <i>My One and Only Highland Fling</i>	D. Shore-B. Clark Col 38463—ASCAP
16	6	11. BABY, IT'S COLD OUTSIDE <i>I Never Heard You Say</i>	J. Mercer-M. Whiting-P. Weston Ork Cap(78)57-587; (45)54-582
14	12	12. SOME ENCHANTED EVENING <i>Bali Ha'i</i>	B. Crosby-J. S. Trotter Ork. D 24609—ASCAP
7	13	13. ROOM FULL OF ROSES <i>A Chapter in My Life Called Mary</i>	D. Haymes D 24632—BMI
1	—	14. MY BOLERO <i>Through a Long and Sleepless Night</i>	V. Damone Mercury 5315—ASCAP
4	—	15. LET'S TAKE AN OLD-FASHIONED WALK <i>Just One Way to Say I Love You</i>	P. Como V(78)20-3469; (45)47-2931
21	14	16. I DON'T SEE ME IN YOUR EYES ANYMORE <i>Because You Love Me</i>	G. Jenkins-The Stardusters D 24576—ASCAP
10	26	17. HUCKLEBUCK <i>It Happens Every Spring</i>	F. Sinatra Col(78)38486; (LP)1-222
11	18	18. THE FOUR WINDS AND THE SEVEN SEAS <i>Out of Love</i>	S. Kaye Ork. V(78)20-3459; (45)47-2923
4	11	19. ROOM FULL OF ROSES <i>There's Yes! Yes! in Your Eyes</i>	E. Howard Mercury 5296—BMI
2	26	19. WHISPERING HOPE <i>A Thought in My Heart</i>	J. Stafford and G. MacRae-P. Weston Ork. Cap 57-690—ASCAP
21	—	21. BLUE SKIRT WALTZ <i>Charlie Was a Boxer</i>	F. Yankovic and His Yanks-The Marlin Sisters Col 12394-F—ASCAP
18	14	22. I DON'T SEE ME IN YOUR EYES ANYMORE <i>Forever and Ever</i>	P. Como-M. Ayres Ork. V 20-3347—ASCAP
14	—	23. BALI HA'I <i>Some Enchanted Evening</i>	P. Como-M. Ayres Ork. V(78)20-3402; (45)47-2896
1	—	24. CIRCUS <i>No, No, and No</i>	T. Martin-S. Martin Ork. V(78)20-3488; (45)47-2947
9	23	24. BABY, IT'S COLD OUTSIDE <i>Whispering Waters</i>	S. Kaye Ork.-D. Cornell V(78)20-3448; (45)47-2914

(Continued on page 110)

WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

FOR GREATER PROFITS...
FOR MORE PLEASURE...



BILL FARRELL

THROUGH A LONG AND
SLEEPLESS NIGHT
CIRCUS
M-G-M 10488



HELEN FORREST

GIVE ME A SONG WITH A
BEAUTIFUL MELODY
JUST GOT TO HAVE HIM AROUND
M-G-M 10489



DERRY FALLIGANT

ROSEANNA
DEEP AS THE RIVER
M-G-M 10486



DAVE LANDERS

BEFORE YOU CALL
IS THERE ANY NEED TO WORRY
M-G-M 10427



RUSS CASE

and his Orchestra
I KNOW, I KNOW, I KNOW
(From the M-G-M picture
"That Midnight Kiss")
ALL YEAR 'ROUND
M-G-M 10493



ZIGGY ELMAN

and his Orchestra
CAROLINA IN THE MORNING
BOPPIN' WITH ZIG
M-G-M 10494



JOHNNY DESMOND

THE WEDDING OF LILI MARLENE
LET ME GROW OLD WITH YOU
M-G-M 10499



BOB WILLS

THE WARM RED WINE
NOTHING BUT TROUBLE
M-G-M 10491



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The Disc You've Been
Waiting For
BILLY ECKSTINE
SINGS
BODY AND SOUL

A Sensational New
Folk Balladeer
F. X. McDONALD
SINGS
WHIRLWIND

Another Great Record by
HANK WILLIAMS
YOU'RE GONNA CHANGE

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

"WHISPERING HOPE" Is a SMASH-SELLER!



JO STAFFORD

WITH



GORDON MacRAE

With Paul Weston and his Orchestra

BACKED BY: "A THOUGHT IN MY HEART"

Capitol No. 57-690 78 rpm

AND 6 HITS THAT CAN'T MISS!

MARGARET WHITING with Frank DeVol Orchestra 57-709
"Dime a Dozen" and "Whirlwind"

JO STAFFORD with the Starlighters 57-710
"The Last Mile Home" and "Ragtime Cowboy Joe"

GORDON MacRAE with the Starlighters 57-711
"The Wedding of Lilli Marlene"
and: "Twenty-Four Hours of Sunshine"

JAN GARBER and His Orchestra 57-712
"Making Love Ukelele Style"
and: "Catalina Bounce"

RED INGLE and the Natural Seven 57-713
"'A' Yore a Dopey-Gal"
and: "Two-Dollar Pistol"

ANDY PARKER and the Plainsmen 57-714
"By the Light of the Altar Candles"
and: "Whippoorwill Waltz"

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Your
Distributor
TODAY



First with the Hits from Hollywood

The Billboard MUSIC POPULARITY CHARTS

Part IV

Retail Record Sales

Based on reports received last three days of Week Ending August 19

BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record
63	1	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters...Cap(78)DAS-80; (45)CASE-3001
63	6	2	2	BUGS BUNNY (Three Records) Mel Blanc-Alan Livingston...Cap(78)CC-64; (45)CCF-3004
63	2	3	3	BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig...Cap BBX-34—DBX-114
6	12	4	4	THREE LITTLE PIGS (Two Records) W. Disney-Don Wilson-Alan Livingston...Cap DBX-3013
30	7	5	5	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, director; Alan Livingston...Cap(78)BD-124; Cap(78)DD-109; (45)CDF-3000
39	4	6	6	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians...D CUS-7
46	5	7	7	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Alan Livingston...Cap DBX-99
20	14	8	8	MOTHER GOOSE (One Record) F. Luther...D CU-100
51	14	9	9	NURSERY RHYMES (Two Records) Frank Luther...D CS-5
6	3	9	9	BOZO'S JUNGLE JINGLES (One Record) P. Colvig-B. May Ork-Alan Livingston...Cap DAS-3011
35	14	11	11	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith, director...V Y-395
52	8	12	12	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May-Alan Livingston...Cap DBX-93
30	12	12	12	RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston...Cap(78)BC-35; (78)DC-115; (45)CCF-3007
24	10	12	12	TUBBY THE TUBA (Two Records) D. Kaye...D CU-106
4	10	15	15	DUMBO (Three Records) Shirley Temple...V Y-382
3	—	15	15	LITTLE FIREMAN (One Record) Martin Wolfson-Tom Glazer...Young Peoples YPR-615
2	—	15	15	NUTCRACKER SUITE (One Record) Fred Waring...D DU-9

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record
109	1	1	1	Claire de Lune Jose Iturbi...V(78)11-8851; (45)49-0176
140	2	2	2	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist...V(45)11-8863; (45)49-0252
189	4	2	2	Chopin's Polonaise Jose Iturbi...V(78)11-8848; (45)49-0134
146	4	2	2	Jalousie Boston Pops Ork, Arthur Fiedler, conductor...V 12160
6	4	2	2	Faure: Pavanne Liverpool Symphony Ork, Sir Malcolm Sargent, director...Col 72707-D
14	2	2	2	Bachianas Brasileiras B. Sayoa...Col 71760-D

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record
14	1	1	1	Salome (Two Records) L. Weltsch, Metropolitan Opera Ork; F. Reiner, director...Col(78)MX316; (LP)ML-2048
15	—	2	2	Rimsky-Korsakov: Scheherazade San Francisco Symphony Ork, Pierre Monteaux, conductor...V DM-920
7	4	2	2	Hamlet: Excerpts—Music by William Walton, L. Olivier (Three Records) Philharmonic Ork, M. Mathieson, Director...V DM-1273
9	4	4	4	Facade (Four Records) E. Sitwell, reader-Chambers Ork; F. Praunitz, director...Col(78)MM829; (LP)ML-2047
96	—	4	4	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor-Philharmonic Ork...V 1020
18	—	4	4	Grieg's Concerto in A Minor—A Rubinstein (Three Records) Philadelphia Ork, E. Ormandy, director...V DM-900

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record
15	1	1	1	SOUTH PACIFIC (Seven Records) Mary Martin-Ezio Pinza...Col(78)MM-850; (LP)ML 4180
27	2	2	2	KISS ME, KATE (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond...Col(78)C-200; (LP)ML-4140
14	3	3	3	DICK CONTINO (Four Records) Dick Contino, Accordion...Magnolia MA-501
6	4	4	4	SONGS WITHOUT WORDS (Three Records) P. Weston Ork...Cap DCN-170
2	6	5	5	SILVER LINING ALBUM (Four Records) V. Monroe and Ork...V(78)P-246; (45)WP-240
6	5	6	6	OKLAHOMA (Six Records) J. Roberts-A. Drake-H. DaSilva-C. Holm-L. Dixon, With Oklahoma Ork and Chorus, J. Blackton, director...D-350
12	7	7	7	SQUARE DANCES (Four Records) C. Stone and His Square Dance Band...Cap BD-44
7	—	8	8	JIMMIE RODGERS MEMORIAL (Three Records) J. Rodgers...V P-244
2	—	9	9	GUY LOMBARDO WALTZES (Four Records) G. Lombardo...D A-509
11	9	10	10	JAZZ AT THE PHILHARMONIC (Vol. VIII) (Three Records) L. Jacquet-F. Phillips-B. Harris-H. M. Ghee-J. Jones-R. Brown-H. Jones...Mercury JATP Vol 8

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Based on reports received last three days of Week Ending August 19



MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
14	1	1	1	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork.	V(78)20-3402; (45)47-2896
						—ASCAP
7	8	2	2	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork.	Mercury 5271—BMI
12	5	3	3	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
8	8	4	4	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
9	3	5	5	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets	V 20-3441—BMI
18	4	6	6	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602—ASCAP
18	2	7	7	RIDERS IN THE SKY	V. Monroe Ork.	V(78)20-3411; (45)47-2902
						—ASCAP
9	7	8	8	ROOM FULL OF ROSES	D. Haymes	D 24632—BMI
2	19	9	9	SOMEDAY	V. Monroe Ork.	V(78)20-2510; (45)47-2986
						—BMI
12	10	10	10	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Col 38463—ASCAP
10	12	11	11	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork	Cap(78)57-567; (45)54-582
						—ASCAP
11	9	12	12	BABY, IT'S COLD OUTSIDE	E. Fitzgerald-L. Jordan	D 24644—ASCAP
13	—	13	13	AGAIN	T. Dorsey Ork-M. Lutes	V 20-3427—ASCAP
24	14	14	14	FOREVER AND EVER	R. Morgan Ork	D 24569—ASCAP
22	16	14	14	AGAIN	A. Mooney Ork	MGM 10398—ASCAP
19	12	16	16	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins Ork-The Stardusters	D 24576—ASCAP
					(J. Garber Ork-T. Reardon, Cap 15402; L. Douglas-Bob Curtis Quartet, Hi-Tone 119; J. Pace-G. Ellis Ork, Keystone 1500; Phil Reed, Dance-Tone 330; K. Kallen-M. Miller Ork, Mer 5265; B. Harrington, Vocalion 55001; B. Clark-E. Hagen Ork, Col 38408)	
2	—	17	17	MAYBE IT'S BECAUSE	D. Haymes-G. Jenkins Ork	D 24650—ASCAP
9	—	18	18	HUCKLEBUCK	T. Dorsey-S. Shavers	V 20-3427—ASCAP
					(P. Bailey-Hot Lips Page, Harmony 1049; B. Goodman, Cap 57-576; A. Kirk, Vocalion 55009; L. Hampton Ork, Dec 24652; B. Marshall-Cozy Cole Ork, Dec 43099; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Mer 8130; Big Sis Andrews & Her Huck'e-Busters, Cap 57-70000; C. Calloway & His Cab Jivers, Hi-Tone 115)	
5	22	19	19	HUCKLEBUCK	F. Sinatra	Col(78)38486; (LP)1-222
						—ASCAP
6	23	20	20	AIN'T SHE SWEET?	Mr. Goon Bones and Mr. Ford	Crystalette S-1803
					(P. Bailey & The Mariners, Harmony 1054; B Brothers Merit 301; M Herth Trio Coral 50079; Mr Goon Bones & Mr Ford, Crystalette S-1803; Tiny Hill Mercury 5308)	
7	11	20	20	THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork	V(78)20-3459; (45)47-2923
						—ASCAP
11	26	22	22	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork	Cap 57-544—ASCAP
1	—	22	22	SOMEDAY	Mills Brothers	D 24694—BMI
1	—	24	24	MAYBE IT'S BECAUSE	E. Howard and Ork	Mercury 5314—ASCAP
21	—	25	25	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F—ASCAP
					(The Falcon Singers-S. Fisher Ork, Hi-Tone 108; H. Harding, Grand G-25011; Harmony Bells Ork-J. Conway & The Wayfarers, Dana 2042; H. Carroll & The Carolers, Mer 5252; V. Zembruski, Continental C-1260; L. Duchow Red Raven Ork, V 20-3356; R. Ross Ork, Vocalion 55005; Socach-Habat Polka Ork, Dec 45008)	
2	21	26	26	THERE'S YES! YES! IN YOUR EYES	E. Howard	Mercury 5296—ASCAP
					(L. Green Ork, V 20-3464, 47-2927; C. Cavallaro Ork, Dec 24678; B. Barron Ork, MGM 10417; E. Duchin Ork, Harmony 1055; C. Foster & Ork, Vocalion 55013; K. Starr, Cap 57-681; T. Pastor Ork, Col (78)38521, (LP)1-269)	
1	—	26	26	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873
					(L. Hampton Ork, Dec 24642; W. Harris, King 4292)	
3	28	28	28	ROOM FULL OF ROSES	Sons of the Pioneers	V 21-0065—BMI
1	—	28	28	YOU TOLD A LIE	M. Hughes	Col 38500—ASCAP
					(C. Haines, Coral 50044; J. Kilty, MGM 10425; L. Clinton Ork, V 20-3461; R. Peters-D. Brooks-The Four Tones, Kangaroo K 1301; F. Willing & His Riders of the Purple Sage, Cap 57-40151)	
21	23	30	30	FOREVER AND EVER	P. Como-M. Ayres	V(78)20-3347; (45)47-2892
						—ASCAP
5	26	30	30	BABY, IT'S COLD OUTSIDE	S. Kaye Ork-D. Cornell	V(78)20-3448; (45)47-2914
						—ASCAP

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MARGARET WHITING

SINGS THE NEW ...

Sensation

Whirlwind

ON CAPITOL RECORD 57-709

by

STAN JONES

Writer of ...

"RIDERS IN THE SKY"

Published by

EDWIN H. MORRIS & COMPANY, Inc. 1619 Broadway New York 19, N. Y.

and

On The REVERSE Side



DIME A DOZEN

by CINDY WALKER

IS A **Hit!**

Sung by

MARGARET WHITING

on CAPITOL RECORD 57-709

DIME A DOZEN

Published by

EDWIN H. MORRIS & COMPANY, Inc.
1619 Broadway New York 19, N. Y.

and

On The REVERSE Side

The Billboard MUSIC POPULARITY CHARTS

PART VI

Rhythm & Blues Records

Based on reports received last three days of Week Ending August 19



BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records

Weeks to date	Last Week	This Week	POSITION	Record Title	Artist	Label
19	1	1	1.	TROUBLE BLUES <i>Honey, Keep Your Mind On Me</i>	C. Brown	Aladdin 3024—BMI
17	3	2	2.	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Moosey	King 4286
17	5	3	3.	TELL ME SO <i>Deacon Jones</i>	The Orioles	Jubilee 5005—BMI
5	7	4	4.	BABY, GET LOST <i>Long John Blues</i>	D. Washington	Mercury 8148
22	1	5	5.	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1508—ASCAP
10	11	6	6.	IN THE MIDDLE OF THE NIGHT <i>Pat Luck Boogie</i>	A. Milburn	Aladdin 3026—BMI
28	8	7	7.	HUCKLEBUCK <i>Hoppin' John</i>	P. Williams	Savoy 683—ASCAP
6	6	8	8.	BLUE AND LONESOME <i>Help Me Some</i>	Memphis Slim	Miracle 136
5	9	9	9.	I LOVE YOU SO <i>The Bop Hop</i>	Pee Wee Crayton	Modern 20-675
1	—	10	10.	ALL SHE WANTS TO DO IS ROCK <i>I Want My Fanny Brown</i>	W. Harris	King 4304
12	15	11	11.	DRINKIN' WINE, SPO-DEE-O-DEE <i>She Last Won't Sell No More</i>	W. Harris	King 4292
1	—	12	12.	A KISS AND A ROSE <i>It's a Cold Summer</i>	The Orioles	Jubilee 5009—ASCAP
2	12	12	12.	LONG JOHN BLUES <i>Baby, Get Lost</i>	D. Washington	Mercury 8148—BMI
9	—	12	12.	CONFESSION BLUES <i>I Love You, I Love You, I Love You</i>	Maxine Trio	Downbeat 171
2	—	15	15.	COME BACK, BABY <i>Country Boy</i>	L. Fulson	Downbeat 230

WARNING!

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MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

Weeks to date	Last Week	This Week	POSITION	Record Title	Artist	Label
19	1	1	1.	TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
6	4	2	2.	BLUE AND LONESOME	Memphis Slim	Miracle 136
5	—	3	3.	IN THE MIDDLE OF THE NIGHT	A. Milburn	Aladdin 3026—BMI
4	7	4	4.	BEANS AND CORNBREAD	L. Jordan	D24673
20	6	5	5.	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873
10	2	5	5.	CONFESSION BLUES	Maxine Trio	Downbeat 171
6	11	7	7.	I LOVE YOU SO	Pee Wee Crayton	Modern 20-675
5	3	8	8.	HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
1	—	9	9.	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304
15	4	10	10.	TELL ME SO	The Orioles	Jubilee 5005—BMI
1	—	10	10.	DOBY'S BOOGIE	F. Mitchell	Derby 713
15	—	12	12.	CLOSE YOUR EYES	H. Lance	Sittin' In-514—ASCAP
21	8	13	13.	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1508—ASCAP
2	10	13	13.	IT'S MIDNIGHT	Little Willie Littlefield	Modern 20-686
1	—	13	13.	HE KNOWS HOW TO HUCKLEBUCK	P. Williams and His Hucklebuckers	Savoy 702
1	—	13	13.	COME BACK, BABY	L. Fulson	Downbeat 230
1	—	13	13.	LAVENDER COFFIN	L. Hampton Ork	D24652

ADVANCE RHYTHM & BLUES RECORD RELEASES

<p>All She Wants To Do Is Rock W. Harris (I Want) King 4304</p> <p>Fill That Gap in Your Mouth With Teeth "Cause Daddy's Tired of Kissing Gum" Robinson Quintet (You Can't) Motif 52202</p> <p>Heaven Help This Heart of Mine T. Wiltshire (Travel On) Apollo 1151</p> <p>Hot Sweet Potatoes L. Ray-Three Riffs (Rock-a-Bye) Jubilee 5003</p> <p>I Want My Fanny Brown W. Harris (All She) King 4304</p> <p>It's a Brand New Boogie T. Red (Put Your) V.I. 8:23-0043; (45) 50-0027</p> <p>Put Your Money Where Your Mouth Is T. Red (It's a) (78) 23-0043; (45) 50-0027</p>	<p>Quarter to One R. Hawkins Ork (Strange Land) Modern 20-693</p> <p>Rock-a-Bye Boogie L. Ray-Three Riffs (Hot Sweet) Jubilee 5003</p> <p>Something's Worrying Me S. King Ork (Two a.m.) Rhythm 303</p> <p>Strangeland R. Hawkins Ork (Quarter to) Modern 20-693</p> <p>Two A.M. Hop S. King Ork (Something's Worrying) Rhythm 303</p> <p>Travel On T. Wiltshire (Heaven Help) Apollo 1151</p> <p>You Can't Live on Love Robinson Quintet (Fill That) Motif 52202</p>
---	---

America's Youngest
Hit Maker
VIC DAMONE
... One Knockout
After Another!

As The Chesterfield People Would Say,
"Buy 'Em By The Carton"



"You're
Breaking
My Heart"

MERCURY NON-BREAKABLE 5271

"AGAIN"

MERCURY NON-BREAKABLE 5261



'**BOLERO**

MERCURY NON-BREAKABLE 5313

"THROUGH A
LONG AND
SLEEPLESS
NIGHT"

MERCURY NON-BREAKABLE 5313



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NON BREAKABLE RECORDS

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"EVERY NIGHT IS SATURDAY NIGHT"

you already dance to, sing and whistle.

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The Billboard

MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VII



Based on reports received last three days of Week Ending August 19

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase country and Western records.

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
9	1	1	I'M THROWING RICE AT THE GIRL I LOVE <i>Show Me the Way Back to Your Heart</i>	E. Arnold	V(78)21-0083; (45)48-0080—BMI
25	2	2	LOVESICK BLUES <i>Never Again</i>	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
15	3	3	WEDDING BELLS <i>I've Just Told Mama Good-bye</i>	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
5	4	4	WHY DON'T YOU HAUL OFF AND LOVE ME? <i>Don't Know Why</i>	Wayne Raney	King 791
4	10	5	SLIPPING AROUND <i>My Tennessee Baby</i>	E. Tubb	D46173
7	—	6	TENNESSEE POLKA <i>I'm Throwing Rice at the Girl I Love</i>	R. Foley	D46170
10	11	7	ONE KISS TOO MANY <i>The Echo of Your Footsteps</i>	Eddy Arnold, the Tennessee Plow-boy	V21-0051—BMI
4	7	8	ROOM FULL OF ROSES <i>Put All Your Love in a Cookie Jar</i>	George Morgan	Col(78)20574; (LP)2-272—BMI
1	—	9	BABY, IT'S COLD OUTSIDE <i>Country Girl</i>	Homer and Jethro-J. Carter	V(78)21-0078; (45)48-0075—ASCAP
8	5	10	SLIPPING AROUND <i>You Made Me Live, Love and Die</i>	F. Tillman	Col 20581
26	13	11	DON'T ROB ANOTHER MAN'S CASTLE <i>There's Not a Thing</i>	Eddy Arnold	V(78)21-0002; (45)48-0042—BMI
8	9	12	COUNTRY BOY <i>I'm Fading Fast With the Time</i>	"Little" Jimmy Dickens	Col 20585
15	6	13	THE ECHO OF YOUR FOOTSTEPS <i>One Kiss Too Many</i>	Eddy Arnold, the Tennessee Plow-boy	V21-0051
3	13	13	BEFORE YOU CALL <i>Is There Any Need to Worry?</i>	D. Landers	MGM 10427
20	—	15	TENNESSEE BORDER <i>Candy Kisses</i>	R. Foley	D16151—BMI

WARNING:

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

A Letter Asking for My Broken Heart T. Williams Trio (There's a) Cap 57-40225 40225	John Henry Bailey Brothers (Rainbow of) Rich-R-Tone 419
All the Bees Are Buzzin' 'Round My Honey J. Long (Signed, Sealed) King 15012	Jump for Joy at the Old Square Dance R. Lee (Dude's Lament) Fanfare 167
Bird in a Cage and Three Rail Fens R. Rogers (Round That) Coral 64017	Just When I Needed You Johnnie and Jack (Buried Alive) V(78) 21-0106; (45)48-0109
Boy Around a Girl—Girl Around a Boy R. Rogers (Lady Round) Coral 64018	Lady Around the Lady and the Gent Solo R. Rogers (Boy Around) Coral 61018
Buried Alive Johnnie and Jack (Just When) V(78) 21-0106; (45)48-0109 BMI	Mary Dear Cope Brothers (Wednesday Night) King 826
Chase That Rabbit—Chase That Squirrel R. Rogers (Round the) Coral 64016	Moonlight on West Virginia W. Lee & S. Cooper (On the) Col 122601
Church Bells Jerry & Sky (Sparkling Dark) Dec 46179	Moonlight Texas Waltz C. Hays (I'll Wait) Macy's Recordings 102
Down in the Lehigh Valley P. Douglas (The Face) Varsity 167	My Little Rose B. Chapin (Reading Blues) Dec 8112
Gettysburg Address T. Ritter (The Pledge) Cap 77-30122	Nothin' Won't Cure the Blues J. Tyler (I Got) V(78)21-0105; (45)48-0108 BMI
Goodbye, My Darling E. George (I Wonder) Mauney 101 BMI	On the Banks of the River W. Lee & S. Cooper (Moonlight on) Col 20607 BMI
Goodbye Will Be the Hardest Words To Say J. Knight (What Will) Talent 707	Paper Face S. Williams (Tennessee Avenue) Fortune 118
I Got Mine J. Taylor (Nothin' Won't) V(78)21-0105; (45)48-0108 BMI	Rainbow of My Dreams Bailey Brothers (John Henry) Rich-R-Tone 419
I Wish I Knew D. Hewitt (I Would) V(78)21-0104; (45) 48-0107	Reading Blues B. Camp (My Little) Dec 48112
I Wonder Who's Missing Who Now E. George (Goodbye, My) Mauney 101	Returned Soldier's Grave B. Doss (Wedding Bells) Talent 743
I Would Send You Roses (But They Cost Too Much) D. Hewitt (I Wish)	Round That Couple Go Through and Swing R. Rogers (Chase That) Coral 64016
I'll Remember You in My Prayers V(78)21-0104; (45)48-0107 BMI	Round the Couple and Swing When You Meet R. Rogers (Bird in) Coral 64017
I'll Remember You in My Prayers B. Atcher (The Nightingale) Col 20608	Signed, Sealed and Delivered J. Long (All the) King 15012
I'll Wait a Lifetime for You C. Ham (Moonlight Texas) Macy's Recordings 102	
Jealous Heart K. Roberts (There's a) Coral 75126	

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The Billboard
MUSIC POPULARITY CHARTS
Folk (Country & Western)
Record Section
PART VII

Based on reports received last three days of Week Ending August 19

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require country and Western records.

Weeks to date	Last Week	This Week	Record	Artist	Label
8	2	1	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V(78)21-0083; (45)48-0080
26	1	2	LOVESICK BLUES	Hank Williams and His Drifting Cowboys	MGM10352—BMI
13	4	3	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM10401—ASCAP
10	6	4	TENNESSEE POLKA	R. Foley	D46170
14	10	5	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, The Tennessee Plowboy	V21-0051—BMI
5	5	6	SLIPPING AROUND	Ernest Tubbs	D46173
5	7	7	MIND YOUR OWN BUSINESS	Hank Williams and His Drifting Cowboys	MGM 10461—BMI
15	14	8	ONE KISS TOO MANY	Eddy Arnold, The Tennessee Plowboy	V21-0051—BMI
5	3	8	WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791
6	8	10	SLIPPING AROUND	F. Tillman	Col 20581
39	—	11	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	D46138—BMI
2	—	12	ROOM FULL OF ROSES	G. Morgan	Col(78)20594; (LP)2-272—BMI
2	—	13	PANHANDLE RAG	L. McAuliffe and His Western Swing Band	Col 20546
4	—	14	TAKE AN OLD COLD	J. Dickens	Col 20548
6	12	15	COUNTRY BOY	"Little" Jimmy Dickens	Col 20585
18	—	15	TENNESSEE BORDER	R. Foley	D46151—BMI
3	—	15	SHOW ME THE WAY BACK TO YOUR HEART	E. Arnold	V(78)21-0083; (45)48-0080

WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week," and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: During the third week of The Billboards' August survey of the nation's folk music disk jockeys, 40 reported that the tune heading the list of the top 10 requests continued to be Hank Williams's "Lovesick Blues" (MGM). Hank Williams also placed second with his rendition of "Wedding Bells" (MGM) and following in order were Wayne Raney's "Why Don't You Haul Off and Love Me?" (King) tying for third with Jimmy Dickens's "Country Boy" (Columbia); Eddy Arnold's "I'm Throwing Rice" (Victor); Floyd Tillman's "Slippin' Around" (Columbia); Eddy Arnold's "One Kiss Too Many" (Victor) and tying for eighth place, George Morgan's "Candy Kisses" (Columbia) with Red Foley's "I'm Throwing Rice" (Decca); George Morgan's "Room Full of Roses" (Columbia).

Western Wax Whirlers: Uncle Don Andrews, of WKNX, Saginaw, Mich., reports that he is publishing "The Song of the Month" in his fan club mag and is also pushing it via his three hours per day over the station, during which he plays rustic ditties. . . . Cliff Miller, of KBUC, Corona, Calif., reports that Kenny and His Paradise Valley Boys are starting Saturday jamborees at the Riverside Country Barn there. Tennessee Ernie (Capitol) and Betsy Gay (Capitol) headed the first two shows. . . . Jay Arlan, of KFVD, Los Angeles, has done considerable singing lately with Hank Penny's King recording group, according to Clyde Caldwell, fellow d. j. at the station. . . . Jon Farmer, WAGA, Atlanta, folk music biggie, reports that Oscar Davis, the WSM, Nashville, promoter, is packaging WSM talent for TV shows. Farmer became the father of a son, Barry, recently. . . . Johnny Williams, of WSFT, Thomaston, Ga., is singing with the Melody Ramblers on the station in addition to his one-hour platter stint daily. . . . Glen Davis, of WTMV, East St. Louis, Ill., reports that he is booking a six-piece unit for outdoor work this summer. . . . The Bailey Brothers, of WPTF, are working with a baseball team in connection with their personals, according to Joe Reaves, of the Raleigh, N. C., station. . . . Cliff Rodgers, of WHKK, Akron, reports that the hot weather has forced him and booker Lew Platt to halt their outdoor promotions of name h. b. artists at Summit Beach Park.

Nelson King, of WCKY, Cincinnati, became the father of a son July 31. . . . John L. McWorter, of WACA, Camden, S. C., reports that Curley and the Pioneers have joined his station. . . . Rog Sizoo, of KTRE, Lufkin, Tex., reports that Morris Mills is now with 4 Star label. . . . Connie B. Gay, of WARL, Arlington, Va., is conducting a paid excursion train to Nashville to witness the "Grand Ole Opry" over Labor Day. . . . Ray J. Harris, of KPKW, Pasco, Wash., operates the Highlands' Improvement Club dancery, with h. b. dancing by the Rainier Ramblers and traveling names on the week-ends. . . . Jim West, of KOMO, Seattle, is making three records for Linden, the Seattle label. . . . Fred Edwards, the former Dallas platter whirler, has moved to Fort Worth, where he is doing shows over KXOL and

(Continued on page 34)

PICK THE NUMBERS...that are paying off!
NATIONAL NUMBERS:

(ALL NON-BREAKABLE!)

- 9085—THE RAVENS "Careless Love" "There's Nothing Like a Woman in Love"
- 9086—BILLY ECKSTINE "Solitude" "I Do, Do You?" (The Great Mr. B.)
- 9087—CHARLIE VENTURA "Y. Y. I." "A. M.-P. M. Song"
- 9088—SINGIN' FATS THOMAS "Oo Bob Aloo Bo" "If I Give You My Love"



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- RAY ANTHONY - Capitol
- JOHNNY MOORE'S "THREE BLAZERS"-RCA Victor
- ELLA FITZGERALD - DECCA
- MINDY CARSON - Muzak

And others soon to follow

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ABBEY RECORDS has the HITS!

BOB HOWARD . . . C. B. S. Singing Star of "Sing It Again" HOW CAN YOU LOOK SO GOOD AND ACT SO BAD? BALLIN' THE JACK	ABBEY #68	SAM TAYLOR and His Orch. RINKEY-DINKS PYRAMID BOOCIE	ABBEY #62
BILL GOODEN . . . Two Great Novelty Sides STEADY ROLL SONG OF THE WOOD-PECKER	ABBEY #66	THE NORFOLK FOUR . . . Outstanding Spiritual Group BAKE THAT CHICKEN PIE THE DEVIL AND THE STOKER	ABBEY #69
THE CABINEERS . . . Quartet Sensation! YOU'RE JUST A BIG HEART-ACHE WHIRL POOL	ABBEY #72	I'LL TELL IT WHEREVER I GO WHEN THE TRAIN COMES ALONG	ABBEY #70

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ORIGINATORS OF THE SENSATIONAL NEW LP LONG PLAYING MICROGROOVE RECORD

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Record Reviews



RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market. Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'ts-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

The Categories

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, OPERATOR, RETAILER)

POPULAR ALAN FOSTER-ED FARLEY ORK (Delvar DV110) You're Like a Gypsy Tune 50--50--50--50

Drifting Alone 50--51--51--49

KAY KYSER ORK (Bob Carroll) Col 38549 Mission Bells and Wishin' Wells 71--72--72--68

Dime a Dozen (Gloria Wood) (Gloria Wood) Gal and chorus serve up a bright light dish here, and Kyser provides a good dance beat. 83--84--83--83

GORDON MAC RAE (The Starlighters-Paul Weston Ork) Cap57-711 The Wedding of Lilli Marlene 85--85--85--85

Twenty-Four Hours of Sunshine 81--82--80--82

JO STAFFORD (The Starlighters-Paul Weston Ork) Cap57-710 The Last Mile Home 89--89--89--89

Ragtime Cowboy Joe 70--75--68--68

MARGARET WHITING (Frank DeVol Ork) Cap57-709 Whirlwind 70--72--68--66

Dime a Dozen 72--70--72--75

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, OPERATOR, RETAILER)

POPULAR VIC DAMONE (Glen Osser Ork) Mer5313 My Bolero 90--90--88--89

Through a Long and Sleepless Night 89--89--87--88

TED HEATH London 471 Lady Byrd 75--80--75--70

Song of the Vagabonds 77--81--77--72

BUDDY CLARK (Harry Zimmerman Ork) Col 38548 Nothing Less Than Beautiful 75--78--76--70

Me an' My Bundle (Hugo Winterhalter) 74--78--76--68

STEVE KISLEY ORK Star 609 Azar 82--85--80--80

Rumba Jubilee (Harold Reize) 59--60--58--60

GRACIE FIELDS-THE GEORGE MITCHELL CHOIR-BOB FAR-NON ORK London 483 The Last Mile Home 85--85--85--85

Church Bells on Sunday Morning 78--78--78--78

(Continued on page 102)

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities



THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- LAND OF LOVE... Nat Cole with Pete Rugolo Ork... Capitol 57-716
I CAN DREAM, CAN'T I?... Andrews Sisters with Gordon Jenkins Ork... Decca 24705

Actually a Patty Andrews ballad solo, with the other girls joining a big Jenkins choir for background harmony, this revival of a show tune of a decade ago is a smart, effective and affecting job.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

- 1. GIVE ME YOUR HAND... Perry Como... Victor 20-3521
2. THAT LUCKY OLD SUN... Frankie Laine... Mercury 5316
3. RAGTIME COWBOY JOE... Jo Stafford... Capitol 57-710

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the retailers think tomorrow's hits will be:

- 1. GIVE ME YOUR HAND... Perry Como... Victor 20-3521
2. HOP-SCOTCH POLKA... Guy Lombardo... Decca 24704

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the operators think tomorrow's hits will be:

- 1. GIVE ME YOUR HAND... Perry Como... Victor 20-3521
2. THAT'S MY WEAKNESS NOW... Russ Morgan... Decca 24692

FOLK TALENT AND TUNES

(Continued from page 33)

KFJZ. In addition, he has started a regular Saturday live show, the "Lone Star Jamboree" at the Northside Coliseum, Fort Worth. His first show August 6 featured Floyd Tillman (Columbia) with the Short Brothers (Decca) and Homer and Jethro (Victor) set for following Saturdays.

Artists' Activities: Reggie Ward reports that Johnny and Jack, with Kitty Wells, will cut their next wax session for Victor in September at Nashville. Boots Woodall and His Radio Wranglers (Dixie) have moved to KWKH, Shreveport, La., along with Smiley Wilson and the Range Partners.

Please address all communications to Johnny Sippel, The Billboard, 128 W Randolph St., Chicago 1, Ill.

KING HIT PARADE

- AL GRANT**
THIS DAY IS MINE
LOVER'S GOLD
KING 15005
- ★
LOUISE CARLYLE
OLD RUSTY TRUNK
STARGAZER
KING 15007
- ★
BULL MOOSE JACKSON
LITTLE GIRL, DON'T CRY
MOOSEY
KING 4288
- ★
TODD RHODES
POT LIKKER
RED BOY AT THE MARDI GRAS
KING 4287
- ★
JOE THOMAS
TEARDROPS
PAGE BOY SHUFFLE
KING 4299
- ★
ZEB TURNER
TENNESSEE BOOGIE
A DRUNKARD'S CONFESSION
KING 790
- ★
WAYNE RANEY
WHY DON'T YOU HAUL OFF AND
LOVE ME
DON'T KNOW WHY
KING 791
- ★
GRANDPA JONES
I AIN'T GOT MUCH TO LOSE
YOU'LL MAKE OUR SHACK A MANSION
KING 794

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EVERY TIME I MEET YOU

from 20th Century-Fox's
"THE BEAUTIFUL BLONDE,
FROM DASHFUL BEND"
Starring BETTY GRABLE
Written, Produced and Directed
PRESTON STURGES
recorded by
MARGARET WHITING...Capitol
PERRY COMO...RCA Victor
BUDDY CLARK...Columbia
DICK HAYMES...Decca
ART LUND...M-G-M
GLORIA CARROLL...Dance-Tone
LEO FEIST, INC.

The **Billboard** MUSIC POPULARITY CHARTS

Album Reviews

PART X



The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS
(100 points—the maximum)

90-100tops
80-89excellent
70-79good
40-69satisfactory
0-39poor

THE CATEGORIES

1. Production idea (grouping of selection continuity)	Max. Pts. 15
2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturers' Distribution Power	10
5. Exploitation Aids (Record company and other advertising-promotion film, legit and other plugs)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

SINCERELY YOURS and LOVE SONGS—Rise Stevens (Sylvan Shulman) (1-12") **80**
Columbia (LP) ML 4179

Homing, The Rosary, Somewhere a Voice Is Calling, Cadman, At Dawn, Trees, The Sweetest Story Ever Told, A Dream, Love's Old Sweet Song, Dearly Beloved, Lover, Come Back to Me, The Man I Love, Love Walked In, Falling in Love With Love, I Love You, I'm Falling in Love With Someone, Lover.

This package of sugar, put together on LP from the catalog, should be a great family item for families equipped with an LP player.

JUKES Not suitable. **JOCKS** Good Light fare.

A HANDEL-CORELLI CONCERT —The Philadelphia Ork-Eugene Ormandy, director (10") **70**
Columbia (LP) ML 2054

Corelli-Pinelli: Suite for String Orchestra; Handel: Concerto for Orchestra in D Major; Handel: Water Music.

Three excellent orchestral selections from the Baroque period have been assembled on a single LP record from out of the Columbia catalog. Corelli, a contemporary of Handel, is accounted one of the outstanding composers for strings of all time, and this suite is a fine corroboration of that reputation. The Handel selections, are, of course, among the best known of his works. LP reproduction is topnotch.

JUKES Not suitable. **JOCKS** For the high-brow spinners.

BEETHOVEN: CONCERTO IN C MAJOR FOR VIOLIN, CELLO, PIANO AND ORCHESTRA, OP. 56—John Corigliano-Leonard Rose-Walter Hendl, Philharmonic-Symphony Ork of New York-Bruno Walter, director (10") **75**
Columbia (LP) ML 2050

This is a new release, supplementing an older Columbia version of the "Triple," led by Weingartner. The work itself is considered by most Beethoven critics as one of the more pedantic and less emotionally satisfactory of the master's writings. This reviewer found it most stimulating, nevertheless, with all the rich harmonies and melodic variations in the potent Beethoven tradition. The voicing poses the cello against the violin and piano—with the orchestra extending the harmonies. A must for Beethoven fans, and a rewarding experience for anyone. Solo and orchestral work are first rate, as is the LP reproduction.

JUKES Not suitable. **JOCKS** Lengthy and "deep" except for cultist spinners.

SILVER LINING SONGS—Vaughn Monroe Ork (3-10") **89**
Victor P 248

Look for the Silver Lining, A Kiss in the Dark, Who, Shine On, Harvest Moon, Time on My Hands, Avalon.

Here's a real winning combination—a bunch of sure-fire standards, all featured in a new picture currently getting the promotional push, and the hit-heavy Vaughn to sing them in his usual hearty baritone. The treatment is exactly what we have come to expect from the gent, with fine big orchestral support and vocal group. None of the sides would be a dud on the boxes, and "Kiss in the Dark" especially, has a natural juke gal that ts'a it for extra spins in that department. Cover isn't especially attractive.

JUKES See above. **JOCKS** Should be much in demand.

A NIGHT AT THE STORK CLUB —Sonny Keandis Ork (LP 1-10") **68**
Columbia (LP) CL 6063

Stardust, If I Had You, A Pretty Girl Is Like a Melody, Diga Diga Do, My Blue Heaven, Stumbling, My Buddy, You're the Cream in My Coffee.

Nothing sensational here, but a fairly salable dance item. The heat is good, the kids may be glamorized with the idea of terping to the Stork Club band. The band is a good one of the society kind—uncorny, with nice voicing, an occasional unobtrusive vocal or short go solo, and the dance beat never falters.

JUKES Not suitable. **JOCKS** Can be worked into all sorts of shows.

HANS PFITZNER: THREE PRELUDES FROM PALESTRINA—German Philharmonic Ork of Prague-Joseph Keilberth (3-12") **55**
Capitol Telefunken ECL 8025

From this work it's not too difficult to see why American audiences haven't exactly turned any handspins over the works of this contemporary German composer. Altho he just died this year, Pfitzner's work doesn't advance much from Wagner or R. Strauss. Altho the orchestra gets a broad, sonorous sound on these disks, the overall dull stogginess is undoubtedly in the music itself. The three selections belong to the composer's stage work, "Palestrina," based on the trials and tribulations of the early master of polyphonic church music, and the music often throws back to the 16th century giant, even quoting whole passages. While this may be considered admirable in some quarters, Palestrina's music has never had much mass appeal. On the whole, this impresses as corny heavy-han'ded stuff.

JUKES Not suitable. **JOCKS** Pretty dull stuff.

FRANCK: SONATA IN A MAJOR AND DEBUSSY: SONATA NO. 3—Zino Francescatti - Robert Casadesus (12") **70**
Columbia (LP) ML 4178

These sides are from the Columbia catalog, and make a happy pairing on LP. Franck is an outstanding composer of chamber music, and his Sonata is an impressive, luminous experience. The Debussy Sonata was the composer's last finished work and is austere and in the classic manner rather than the impressionist vein for which he is best known. It is animated and richly melodic, and both pieces are sympathetically performed by the Francescatti-Casadesus team.

JUKES Not suitable. **JOCKS** Can use.

MAX Reger: SERENADE FOR ORCHESTRA, OP. 95—Concertgebouw Orchestra of Amsterdam-Eugen Jochum, director (5-12") **74**
Capitol Telefunken ECL 8026

To buyers who have been indoctrinated for years with the idea that Reger was a dry, academic, primarily contrapuntal composer, this work will come as a complete surprise. Actually it is lush, romantic stuff, bursting with voluptuous melody. Parts of it have a gentle capriciousness, others intense passion. If it must be compared with any other music, much of it would seem to echo the feeling of Wagner's lovely "Siegfried Idyll," with a little Schumann thrown in. Altho written on the brink of the modern movement, the spirit of the piece is typical of the great German Romantic period. It's immediately appealing, should register with both Brahms and Wagner lovers, which is a good trick. Performance and recording are excellent.

JUKES Not suitable. **JOCKS** Okay for a fairly broad audience.

RACHMANINOFF: THE ISLE OF THE DEAD AND V. WILLIAMS: FANTASIA ON A THEME BY TALLIS—Minneapolis Symphony Ork-Dimitri Mitropoulos, conductor (LP 1-12") **78**
(Columbia LP) ML 4196

Ralph Vaughn Williams is considered the great contemporary English composer, but he hasn't yet achieved the popularity he rates among the general American music public. That may be the reason Columbia has paired his monumental "Fantasia" with the surefire Rachmaninoff "Isle." In any case, buyers of this LP record have a great treat in store in the Williams work, a reverential, cathedral-like composition for string orchestra, written and played with rich, organ-like effects. Thomas Tallis was an English composer of the Tudor period, specializing in ecclesiastical music. Williams's modernization of a Tallis theme retains the spirit of religiosity. "Tallis" is available in an earlier shellac release. The Rachmaninoff tone poem is a somber literary evocation of the famous Beeklin painting. Mitropoulos and the orchestra are excellent in both, and the reproduction is superb.

JUKES Not suitable. **JOCKS** The Rachmaninoff for any long-hairs, the Williams for high-brows.

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I'm All Alone—Hoyle Nix
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Gale and GAC Reps' Huddle Working Out Booking Deals?

NEW YORK, Aug. 20.—Representatives of the Gale Agency and the General Artists Corporation (GAC) have been huddling for several weeks, with these meetings giving rise to considerable trade speculation that Gale is trying to work out a deal for GAC to take over the booking func-

tions of the smaller agency. That such a deal is in the making was denied by representatives of both agencies, but neither outfit denied that they have been conferring in recent weeks.

It was learned that at least one of Gale's major properties, thrush Sarah Vaughan, will probably move over to GAC on a split commission deal with Gale, which holds three years of contractual obligation on the chirp. It is understood that the conferences over Miss Vaughan between the two agencies led to the shaping of the reported deal between the two.

Gales' Line-Up

According to trade insiders, Moe and Tim Gale, who own and operate the Gale Agency, are supposed to be interested in getting completely out of the booking business and to concentrate solely in the personal management field. The Gales handle Erskine Hawkins, Ella Fitzgerald, Jane Pickens and Robert Merrill for personal management. These artists are booked by the Gales as well. Other of the Gale attractions are culled mainly from Negro attractions and include such artists as Lucky Millinder, Bull Moose Jackson, Lester Young, Paul Williams, the Ink Spots, Buddy Johnson, Illinois Jacquet and a number of others.

If such a deal is in the making then GAC would fill a long vacant gap in its ork roster. The agency, in King Cole, Louis Jordan and Count Basie, has only top Negro attractions but has never been able to follow up in the Negro field because of a lack of contracted talent. It is believed that the reported deal would involve a cash advance to the Gales to be paid against 5 per cent of the commissions which GAC could earn from booking the Gale attractions.

Under-\$60 Motorola Denied

NEW YORK, Aug. 20.—Despite the report published by Columnist Jack Lait, Motorola spokesmen deny that the company has any plans for producing a video set to retail at under \$60. A press preview of the new Motorola sets will be held at New York's Waldorf-Astoria Hotel August 30, when 22 new models will be shown.

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The Billboard MUSIC POPULARITY CHARTS

PART XI

Advance Information

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- | | |
|--|--|
| <p>Angelina Polka
E. Benedict Ork (Boy and) V(78)25-1135; (45)51-0023 BMI</p> <p>Angelina
L. Prima (Bacalagloop Varsity 161</p> <p>Arms and Legs Polka
B. Manners' Music Makers (I Found) Fortune 117</p> <p>As I Love You
B. Johnson (Lovely In) Dec 24716</p> <p>Bacalagloop
L. Prima (Angelina) Varsity 161</p> <p>Barcarolle
Three Suns (Jealousy) Varsity 158</p> <p>Be Still My Crazy Heart
H. Saba Ork (Those Little) Donett 400</p> <p>Belmont Boogie
B. Kaye (Hollywood Square) V(78)20-3475; (45)47-2936</p> <p>Boy and Girl Polka
E. Benedict Ork (Alpine Polka V(78) 25-1135; (45)51-0023 BMI</p> <p>Busy Holiday
Three Suns (Star Dust) Varsity 159</p> <p>Cancion Del Mar
C. Cavallaro Ork (Miami Beach) Dec 24706</p> <p>Central Park Romance
T. Mossman-B. Hamilton (Parts 1 & 2) Fanfare 502 ASCAP</p> <p>Cherry
B. Goodman (Poor Butterfly) Harmony 1061</p> | <p>John Sings Again Album — A. Jolson (4-10")
Dec CT16</p> <p>After You've Gone . . . 24683</p> <p>Baby Face . . . 24681</p> <p>Chinatown, My Chinatown . . . 24683</p> <p>Give My Regards to Broadway . . . 24682</p> <p>I Only Have Eyes for You . . . 24684</p> <p>I'm Just Wild About Harry . . . 24684</p> <p>I'm Looking Over a Four Leaf Clover . . . 24681</p> <p>Is It True What They Say About Dixie . . . 24684</p> <p>Pretty Baby . . . 24681</p> <p>Lonely Autumn
L. Proctor Trio (Oh! Dear) Purvis 996</p> <p>Love Is Such a Cheat
F. Martin (My Own) V(78)20-3540; (45)47-3030</p> <p>Love Was the Cause of It All
K. Griffin (Yes Sir) Rondo R-283</p> <p>Levelly in Her Evening Gown
B. Johnson (As I) Dec 24716</p> <p>Mary, Mary, Quite Contrary
Mary Kaye Trio (Strolling In) Col 38553 BMI</p> <p>Miss Liberty Album—E. Albert-A. Merle-M. McCarty (1-12")
Col(LP)ML4220</p> <p>Miami Beach Rumba
C. Cavallaro Ork (Cancion Del) Dec 24706</p> <p>More College Medleys Album—J. Garber Ork (3-10")
Cap CC173</p> <p>My Hot Tamale Went Chilly on Me
V. Monroe Ork-Z. Talent (Geel II's) V(78)20-3541; (45)47-3031</p> <p>My Own, My Only, My All
F. Martin Ork (Love Is) V(78)20-3540; (45)47-3030</p> <p>Nocturnal Chaperon
B. Clark-X. Cugat Ork (Thrill Me) Col (78)38556; (LP)1-318</p> <p>(Where Are You) Now That I Need You
T. Manners (That Lucky) Varsity 191</p> <p>Ode to Gershwin
T. Mossman-B. Hamilton (Parts 1 & 2) Fanfare 501 ASCAP</p> <p>Oh! Dear, Dear Me
L. Proctor Trio (Lonely Autumn) Purvis 996</p> <p>Oh, Marie
L. Prima (Josephina Please) Varsity 162</p> <p>Please No Squeeze Da Banana
L. Prima Ork (Felicia No) Varsity 163</p> <p>Please Stop Playing Those Blues, Boy
Three Flames (I'll See) Harmony 1063</p> <p>Poor Butterfly
B. Goodman (Cherry) Harmony 1061</p> <p>Salt
The Vagabonds (II I) Col 38553 BMI</p> <p>Saratoga Rock
J. Sparrow (Sparrow's Flight) Melford M-253</p> <p>She's a Wine-O
C. Basie Ork (Slider) V(78)20-3542; (45)47-3032</p> <p>Slider
C. Basie Ork (She's a) V(78)20-3542; (45)47-3032</p> <p>Somehow
E. Duchin Ork (I'll Keep) Harmony 1062</p> <p>Someone Loves Someone
H. James Ork (Ultra) Col(78)38557; (LP)1-317</p> <p>Sparrow's Flight
J. Sparrow (Saratoga Rock) Melford M-253</p> <p>Star Dust
Three Suns (Busy Holiday) Varsity 159</p> <p>Strolling in the Park
Mary Kaye Trio (Mary, Mary) Col 38553 BMI</p> <p>Strummin' on the Old Banjo
R. Morgan (I Can't) Dec 24701</p> <p>Sugar
T. Hill (Don't Think) Harmony 1064</p> <p>That Lucky Old Sun
T. Manners (Now That) Varsity 191</p> <p>The Headless Horseman
T. Benke Ork (The Merrily) V(78)20-3528; (45)47-3015 ASCAP</p> <p>The Merrily Song
T. Benke Ork (The Headless) V(78) 20-3528; (45)47-3015 ASCAP</p> <p>The Wedding of Lili Marlene
Andrews Sisters-G. Jenkins Ork (I Can) Dec 24705</p> <p>The Wedding of Lili Marlene
P. Sinatra (Let Her) Col 38555 ASCAP</p> <p>There's Yes, Yes in Your Eyes
(You're Breaking) Varsity 160</p> <p>Those Little Stars
H. Saba Ork (Be Still) Donett 400</p> <p>Thrill Me
B. Clark-X. Cugat Ork (Nocturnal Chaperon) Col (78)38556; (LP)1-318</p> <p>Twenty-Four Hours of Sunshine
E. Duchin (Jealous Heart) Harmony 1060</p> <p>Twilight Time
Three Suns (II's Dawn) Varsity 157</p> |
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(Continued on page 110)

The Billboard

MUSIC POPULARITY CHARTS

PART XII



The Honor Roll of Popular Songwriters

By Jack Burton

NO. 34—JIMMY MONACO

A bunch of the boys were whooping it up in the Malamute saloon, And the kid that handles the music box was hitting a ragtime tune...

Altho Jimmy Monaco never worked the Yukon dance halls, he could have been the inspiration for "the kid that handles the music box" in the Robert W. Service poem, *The Shooting of Dan Magrue*. For Jimmy was the personification of the barroom piano player and known as "Ragtime Jimmy" from coast to coast for over 40 years.

A native of Genoa, Italy, where he was born January 13, 1885, and a natural pianist with little if any teaching, Monaco gained his nickname of "Ragtime Jimmy" in the cafes of Albany, N. Y., when he was 17 years old, where his family settled on coming to America. A few years later, when he moved to Chi-

cago, he was Ragtime Jimmy to those who patronized the Savoy, Freddie Train's, Frank Wing's and other all-night thirst havens in the world's richest tenderloin district, which paid tribute and protection money to those fabulous First Ward aldermen, "Bathhouse John" Coughlin and "Hinky Dink" Kenna.

On to New York

The nickname followed Monaco to New York in 1910, when he played at the historic Bohemia Cafe on West 29th Street, next door to John Daly's gambling emporium, and when he tickled the ivories during the summer at Coney Island resorts. And he was still Ragtime Jimmy in 1945 when Betty Grable was popularizing his *I Can't Begin To Tell You* in the technicolor film, *The Dolly Sisters*.

For Ragtime Jimmy was more than a barroom "professor." His agile

fingers, which won him his nickname, also created songs that stopped Broadway shows, added to the fame of stage and film stars and entitled him to a charter membership card in the American Society of Composers, Authors and Publishers (ASCAP) when that organization was founded in 1914. He first qualified for a reserved seat at Lindy's, the songwriters' favorite Broadway restaurant, in 1911, when he wrote *Oh, You Circus Day*, the hit of *Hanky Panky*. The following year his *Row, Row, Row* was the most applauded song in the *Ziegfeld Follies of 1912*. And for the next quarter century his name appeared on the covers of scores of top sellers in the pop song field.

At the age of 51, when the future of most songwriters is behind them, Ragtime Jimmy left New York's Tin Pan Alley, boarded the Santa Fe Chief and took his talents to the Paramount lot in Hollywood.

Composing for Crosby

With Johnny Burke as a lyricist, Monaco duplicated his fame as a pop song composer in the film field by

writing the music for six pictures in which Bing Crosby starred between 1937 and 1940: *Doctor Rhythm*; *Sing, You Sinners*; *East Side of Heaven*, *The Road to Singapore*, *If I Had My Way* and *Rhythm on the River*. Then he transferred his affiliations to 20th Century-Fox, where he rounded out a 34-year career as a songwriter with tunes for *Week-End in Havana*, *Stage Door Canteen*, *Pin Up Girl* and *The Dolly Sisters*.

In 1945, when he died of a heart ailment in Beverly Hills, Calif., Ragtime Jimmy was still going strong at the age of 60. And Bing Crosby, Betty Grable, Linda Darnell, June Haver and Dorothy Lamour, who sang his songs, found a most fitting way to express their grief in the opening lines of the last hit he wrote.

*I can't begin to tell you
How much you mean to me...*

All Hollywood was sure that Ragtime Jimmy had traded his overworked upright for a golden harp and added that it couldn't have happened to a nicer guy. His career might be epitomized in a four-word title from one of Horatio Alger's books: *From Rags to Riches*.

JIMMY MONACO'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

- 1911—OH, YOU CIRCUS DAY
Lyrics by Edith Maida Lessing, Famous Music Corp. Introduced by Florence Moore and Billy Montgomery in Lew Field's Broadway revue, "Hanky Panky."
- 1912—AT THE RAGTIME BALL
Lyrics by Roger Lewis, Famous Music Corp.-Jerry Vogel Music Company, Inc.
ROW, ROW, ROW
Lyrics by William Jerome, Harry Von Tilzer Music Publishing Co.
Lillian Lorraine stopped the "Ziegfeld Follies of 1912" when she sang this song (Available on Columbia 37280, Pearl Bailey.)
- *YOU MADE ME LOVE YOU
Lyrics by Joseph McCarthy, Broadway Music Corp.
Judy Garland sang this song to a photograph of Clark Gable in the film, "Broadway Melody of 1935."
(Available on the following records: Decca 23613 in Album A-169, Al Jolson; Decca 23246, Hildegarde; Decca 23677, Eddie Heywood orchestra; Columbia 37145 in Set C-117, Harry James)
- 1913—I MISS YOU MOST OF ALL
Lyrics by Joseph McCarthy, Broadway Music Corp.
THERE'S A WIRELESS STATION DOWN IN MY HEART
Lyrics by Joseph McCarthy and Ed Moran, Broadway Music Corp.
WHILE THEY WERE DANCING AROUND
Lyrics by Joseph McCarthy, Broadway Music Corp.
- 1915—BEATRICE FAIRFAX
Lyrics by Grant Clarke and Joseph McCarthy, Leo Feist-Fred Fisher Music Co., Inc.
IF WE CAN'T BE THE SAME OLD SWEETHEARTS
Lyrics by Joseph McCarthy, Leo Feist, Inc.
(Available on MGM 10286, Jackie Brown Quartet.)
- 1916—HONOLULU, AMERICA LOVES YOU
Lyrics by Eddie Cox and Grant Clarke, Leo Feist, Inc.-Fred Fisher Music Co., Inc.
HONOLULU BLUES
Lyrics by Grant Clarke, Fred Fisher Music Co., Inc.-Leo Feist, Inc.
WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR
Lyrics by Howard Johnson and Joseph McCarthy, Leo Feist, Inc.
YOU'RE A (DOC-GONE) DANGEROUS GIRL
Grant Clarke, Leo Feist, Inc.
- 1920—IN SWEET SEPTEMBER
Lyrics by Pete Wendling and Edgar Leslie, Mills Music, Inc.
- 1920—CARESSES
This was an interpolated number in the musical comedy "Afgar."
- 1921—NOW I KNOW
Lyrics by Grant Clarke.
This was an interpolated number in the "Ziegfeld Follies of 1921."
- 1922—YOU KNOW YOU BELONG TO SOMEBODY ELSE
Lyrics by Eugene West, Bourne, Inc.
- 1923—DIRTY HANDS, DIRTY FACE
Lyrics by Edgar Leslie and Grant Clarke, Edgar Leslie, Inc.

- (This was one of Al Jolson's big Broadway hits.)
- 1924—ME AND THE BOY FRIEND
Lyrics by Sidney Clare, Remick Music Corp.
CROSS WORD MAMA, YOU PUZZLE ME
Lyrics by Billy Raskin and Sidney Clare, Remick Music Corp.
- 1926—JUST A SMILE
Lyrics by Sidney Clare, Remick Music Corp.
- 1927—RED LIPS, KISS THOSE BLUES AWAY
With Pete Wendling, Lyrics by Alfred Bryan, Mills Music, Inc.
- 1928—ME AND THE MAN IN THE MOON
Lyrics by Edgar Leslie, Bregman, Vococo & Conn, Inc.
- 1932—CRAZY PEOPLE
Lyrics by Edgar Leslie, Leo Feist, Inc.
YOU'VE GOT ME IN THE PALM OF YOUR HAND
Lyrics by Cliff Friend and Edgar Leslie, Bregman, Vococo & Conn, Inc.
- 1933—YOU'RE CONNA LOSE YOUR GAL
Lyrics by Joe Young, Advanced Music Corp.
IT MIGHT HAVE BEEN A DIFFERENT STORY
Lyrics by Ray Klages and Jack Meskill, Bregman, Vococo & Conn, Inc.
Lyrics by Bud Green and Alfred Bryan, Allied Music Corp.
LONGING BABY
Lyrics by Ray Klages, Leeds Music Corp.
- 1934—'FRAYDI CAT
Lyrics by Herb Magidson, Mills Music, Inc.
- 1935—OUT OF THE FRYING PAN INTO THE FIRE
Lyrics by Ray Klages and Charles Newman, Mills Music, Inc.
- 1940—SIX LESSONS FROM MADAME LAZONGA
Lyrics by Charles Newman, Bregman, Vococo & Conn, Inc.
(Available on Decca 24993 in Album A-1940, Charles Baum orchestra.)
- 1942—EVERY NIGHT ABOUT THIS TIME
Lyrics by Ted Koehler, Warock Music, Inc.
- 1944—MORE NOW THAN EVER
Lyrics by Ted Koehler, Warock Music, Inc.
(Available on RCA Victor 90-1979, Vaughn Monroe and Moon Maids.)
- 1948—CRYING FOR JOY
Lyrics by Billy Rose, Bregman, Vococo & Conn, Inc.
(Available on Decca 24334, Monloa Lewis with Russ Morgan's orchestra.)

Stage Musicals

- 1927—HARRY DELMAR'S REVELS
Book by William K. Wells, lyrics by Billy Rose and Ballard MacDonald, and with Frank Fay, Bert Lehr, Jeanne Hackett and Patay Kelly heading the cast, Remick Music Corp.
I LOVE A MAN IN A UNIFORM
MY RAINBOW
SAY IT WITH A SOLITAIRE
IF YOU HAVE TROUBLES LAUGH THEM AWAY
HICABOO HIC
IRRESISTIBLE YOU

Film Songs and Musicals

- 1930—THE GOLDEN CALF
A Fox picture with Sue Carol, Jack

- Mulhall, Ika Chase, El Brendel and Walter Catlett, Movietone Music Corp.
CAN I HELP IT IF I'M IN LOVE WITH YOU
Lyrics by Cliff Friend.
- 1930—LET'S GO PLACES
A Fox picture with Joseph Wagstaff, Lola Lane, Walter Catlett and Ika Chase, Movietone Music Corp. Lyrics by Cliff Friend.
- 1930—THE DANCERS
A First National picture with Lois Moran, Phillips Holmes and Mrs. Patrick Campbell, Movietone Music Corp.
LOVE HAS PASSED ME BY
Lyrics by Cliff Friend.
- 1937—DOCTOR RHYTHM
A Paramount picture with a cast headed by Bing Crosby, Mary Carlisle, Beatrice Lillie, Andy Devine and Sterling Holloway, Lyrics by Johnny Burke, Select Music Publications, Inc.
MY HEART IS TAKING LESSONS
(Available on Decca 25233, Bing Crosby.)
THIS IS MY NIGHT TO DREAM ON THE SENTIMENTAL SIDE
(Available on Decca 25233, Bing Crosby.)
DOCTOR RHYTHM
ONLY A GYPSY KNOWS
P. 5, 43
TRUMPET PLAYER'S LAMENT
- 1938—SING, YOU SINNERS
A Paramount picture with a cast headed by Bing Crosby, Fred MacMurray, Donald O'Connor, Elizabeth Patterson and Eleanor Drew, Lyrics by Johnny Burke, Santly-Joy, Inc.
I'VE GOT A POCKETFUL OF DREAMS
(Available on RCA Victor (20-1966) In Album P-160, Vaughn Monroe and the Moon Maids.)
LAUGH AND CALL IT LOVE
DON'T LET THE MOON GET AWAY
WHERE IS CENTRAL PARK?
- 1939—THE STAR MAKER
A Paramount picture starring Bing Crosby in a cast that included Louise Campbell, Linda Ware, Ned Sparks and Laura Hope Crews, Lyrics by Johnny Burke, Famous Music Corp.
GO FLY A KITE
AN APPLE FOR THE TEACHER
STILL THE BLUE BIRD SINGS
A MAN AND HIS DREAM
- 1939—EAST SIDE OF HEAVEN
A Universal picture starring Bing Crosby in a cast that included Joan Blondell, Milscha Auer, O. Aubrey Smith and Irene Hervey, Lyrics by Johnny Burke, Santly-Joy, Inc.
EAST SIDE OF HEAVEN
THAT SLY OLD GENTLEMAN FROM FEATHERBED LANE
SING A SONG OF SUNBEAMS
HANG YOUR CLOTHES ON A HICKORY LIMB
- 1940—THE ROAD TO SINGAPORE
A Paramount picture with a cast headed by Bing Crosby, Bob Hope, Dorothy Lamour, Charles Ooburn and Jerry Colonna, Lyrics by Johnny Burke, Santly-Joy, Inc.
SWEET POTATO PIPER
TOO ROMANTIC
KAICOO
- 1940—IF I HAD MY WAY
A Universal picture starring Bing Cros-

- by in a cast that included Gloria Jean, Charles Winninger, El Brendel, Allyn Joslyn, Blanche Ring, Eddie Leonard, Trixie Friganna and Julian Eltinge, Lyrics by Johnny Burke, Santly-Joy, Inc.
- APRIL PLAYED THE FIDDLE
MEET THE SUN HALF WAY
THE PESSIMISTIC CHARACTER
I HAVEN'T TIME TO BE A MILLIONAIRE
- 1940—RHYTHM ON THE RIVER
A Paramount picture starring Bing Crosby in a cast that included Mary Martin, Basil Rathbone and Oscar Levant, Lyrics by Johnny Burke, Santly-Joy, Inc.
ONLY FOREVER
(Available on Decca 24993 in Album A-1940, Charles Baum orchestra.)
AIN'T IT A SHAME ABOUT MAME
WHEN THE MOON COMES OVER MADISON SQUARE GARDEN
THAT'S FOR ME
RHYTHM ON THE RIVER
I DON'T WANT TO CRY ANYMORE
WHAT WOULD SHAKESPEARE HAVE SAID
- 1942—WEEK-END IN HAVANA
A 20th Century-Fox picture with a cast that included Alice Faye, Carmen Miranda, John Payne and Cesar Romero, Twentieth Century Music Company.
ROMANCE AND RHUMBA
Lyrics by Mack Gordon.
- 1943—STAGE DOOR CANTEEN
A United Artists' picture with an all-star cast that included Kenny Baker, Tallulah Bankhead, Ralph Bellamy, Edgar Bergen, Ray Bolger, Ina Claire, Katharine Cornell, Jans Cowl, Gracie Fields, Lynn Fontanne, Helen Hayea, Katharine Hepburn, George Jessel, Gertrude Lawrence, Gypsy Rose Lee, Ethel Merman, Harpo Marx, Ethel Waters, Ed Wynn and Alfred Lunt, Edwin H. Morris & Company, Inc.
WE MUSTN'T SAY GOODBYE
Lyrics by Al Dubin.
(See Jimmy Monaco's Songs, page 38)

SONGWRITERS COMING UP!

September 3 Issue
HARRY TIERNEY

In Issues Subsequent to Sept. 3
The Billboard Will Present

- PETE WENDLING
- PERCY WENRICH
- LOUIS B. HIRSCH
- A. BALDWIN SLOANE
- RICHARD WHITING
- RUDOLPH FRIML
- JEROME KERN
- COLE PORTER
- SIGMUND ROMBERG
- HARRY RUBY
- GEORGE GERSHWIN
- RICHARD RODGERS

Industry News
Of the Week

(Continued from page 14)

Carlson's P. L. Granger was named vice-chairman. . . . Walter B. Stickel, DuMont sales manager, headed west last week to visit dealers and distributors in Chicago and Detroit. . . . The tube division of the General Electric Company (GE) has established three regional sales offices. . . . W. H. Clarke, of GE's tube division headquarters in Schenectady, will administer the Eastern region. B. S. Angwin, of Los Angeles, heads the Pacific Coast region, and the Midwest region is under the direction of J. L. Brown, Chicago. . . . Herman T. Radel is the new general manager of Airco Television Company in Philadelphia. . . . Milton Samuels, advertising manager of Emerson, has resigned to form his own advertising company. . . . Gordon Wright has been appointed district manager of Magnavox's Fort Wayne, Ind., branch office. . . . William J. Kelly has been promoted to Eastern distributor manager for Stromberg-Carlson. . . . G. B. Colesworth Jr. has been named manager of GE's new radio, TV and traffic appliance division in Boston. Colesworth will supervise sales in the entire New England area, except Connecticut. . . . James A. Dolan was made radio and TV sales manager of the same division, and George W. Worth was appointed traffic appliance sales manager. . . . J. F. Crossin, director of national sales for United States Television Manufacturing Corporation, has resigned. . . . David Krantz, president of the Philadelphia Radio Service Men's Association, has taken over operation of the Philadelphia Television Service Corporation. He also operates his own record and radio repair shop. . . . Nine of New York's largest television service contractors have formed the Association of Television Service Companies, Inc. . . . The association will draft a set of TV service standards and concentrate on eliminating unfair servicing practices. Officers and members include: Joe Louenger Jr., Conlon Television, president; Frank Barone, Television Maintenance Corporation, vice-president; Errol Jones, Amie Associates, treasurer; and representatives of Authorized Manufacturers Service Company, Capitol Television, Modern Television, Kramer and Croes, Westchester Television and Hano Television. . . . Carrill Saffell and Peter Flowers will open the Main Radio & Appliance Company September 1 in Richland Center, Wis.

Distributors

Hoffman Radio has appointed three new distributors—Kinney Bros. in Fresno, Calif.; Schoellkopf Company in Dallas and Covington Distributors in Houston. . . . Andrea TV has tagged the Johnson Electric Supply Company to handle its line in Cincinnati, and Claude W. Johnson Jr., president, held an exclusive showing to introduce Andrea's 1950 line to Cincinnati dealers last week. . . . Don Clark, of Televisco, Inc., San Francisco distributor for Trans-Vue, received that firm's first shipment by air, a service Trans-Vue recently instigated to speed up deliveries. . . . Hans Weis, record manager of the D. & H. Distributing Company in Baltimore, won first prize in Victor's "Riders in the Sky" contest by chalking up a sales record of 136 per cent over quota. The prize was a two-week, all-expenses-paid vacation at Lake Tahoe. . . . Jack Siegrist is the newly appointed advertising manager for Admiral's New York distributing division. He succeeds Frank A. Oberndorfer, recently resigned. . . . Ralph B. Knapp Jr. has been named general manager for Adams Distributors Company, which handles Sylvania television in Eastern Massachusetts, New Hampshire and Rhode Island. . . . Blackman Sales Company is new sales rep for Ansley on the West Coast. . . . Glenn

ASCAP Dickering With Video
Points Up Demands on Indies

NEW YORK, Aug. 20.—With the matter of blanket TV licenses in the background for the time being, negotiations between the American Society of Composers, Authors and Publishers (ASCAP) and the Television Negotiating Committee are now concerned with an alternative per-program licensing plan for indie stations. ASCAP and TV-subcommittees met two successive days last week, and ASCAP counsel Herman Finkelstein has been consulting almost daily with Robert Myers, National Broadcasting Company (NBC) counsel and chairman of the TV committee. It is reported that "progress is being made."

Negotiators for both sides have reached an area of agreement on the blanket licenses, calling for an increase of 10 per cent over AM rates, altho ASCAP rank-and-filers have yet to be heard from and may raise a cry for a stiffer fee (*The Billboard*,

August 6). An alternative plan on a per-program basis must be offered—this is one of the musts of the 1941 consent decree—and it is this that is being threshed out now.

Neither side would comment on the asking price or counter-offer at this time.

AFRA Spotlight
Shines on Video

(Continued from page 7)

rates apply to tape shows, AFRA feels that tape is a form of transcription and wants the higher rate. It also wants to work out some sort of rehearsal conditions for performers working on tape. Then there is also the fact that many half-hour taped programs record 45 minutes or an hour and then cut the programs down. This raises the question of whether performers get paid for the full time cut out, and if so, how much.

Last year the convention also agreed to give its support to a drive to organize vocal recording artists. However, because of the record ban by the American Federation of Musicians (AFM), nothing was done. AFRA is inclined to start the job this year but conditions in the wax business are such that it may be much more difficult.

What About the 100G?

The disposition of the 100G earned by AFRA on the program it aired for Sealtest last season may be taken care of by its nationwide hospitalization plan. However, it remains to be seen whether the convention is willing to accept the plan.

Also up for consideration is a resolution by the Boston local that would hold convention every two years instead of each year. The reason for this is the large cost involved. The New York local will spend \$13,000 alone to ferry its conventionists to and from San Francisco. If biennial conventions should be approved, regional conferences among locals will be set up.

CHI 10-INCH SITUASH

(Continued from page 14)

dusty who have reasoned that when demand for large-screen sets has been filled, many families will also want secondary, small-screen models. Exponents of this type of reasoning claim that many homes have both console and table model radios—the consoles for family use and the table models for specialized, secondary use. They also claim that eventually small-screen TV sets will be used in a manner comparable to present usage of table model radios.

In line with this theory, the Zenith exec stated that in the future there might again be a demand for cheap sets with screens as small as seven and a half or eight inches. But the sets would have to be very cheap, he stated.

TV ETHICS CODE

(Continued from page 9)

cause of video's intimate impact in the home, in sight and sound of the youth, it "creates an immediate need for self-censorship within the television industry itself."

In a sub-preamble, listing general principles, the code asserts such basic tenets as not causing the audience to sympathize with sin or wrongdoing and not portraying evil attractively. It also calls for delineation of characters who will "develop good conscientious thinking . . . toward the improvement of mankind," and emphasized that natural law, the unwritten law and the law of the land should not be shown as violated without bringing the culprits to justice.

GIVEAWAYS SAFE

(Continued from page 6)

the element of consideration. The agency argued: "Where such a scheme is designed to induce members of the public to listen to the program and be at home available for selection as a winner or possible winner, there results detriment to those who are so induced to listen when they are under no obligation to do so."

The FCC continued: "And this detriment to the members of the public results in a benefit to the licensee who sells the radio time and 'circulation' to the sponsor, and to the sponsor as well, who presents his advertising to the audience secured by means of the scheme. When considered in its entirety, a scheme involving award of prizes designed to induce persons to listen to that particular program certainly involves consideration furnished directly or indirectly by members of the public who are induced to listen."

"Any supposition that there must be a direct sale or other form of contract before a scheme involving some form of consideration is involved does not take into account the nature of the medium of broadcasting and its economics."

BRASS-TACKS CONFAB

(Continued from page 5)

operational picture, AM and TV, by key brass. Charles R. Denny, exec veepee, will outline NBC's TV plans for 1950; George Frey, sales head, will report on the TV sales picture; Norman Blackburn, TV program director, on the video program outlook. Two other TV speakers will be Sylvester (Pat) Weaver, newly appointed NBC video head, whose topic hasn't been set, and Carleton Smith, NBC TV director, who may discuss networking problems.

The AM picture will be discussed by H. M. (Mal) Beville, research head, who will report statistically on the medium's present-day status; Harry Kopf, sales veepee, and on the publicity front by Sydney Eiges, press veepee. A report on the king-sized promotion planned for the fall will be made either by Charles P. Hammon, vice president, or Jim Nelson, promotion head.

A panel discussion on local television operations with affiliate operators as participants has also been scheduled, as well as a closed session for affiliates only to go over the problems concerning network-station relations.

Kuffers draws newly created post of electronics products division manager of the Harry Alter Company, Chicago area distributor for the Crosley line. . . . Industrial Television, Inc., announced that Radio Center will distribute its line in Jacksonville, Fla.

Traveler Console

CHICAGO, Aug. 20.—At a meeting of approximately 200 distributors and key dealers, the Traveler Radio Corporation this week introduced a 16-inch TV console which will retail for \$299.95. The set, extremely low-priced for a model with such a large screen, is equipped with push-button tuning and a built-in antenna.

Also unveiled were a 12-inch screen model which will retail for \$249.95, four new record players with prices ranging from \$14.95 to \$39.95 and a three-speed automatic phonoradio combination which will sell for \$69.95.

No More With King,
Sensation Is Cutting

DETROIT, Aug. 20.—Sensation Records resumed cutting this week, following breakaway from the King Records leasing deal (*The Billboard*, August 20), with four masters cut by pianist Todd Rhodes, featured artist—Rosy Nossy, *Depressed*, and two untitled blues numbers.

Sensation will also issue releases by Jack Surrell, Milt Jackson, Doc Wiley, Sir Charles Thompson, and Wild Bill Moore.

TELE NEEDS VAUDERS

(Continued from page 11)

have been on the increase on all these shows, but there is a limit to the number which can be made without boring the audience.

The trouble is mounting with the increasing number of variety shows hitting tele. There are a couple almost every night of the week now, and dozens more in the building stage, all of which is "good news" for the acts currently getting a windfall from tele, but which also foreshadows an early death to this type of show unless more talent is excavated from some place soon.

Just how tough the situation is can be seen from the remarks of one web veepee, who said that the acts he is now booking, all with medium good routines, can count on a good 20 tele appearances. After running the gamut of web shows and getting a few repeat bookings in New York, there are a few backs more to be made by appearances in Chicago and Hollywood.

Another symptom, said this veepee, was the sudden emergence into tele of outdoor acts. An increasing number of these, featuring flash routines, have been getting video bookings of late.

JIMMY MONACO'S SONGS

(Continued from page 37)

1944—SWEET AND LOW DOWN

A 20th Century-Fox picture with a cast headed by Linda Darnell, Lynn Bari, Jack Oakie, Dickie Moore and Benny Goodman's orchestra. Lyrics by Mack Gordon. Twentieth Century Music Company.

I'M MAKING BELIEVE

(Available on Decca 23356 in Album A-657, Ella Fitzgerald and the Ink Spots.)

HEY, BUB

LET'S HAVE A BALL
TEN DAYS WITH BABY
CHUG CHUG, CHOO CHOO, CHUG

1944—PIN UP GIRL

A 20th Century-Fox picture with a cast headed by Betty Grable, Martha Raye, Joe E. Brown, Gene Pallette and Charlie Spivak's orchestra. Lyrics by Mack Gordon. Twentieth Century Music Company.

ONCE TOO OFTEN

YOU'RE MY LITTLE PIN UP GIRL
TIME ALONE WILL TELL
YANKEE DOODLE HAYRIDE
THE STORY OF THE VERY MERRY WIDOW

DON'T CARRY TALES OUT OF SCHOOL
RED ROBINS, BOB WHITES AND BLUE BIRDS

1945—THE DOLLY SISTERS

A 20th Century-Fox picture with a cast headed by Betty Grable, June Haver, John Payne and Reginald Gardner. Lyrics by Mack Gordon. Twentieth Century Music Company.

I CAN'T BEGIN TO TELL YOU

(Available on Columbia 30567, Harry James.)

DON'T BE TOO OLD-FASHIONED

1st-Week Take In K. C. 26G; Future Bright

KANSAS CITY, Mo., Aug. 20.—Vaudeville came back to Kansas City this week after a 20-year absence, and took in about \$26,000. Officials of the RKO-Missouri said that 50,000 persons caught the eight-act show during its seven-day stand which ended Tuesday (16) night.

Four shows a day were presented. The next bill is expected to play here the week of September 28. Meanwhile, the Missouri will continue with movies. Lawrence Lehman, manager, said that if the response from the public for vaudeville was great enough, the stagershows might be presented weekly instead of once a month as now.

Rogers Plans Theater Return

NEW YORK, Aug. 20.—Buddy Rogers is going back into theaters after a 10-year lay off, bringing in his act into the Olympia, Miami, opening August 31.

Before the war Rogers was one of the hottest attractions around, a condition that was heightened when he married Mary Pickford. To capitalize on his old-time popularity, Rogers will bill himself as "America's favorite buddy."

After his Olympia date Rogers will go into the Paramount, tho the date has not been set. Tentative time is late fall or early spring.

There has been some effort to get Rogers to accept Chicago and other dates, but radio and TV commitments (his shows start between September 15 and October 15) will keep him in New York.

Meanwhile, Mary Pickford is closing up Pickfair on the Coast, putting the children in a New York school, and she and Rogers are buying a house in New York, where they plan to live permanently.

Little Harlem Spot In Detroit Reopens

DETROIT, Aug. 20.—The former Club Three Sixes, as operated by Andrew H. Snead, has been renamed the Club Valley—after Paradise Valley, Detroit's famed Little Harlem—and reopened under the management of Harold Hardiman.

The spot has a five-act floorshow, with Ella Fitzgerald booked in to headline the opening yesterday (19) with Snookie Young's orchestra. Stutz Anderson, former bandleader, is understood to be booking the spot.

B'port Loews Plan Poli-Palace Vaude

BRIDGEPORT, Conn., Aug. 20.—Plans are in the making for the inauguration next month of vaude at the Poli-Palace Theater, the Loew Circuit ace house here, which has not shown vaude for the past 20 years. Loew New England division head, Harry Shaw, and Loew city manager, Matt Saunders, are now negotiating terms with the local musicians and stagehands' union.

2 New Britain Bankrupts

HARTFORD, Conn., Aug. 20.—The Vagabondia Restaurant and the Travelogue Room, New Britain, Conn., night spots, have filed a petition in bankruptcy. Owners Mira and Harriet Grubisich list assets at \$37,020.83, liabilities at \$63,164.17. The locations had been operated for about eight years.

Nwk. Gets Vaude, Balt. Loses It

Hipp Oustino Acts for Good After 34 Years

Just Pix, Starting Sept. 1

NEW YORK, Aug. 20.—The Baltimore Hippodrome, operated by I. Rappaport for the past 19 years, will drop flesh starting September 1. The ostensible reason for the change is the incoming flicker Jolson Sings Again, a practice the house has followed on occasion in the past.

This time, however, this dropping of stagershows is no longer just because it had a big picture coming in. It is now apparently permanent.

The first indication of its permanency was the Hipp's refusal to renew its contract with the musicians. Oscar Apple, prexy and business rep of Baltimore's local American Federation of Musicians, said the Hipp musicians contract expired August 31; it had not been renewed, and management was mum on whether the musicians would ever be required again. Rappaport was out of town and unavailable for comment. House manager, Bert Claster, however, admitted that the new policy called for the permanent dropping of stage-shows.

The Hipp, a 2,200-seater, has played flesh for the past 34 years. Rappaport, who bought the house some 19 years ago, continued the policy.

Comics Sub for Davis Vacation

NEW YORK, Aug. 20.—Myron Cohen, Joey Adams and Alan King will pinch-hit for Eddie Davis at Leon and Eddie's during the next few weeks while the op takes a vacation.

The dough in all cases will be minor. The club, which practically started these comics in the biz, can no longer afford to pay them the kind of money they now get. Alan King is currently in the spot. When he finishes, Joey Adams, with Tony Canzoneri and Mark Plant, will jump in for a week. Myron Cohen will do the first week in September.

The fact that attractions will come back to work practically free for an op, to give him a hand when he's stuck, speaks volumes for Eddie Davis. Leon and Eddie's is about the only New York spot which show-cases talent and makes a lot of its Sunday celebrity nights. Acts caught there who make the grade frequently get a chance they wouldn't otherwise get. Myron Cohen, a former silk salesman, is one example.

Hotel Garde to N. Y. Corp.

HARTFORD, Conn., Aug. 20.—The Levy Management Corporation of New York has bought the Hotel Garde, a downtown hotel here. The hotel's Shangri-La Room was at one time operated on a night club policy, but in recent months it had been functioning only as restaurant. Plans for entertainment by the new outfit haven't been revealed. Mrs. Leon Brewster, widow of Eugene V. Brewster, Hollywood producer, has been appointed manager of the hotel.

Stem Hits 394G With Rain, Openers; Roxy 80, Cap 59

NEW YORK, Aug. 20.—For the past few weeks it was the heat wave. Last week that was broken by rain, which was supposed to have kept them from coming downtown. But apparently it didn't, because last week's all-over take of combo houses showed a plus when the figure reached \$394,000 against the previous week's \$381,000.

The main reasons for the gain were the new shows at the Roxy and the Capitol, tho neither opened very big. Roxy (6,000 seats; average \$73,000) teed off with \$80,000 for its preem of Sid Caesar, Evelyn Knight and Slatery's Hurricane. The final week of outgoing bill drew \$60,000.

Capitol (4,627 seats; average \$44,500) opened to a mediocre \$59,000 for its initial week of Paul Winchell, Nancy Donovan, Tommy Tucker, the Golden Gate Quartet and Anna Lu-

casta. Still the previous week of the old bill was \$43,000.

Radio City Music Hall (6,200 seats; average \$127,000) slipped to \$146,000 against the opening take of \$154,000. The bill has Clifford Guest, the Piero Brothers and Good Old Summertime.

Paramount (3,654 seats; average \$68,500) held up in okay fashion. For the second week of Tex Beneke's ork, Vic Damone and Rope of Sand the take was \$90,000, against an opener of \$100,000.

Palace (1,700 seats; average \$24,000) moved back with \$19,000 for the show with the Salici Puppets, Fred Lowery, six other acts and Ma and Pa Kettle. The previous week's figure was \$24,000. The new show (reviewed this issue) has Benson and Mann, Sara Ann McCabe, Arctic Manhunt and six other acts.

Flick Names To Do P.A.'s As Per Studio "Requests"

NEW YORK, Aug. 20.—A revival of an old gimmick to hypo flicker admissions, recently started by Paramount, may cause other studios to follow. The idea is based on getting flicker names to make a p.-a. in conjunction with their pictures, with pressure being applied to get the hesitant actors out on tour.

Paramount for example has called

in various performers and uses a clause in standard contracts whereby actors "obligated to assist in exploitation" are told that it is in their best interest to go out into the grass roots and help sell flickers they're in.

Henry Wilcoxon, for example, is slated to come into the New York Paramount to help beat the drum for his Samson and Delilah. Betty Hut-

Adams Going 100% Flesher September 15

Moved by Palace Success

(Continued from page 3)

active campaign to get our people to accept straight vaude. We'll try to draw a new kind of business and re-educate our steady trade. Anyway, this won't be a hit-and-run policy. We'll give it plenty of time to make good."

With the start of its new formula the house will cut prices from 85-90 cents to 70 to 80 cents. Morning prices will be 35 cents. The house will continue to book thru Larry Goldi, of the Eddie Sherman office.

Iceland Inks Dorlis, Rita; Gets New Dough

NEW YORK, Aug. 20.—The Iceland will bring in George Dorlis and his wife, Lona Rita, on a 20-week deal, starting in mid-September. Dorlis is an English panto, with quite a rep. His wife is an acro dancer.

Before the deal was made the smorgasbordery also got new money to tide it over the summer lull. Abe Goldstein, op, brought in Ben Diamond who, in turn, took in Manny Wolf, who will manage the kitchen.

The new dough is said to amount to about \$200,000.

Detroit London Chop House Switches to Names, Semis

DETROIT, Aug. 20.—The London Chop House, downtown night spot, is revamping its entertainment policy and will bring in a string of names and semi-names in the small combo field. It is also adding a National Broadcasting Company wire, originating over WWJ here, something that has not been done consistently by any spot here in years.

The opener is Jimmy McPartland, pioneer Dixieland combo, which opened Monday (15) for two weeks, to be followed by the Milt Herth Trio.

ton is due to start a p.-a. with her Red, Hot and Blue. Corinne Calvet is now at the Paramount doing a bit with Cy Reeve. She's in the current Paramount film, Rope of Sand.

Lack of Savvy?

Most of the movie performers who'll do these p.-a.'s, the trade believes, won't know their way around a stage. Most of these will simply give little how-nice-to-be-here speeches and get off.

The plan got its most recent revival when Georgie Jessel went out with a flicker he produced. Bob Hope made a "surprise" showing at the N. Y. Paramount. Al Jolson is making a marathon out of his p.-a.'s, tho in his case he is believed to have a piece of Jolson Sings Again.

The ironic part of these studio-promoted p.-a.'s is the many efforts percenters have made in the past to get sue' sure-fire attractions as Betty Hutton to come out for a couple of weeks. In practically all cases a combo of shooting skeds and high taxes stopped acts from coming. Now that some of these names will do dates on studio orders, their money will not, it is believed, be anywhere what it could be if they had gone out to do full acts on their own.

RKO-Missouri, Kansas City
(Wednesday, August 10)

Capacity, 2,625. Prices 55 and 74 cents. Four shows daily. Chain booker, RKO Palace. Show played by Nick Francis and the RKO Missouri ork.

A fast-moving show gave vaude a send-off here. Eight acts played to a packed house opening day and the enthusiastic reception pointed toward big crowds for the remaining six days of the stand.

The show, loaded with talented and brightly costumed entertainers, might be a little heavy on the dance routines, since five of the eight acts did some hoofing. Berk and Hallow started things off at a fast tempo and set the pace for the remainder of the show. The good-looking couple did a competent job with difficult tap and acrobatic numbers.

The Chords (Gilbert Miller and Arnold Archer) were easily the highlight of the show with well-planned impressions of the theme music of Art Mooney, Henry Busse and Guy Lombardo. The audience nearly took the roof off after the duo's take-offs on Rose Murphy and Spike Jones. If it weren't for a house rule which limits each turn to two bows, the pair might still be singing.

Watson Sisters Celebrate

Fanny and Kitty Watson celebrated their 40th year on the stage with a slick bit of clowning that kept laughs coming. They drew more than their share of applause on the finale, a

VAUDEVILLE REVIEWS

song and dance number.

Bob Hammond's trained cockatoos were big applause-getters, featuring a performance on the horizontal bars and a capture of a miniature fort. Pat, a 92-year-old bird, took the load of the laughs and cheers for the feathered troupe.

Mack, Russ and Owen got the show back into break-neck tempo. Trio displayed boundless energies in their knockabout antics, drawing appreciative hands for their efforts.

Wally Brown, of screen and radio, in Number 8 spot, started off slow with some gags about California weather, but quickly got the audience on his side with his routine of starting to tell stories and never finishing. He registered in good style with a vocal, and got a top mitt for his final bit of comedy.

Dolinoff and the Raya Sisters, next to closing, costumed as dolls, gave effective dance routines. The finale, a blackout number, was a standout of the show.

Pat Rooney Sr. reminisced about his former days in vaudeville. He scored big with an "imitation of a young man who imitates me, Joe Frisco," and his famous soft shoe dance.

Pic, *The Judge Steps Out.*

Tom Leathers.

Palace, New York

(Thursday, August 18)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily. RKO chain booker, Dan Friendly. Show played by Don Albert's house band.

The house is back in the groove with a vaude show which has all the ingredients to entertain them, once they come in. As usual it moves fast, with acts working against various drops which help frame them immeasurably.

The bill teed off with a three-girl act, the Robert Sisters and White, doing hoofing on a circular platform. The trio worked well, particularly in the three-part precision stuff, tho it didn't shine on the solo bits. The kids have a good opening and a flash close. It is the middle that needs jacking up.

The Philharmonic Trio (Harry Halicki, Joe Pittello, Charles Leighton) worked well and show a fine act. Using vari-sized harmonicas, they bounced on with a fast *I Can't Give You Anything But Love*, followed with a beat-arrangement of *Hungarian Rhapsody* and wound up to a low-down *St. Louis Blues*, while making with the long hair number, the boys did a few comedy bits that kept attention at high pitch. Their exit earned them a big hand.

Ability Counts

The Rigoletto Brothers with the Aimee Sisters, opened slow, but were way ahead on sheer ability at the close. The four-person act does about everything—magic, juggling, flash and comedy—in a skillful fashion. The two men do most of the work, and the two girls help dress up the act.

Eddie Garr's routine consisted of hoked-up versions of his Hollywood experiences, winding up with a Jimmy Durante bit, and he was in. His material is a hodge-podge of stale corn, but the audience loved it. His drunk bit, ending with a crying jag, pulled hefty laughs. A sketch, *The Refugee*, first caught at a Friar's benefit some years ago, was another crowd pleaser. The latter was done without a mike, but it registered okay.

Jack Powell's drum stick act was as good as ever. Powell's antics got them right away and held them until his run-off.

Sara Ann McCabe's high soprano on standards and an Irish novelty was another audience satisfier. The gal looked good, worked okay and wound up way ahead.

Benson and Mann

Benson and Mann were one of the surprises of the bill. When last caught in a nitery, the boys were a disappointment. Here, on the vaude stage, using practically the same material, they were socko. Jack Mann showed a winning comic smoothness and was equally adept as a straightman for Irving Benson. Their deliberate burlesque of a couple of song and dance at the turn of the century was wonderful. The audience couldn't get enough of them.

Pallenberg's Bears was the only weakies on the bill. The main reason was the illness of one of the animals, affecting its ability to work, tho it was onstage. The other animal—two bears are in the act—did a satisfactory series of tricks on kiddie cars, ball catching and see-saw bits.

Pic, *Arctic Manhunt.* Bill Smith.

MAX GORDON TRIO

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Palladium, London

(Monday, August 15)

Capacity, 2,600. Price range, 50 cents-\$2.75. Number of shows, two daily. House booker, Clesie Williams. Show played by Skyrack's ork.

George Burns and Gracie Allen, topping the new variety bill which opened at the London Palladium tonight, gave their usual delightfully intimate, husband and dizzy wife performance. However, these two charming people were not quite the sensational success that was expected. It is felt that their presentation of the *Concerto for Index Finger* and the fact they bring Ben Blue back, after he has already done his act, to assist them with the *Minuet Scene* from *College Holiday*, created a lull.

Their material is good and clean which is more than can be said for Blue. He worked two gags during his mind reading act with a stooge that bordered on the obscene.

Leroy a Sensation

The sensation of the show is Count Leroy, who has just completed an engagement in the roller skating show presented at the Empire Pool, Wembley. He tap dances, perilously, on rollers, up and down very high steps and then gives his impersonations of Astaire, Kelly and Bill Robinson. This young Negro should make a big name for himself in England.

Frank Marlowe is back for a return date, but his material is by now a little stale. The Ben Yost Guards, who last appeared here with Martha Raye, are inclined to blast out microphone.

Alan Clive is a sensational new English impressionist. His material is excellent, and he has the uncanny manner of taking on the appearance of those he impersonates. His characters are all taken from American films.

The great surprise of the night was when Burns and Allen introduced Jack Benny, who had just flown in for a short stay. Benny, consummate artist that he is, created many laughs with his natural dry humor. It was felt that his lines gave the Burns family an exit that might otherwise have been difficult. *Georgie Veddy.*

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NIGHT CLUB REVIEWS

Iceland, New York

(Tuesday, August 16)

Capacity, 840. Price, \$2 minimum. Operator, Abe Goldstein. Shows at 7:10 and 11:30. Estimated budget this show, \$750. Estimated budget last show, \$1,700.

The new show is notable for at least one performer, George Dewey Washington, who hasn't been seen on the Street for a long time. Despite his years, Washington is still a real song belter, giving all the lyrics their proper dramatic values and enunciating each word as if he were fresh out of dramatic school. The grey-headed vet took an old standard like *Chloe* and made them sit as if they were transfixed. When he finished, the applause was deafening. It came from those who remember Washington from the old days, and also from those who never heard of him.

What spoiled the show was Paul Ash's poor emceeing. Ash, who works at the Roxy, came in with Sid Caesar and Evelyn Knight. When Washington finished, Ash took over, made a corny speech about how he discovered the singer and then went on to introduce Caesar and Miss Knight, neither of whom, Ash explained, could do anything because of "union and contractual restrictions." Instead of stopping there, Ash went on . . . "however we'll take pictures right up here, won't that be nice?" He then called up each person singly to pose for publicity shots with Washington, while the audience was supposed to go wild. Instead, it became bored watching the photog pose the subjects in what was hoped to be newsworthy pix. Still unsatisfied, Ash called up his daughter, who also went thru the posed shots while the audience yawned.

Don Ferris Sings

The rest of the show had a boy singer, Don Ferris, who showed an excellent pair of pipes and possibilities of becoming more than another tenor. What he needs is smarter clothes and a better personality.

Doris Ruby, girl hooper, showed two of the prettiest gams in the show. The tall, well-stacked brunette can dance and wound up to a good hand. Bob Sidney, comic-emcee, used everybody else's material. But here, working to an almost all-fem trade, it went over with a bang. The boy worked okay; with proper material he might do better.

Jack Palmer's ork's cutting was adequate, considering the size of his outfit—four pieces. Bill Smith.

Lookout House, Covington, Kentucky

(Monday, August 15)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 11. Operator, Lookout House, Inc. Manager, S. D. Alex. Booking policy, Frank Sennes, exclusive. Publicity, Sive & Rosenfeld, Inc. Estimated budget this show, \$5,000. Estimated budget last show, \$2,500.

With the Korn Kobblers, zany and solid musical aggregation, on tap for four weeks, this amounts to one of the best entertainment buys presented here in some time. The lads lose little time in garnering approval from table-sitters with their wide repertoire of comedy material, most of which is tops in the corn field. Backed by a plethora of gimmicked instruments, fright wigs, cowbells, washboards, automobile horns and grotesque wardrobe, combo pounds out a show that gets bundles of laughs from almost every antic.

Music book is as varied as the unit's comedy material and the boys give solid treatment in light vein to *Lady of Spain*, *The Light Turned Green*, *When My Baby Smiles at Me*, a Swiss bellringer offering, and a *Casey Jones* number, replete with locomotive sound effects and a hat that simulates a smokestack with all steam up on old No. 97, that brings down the house.

The group's excellent musicianship is attested when it goes to work on the show tunes. Lads come up with a smart job on the difficult-scored production numbers, dishing out with ease arrangements that were written for a band of much wider latitude. Sock, too, are their offerings when they take over for the terp interludes.

Giving good support are McNallie Sisters (3), whose forte is commendable rural canarying and ace toe-and-heel comports. Attractive trio clicks solidly with nifty hillbilly vocalizing of *Just Got In* and *Down in Arkansas*, among others, and slick stepping in a square dance.

With Bob Dixon, handsome and youthful singing emcee, lending good vocal assists, the classy Donn Arden Dancers (8) round out a well-balanced bill. Gals, pretty and talented, open with an exciting prance in attractive garb. Their midway bit, a flashback to the roaring '20s, which features the flapper, the accoutrements of that era, the Charleston, Black Bottom, etc., netted heavy applause. A rousing finish was a well-routined waltz turn.

Raymar Trio acquitted itself capably on the intermission chores. Bob Doepker.

FOLLOW-UP REVIEW

LATIN QUARTER, NEW YORK: Three new acts make the current show one of the best the club has had in a long time, with the spark coming from Joey Bishop, Sunny Skylar and the Paysees.

The last time Bishop was caught in New York, he was a scared looking lad with material and delivery to match. He's worked since in and around Chicago and has acquired a poise, delivery and material that marks him as a potential box office bet. Using a dead-pan style, Bishop goes thru situation gags and two-liners, mixed in with satirical take-offs, which build to terrific yocks. His abashed, harried appearance lends authority to a delivery akin to that of Jackie Miles. He opened in a bit with Don Saxon, which in itself was good for opening chuckles. The fact that Saxon blew his lines made the bit that much funnier. When Bishop finished, the applause was almost enough to stop the show. As it was the production finale downbeats had to be given three times before the show could proceed. On the basis of what Bishop showed here Thursday (18), he can work any spot in the country.

Sunny Skylar was another sur-

prise. Last time in New York he was just an affable youngster. This time he's an accomplished performer who ran Bishop a close second as an applause and laugh getter. Skylar is still an affable lad, but with it he now has material and a maturity which come of solid experience. His act consisted of a medley of his song titles from 1939 to the present day, stories involving his marital experiences in which he kids himself and some special songs which were as mature as they were funny. Skylar, no great singer, has more than just a voice. He has a well-molded commercial act, with just enough spice in it for cafe audiences and with it a personable charm that projects with authority. If he was nervous opening night, his work gave no indication of it. The full house loved him.

The Paysees (Jim and Beverly), last caught at the Embassy, have improved so much they no longer look like the old act. The boy handles his partner with a flashy ease that belies the effort he obviously uses, because the gal is no featherweight. Their spins were sensational, and their lifts were graceful and easy on the eyes. Not many straight dance (See Latin Quarter, N. Y., page 43)

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Leon and Eddie's New York

(Wednesday, August 17)

Capacity, 350. Prices, \$3.50 minimum. Shows at 9 and 12:30. Operator, Eddie Davis, booking, non-exclusive. Estimated budget last show, \$850. Estimated budget this show, \$750.

This 20-year-old spot has had many shows in its years of operation. Some were good and some fair. This one, however, rates with one of the best. It has speed, flash and good pacing, and practically every act packs a wallop.

The most improved act is young Alan King, relieving Eddie Davis off on vacation. King's timing, material, delivery and ease is amazing. The comic got so many laughs he could have stayed on a lot longer.

Rita and Allen (the boy is Adam Digitano's brother) make an excellent ballroom team. Allen, incidentally, is one of the few dancers who sounds good on the mike, possessing a pleasantly modulated masculine voice. The boy moved around with lots of spirit; the girl made a pretty partner. Together they make a very handsome picture. On ability alone the team is now qualified to work any hotel in the country. The audience loved them.

Ray Alton, blonde hooper, opened (See Leon and Eddie's on page 43)

Florentine Gardens, Hollywood

(Friday, August 16)

Capacity, 900. Price policy, \$1 admission. Shows at 9:30 and 12. Owners-operators, Eddie Albert and Mark Hanson. Booking policy, non-exclusive. House booker: Eddie Allen. Estimated budget this show, \$2,500.

Follies Bizare, second revue in since new pilots took over the wheel a month ago, moves at a healthy pace, has more to offer talent-wise than the initial one and is lavishly garbed. House booker Eddie Allen did a shrewd buying job in wrapping up this package (band included) for \$2,500. Jack's of Hollywood supplied the costumes, giving patrons a display of some of his finest and most colorful wares.

O'Neil Nolan, a clever tap dancer, is a standout with his trim routines. Warde Donovan sells the vocals with the strut and stance of a topflight baritone, but doesn't have the voice to back up the appearance. Thirteen Auroras, a lass with fine voice, passes the ear test in fine form with *Ciri-Biri-Bin*. Keaton and Armfield, comedy duo, pack a laugh punch and are well received. Act could sharpen its comedy edge considerably by eliminating its slow start.

Production numbers, for the most part, show little imagination, but revue's general high pace plus the added push of multi-colored satin and feathers makes them pass with a solid round of applause. Jimmy Kennedy, who comes on after the finale, throws Joe Miller gags with the enthusiasm and zest of a guy reading new material. His drive, if nothing else, puts him across.

Jimmy Grier's ork capably backs the show and provides the dance music. Lee Zhitto.

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28 SHOWS ALREADY ANGELED

Stem Will Get Late Curtain, But Brisk Year

17 Plays, 8 Musicals Set

(Continued from page 3)

be presented. It is difficult to assign reasons for the delay, except that on many shows production details somehow haven't been disposed of satisfactorily.

Honeymoon's Over

It is true that money is harder to raise for producers who can't point to previous accomplishments. But those with proven track records are casting their angels. The war and immediate post-war years with its loose money are gone. Investors want guarantees in the form of stars, successful directors or proven producers before they shell out dough.

Nevertheless, a host of established Broadway managers are not having any difficulty getting money. The Theater Guild, Alfred De Liagre, Maurice Evans, Rodgers and Hammerstein, the Playwrights Company, Kermit Bloomgarten and many others have found raising money this year no different than in former seasons. And Broadway, with two of the strongest hits in its history—*South Pacific* and *Death of a Salesman*—current, can point to the fact that producers with goods have no trouble selling.

17 Plays

Among those shows that will definitely go on are 17 dramas and comedies, eight musicals and three revues. Such stars as Tallulah Bankhead, Maurice Evans, Katharine Cornell, the Lunts, Helen Hayes, Elliot Nugent and Emlyn Williams and such playwrights as S. M. Behrman, Maxwell Anderson, Terence Rattigan, Elmer Rice and Norman Corwin will be presented to Broadway theatergoers.

The outlook follows: Dramas: *Twelfth Night*, *Double Bill*, *I Know My Love*, *Montserrat Good Housekeeping*, *Lily Henry*, *The Innocents*, *Sweet Poison*, *Everard*, *Signor Chicago*, *That Lady, Mary and the Fairy*, *Fundamental George*, *The Happy Time*, *Arthur* and *Lost in the Stars*.

Three Revues

Revue: *Blackouts*, *Touch and Go*, *Alive and Kicking*. Musicals: *The Little Foxes*, *Gentlemen Prefer Blondes*, *Pursuit of Happiness*, *45 Minutes From Broadway*, *Guys and Dolls*, *Heaven and Earth*; an untitled show to be produced by Donald Oenslager and Stanley Gilkey about the travels of Marco Polo, with lyrics by Johnny Mercer, and another musical to be produced by the Shuberts which will feature music by Dimitri Tiomkin.

These are just the shows which only casting script or directorial difficulties could stop from going into production. There are a great number of others that will materialize soon. But it is true that the time when a guy named Joe could produce a show by sending out some circulars is fast disappearing. And the wise boys in the trade are glad that this is happening because they feel that the theater needs pros in there pitching, not characters out to make a quick buck and run.

Boston's Year Not So Good And Outlook's No Better

BOSTON, Aug. 20.—As everywhere else, show business in Boston has been sliding off in the past few seasons. And, at this writing, prospects for the autumn are not promising.

After a whale of a start last fall, when the Hub's season passed the marks set in 1947, attendance (except for a few isolated attractions) fell off considerably. The last survey of Boston theater business carried thru to January 1. Since then Boston has had 22 attractions (plus four holdovers from the holiday season) as against 29 shows in 1948 and six holdovers. Business, and the season's gross, of course, dropped correspondingly.

Strawhatters Thrive

This summer, unlike others, we've had no in-town attractions beyond the Boston Summer Theater, which has had a wonderful season, setting up a number of new records. For that matter, all summer theater business has been just this side of terrific thruout New England, which leads some in-town managers to forecast a good winter. "If the summer's good, the fall will be good," they say.

But at the moment the list of shows for autumn is way behind bookings at this time of year. So far, here's the line-up for fall:

Franklin Trask, a strawhat operator, will bring Charley Ruggles in *Nothing But the Truth* into the Plymouth for a week beginning September 5. The attraction has been waltzing around the Silo Circuit all summer. On September 26 the new Maurice Evans show, *Double Bill*, is expected at an as yet unchosen theater. That's all for the Shubert houses.

The Colonial so far has no bookings for September. On October 1 Cheryl Crawford's production of the musical version of *The Little Foxes* is due, to be followed by *Life With Mother*, with the original cast for a six-week stay.

Last year at this time Boston had two musicals and three plays already booked for late August or early September and one musical scheduled. Another week or so, when the Shuberts return from Europe, may tell a different story for this season.

Shubert Refurbished

In theater renovation there has been some activity this summer. The Shubert, the Shuberts' showcase for the Hub, has been completely redecorated. The Plymouth has been touched up and the awkward first-floor boxes removed. But the big project will be at the Copley, where some \$50,000 will be spent in cutting a new entrance thru a business block to Huntington Avenue, a main drag. The theater is situated on a back street and, because of little activity there in the past decade, people have forgotten the location of the house. The new lobby and marquee will help to correct that.

Here are the attractions which the Boston theaters have had since the first of the year:

Colonial

December 26—Blackstone for two weeks Holiday week, at a low top, was fair, with

ROUTES Dramatic and Musical

Brigadoon (Metropolitan) Seattle.
High Button Shoes (Philharmonic Auditorium) Los Angeles.
Kiss Me, Kate (Curran) San Francisco.
Mr. Roberts (Erlanger) Chicago.
Oklahoma (His Majesty's) Montreal, 25-27.
Street Car Named Desire (Geary) San Francisco.

\$13,000. Second stanza fell off to \$9,000.

January 16—"Figure of a Girl," Theater Guild production called "My Name Is Aquilon" on Broadway. Jean-Pierre Aumont (also author) and Lilli Palmer in leading roles. Apologetic reviews, box fair: \$17,000 and \$18,000 for two weeks.

February 13—Maurice Schwartz and Yiddish Art Theater in "Hershel the Jester" for a week. A whopping \$16,000, considering the special appeal of this show.

February 27—"Oklahoma!" in for the fifth time in Boston. Grossed a fabulous \$103,000 in four weeks.

March 28—"The Heiress," directed from Broadway with Basil Rathbone and Beatrice Straight. Did poorly in two weeks, with \$11,000 the first, \$12,000 the second.

May 9—"Born Yesterday," in for a run supposedly into the summer, but lasted only five weeks (still good) with the following grosses: \$9,500, \$9,000, \$7,000, \$7,500 and \$7,000. Closed June 11, which ended the season at the Colonial.

Plymouth

January 10—"O Mistress Mine," with Sylvia Sidney and John Loder. Two weeks; a poor \$22,000 for the stand.

January 31—"The Big Knife," bowed in with a lot of advance heraldry and John Garfield's name. Stayed three weeks with the following fair grosses: \$17,300 (for a short week), \$20,100, \$22,300.

February 28—"The Emerald Staircase" for two weeks: \$10,000 and \$21,000.

March 14—"The Ivy Green" hardly made expenses with \$10,000 for two stanzas.

March 28—"Magnolia Alley" died at \$11,000 for two weeks.

April 12—"The Happiest Years," ditto "Magnolia."

April 25—"Gayden" never got started at \$8,700 for two weeks and closed the Plymouth's season.

Shubert

"Along Fifth Avenue" closed its engagement January 8, taking \$24,000 for its final week in the Hub.

January 10—"Make Mine Manhattan" did \$83,000 in three weeks here, a very respectable gross for a show which got a fairly cool reception.

January 31—"They Knew What They Wanted," starring Paul Muni, for two weeks: \$22,500 and \$27,000.

February 21—"Inside U. S. A." played three weeks, with one night out the first stanza because of Beatrice Lillie's illness. Weekly grosses: \$33,900, \$38,700, \$39,200.

March 15—"South Pacific." By the time this one reached Boston, the word-of-mouth and the sixth sense which playgoers seem to have, had nearly sold it out. For three weeks, less one day, the grosses were \$34,600, \$40,200 and \$40,400.

April 11—"Medea," starring Judith Anderson, did poorly despite its reputation. Three weeks: \$14,000, \$14,000, \$11,000.

"High Button Shoes" had been booked in for a run, but was canceled because of what looked like poor prospects. Season closed, thus, with "Medea."

Wilbur

January 24—"At War With the Army," despite sneering reviews, did a respectable \$21,900 in its first two weeks. The show went on to Philadelphia and returned here for a second two weeks, taking \$25,300.

April 18—"Mrs. Gibbons' Boys" got soundly rapped by the reviewers and hardly made pin money, with \$9,700 for two weeks. Thus ends the season here.

Boston Opera House

"Desert Song" was a successful carry-over, grossing about \$19,000 a week.

January 28—San Carlo Opera took in \$37,300 in 10 days, a good showing.

March 23—Metropolitan Opera got warm treatment (for a change) from the critical chain gang and grossed a near capacity of \$177,900 in 10 days.

April 28—Ballet Russe, in for 10 days, did a good \$47,000.

Majestic

In 38 weeks, up to the middle of August, "The Red Shoes," English film about ballet dancers, has taken in a tremendous \$280,000. Booked on a roadshow basis thru middle September, when "Quartet," four Somerset Maugham stories made into short films is booked for the 14th on the same basis.

"Rainbow" for Nutmeggers

HARTFORD, Conn., Aug. 20.—The legit season in Connecticut is getting under way earlier this year, with the Shubert Theater, New Haven, announcing a one-week booking of Finian's Rainbow starting Monday, August 29, at \$4.20 top. Bushnell Memorial, Hartford's leading legit showcase, as yet hasn't revealed the starting date of its fall bookings.

Philly Outlook Seems Bright

PHILADELPHIA, Aug. 20.—Altho the past season was no rip-snorter for the legitimate theater, prospects for the new one are particularly bright.

While many shows have merely been penciled in for bookings, a goodly number of tryouts are definitely set. The Theater Guild has agreed to a September 19 date to start off a fortnight for its forthcoming *Out of Dust*, a new play by Lynn Riggs. George Abbott's *Touch and Go* revue is slated for three weeks in October after a test run in New Haven, while the song-and-dance edition of *The Pursuit of Happiness* is inked in for December.

Other local prospects include *Good-bye, My Fancy* with Madeline Carroll in her original role; return visit for *Life With Mother*; Lillian Hellman's adaptation of *Montserrat*; the updated version of Verdi opera coming out as *My Darlin' Aida*; Katharine Hepburn in *As You Like It*, and the Broadway hit, *The Madwoman of Chaillot*.

Shows will be slotted to the Forrest, Walnut Street, Shubert and Locust Street playhouses, all operated by the Shubert interests.

Hamid, Undismayed, Drafts Fall Sked

ATLANTIC CITY, Aug. 20.—Altho Robert S. Courtney was forced to give up the ghost as a producer of legitimate shows at Steel Pier here at the beginning of the month after a string of losing weeks, George A. Hamid, president of the Amusement Pier, is hopeful of reviving a legit season here in the fall. Hamid, who holds an interest in the company set up by Courtney, is also hopeful of getting in a few legit weeks before the Labor Day curtain for the current summer season.

The Pier's Ocean Theater was converted into a legit playhouse, but for the fall, Hamid plans to house the (See Hamid Fall Sked on opp. page)

BROADWAY SHOWLOG		
Performances Thru August 20, 1949		
DRAMAS		
	Opened	Perfs.
A Street Named Desire (Barrimore)	12-3-'47	867
Born Yesterday (Henry Miller)	2-24-'46	1,490
Death of a Salesman (Morosco)	2-10-'49	220
Detective Story (Hudson)	3-22-'49	172
Goodbye My Fancy (Fullon)	11-17-'48	317
Mr. Roberts (Alvin)	2-13-'48	392
MUSICALS		
Cabaret (Broadway)	7-7-'49	32
Kiss Me, Kate (Century)	12-30-'48	266
Let an Ear (Broadhurst)	12-16-'48	281
Miss Liberty (Imperial)	7-15-'49	43
South Pacific (Majestic)	4-7-'49	156
Where's Charley (St. James)	10-11-'48	360
ICE SHOWS		
Howdy, Mr. Lee of 1930 (Center)	5-26-'49	117
RECESSED		
Anne of a Thousand Days (Shubert)	12-8-'48	230
Reopens August 22		
Madwoman of Chaillot (Belasco)	12-8-'48	268
Reopens August 22		

Magic

By Bill Sachs

AL SHARPE closed August 14 at the Casino Club, Frankfurt, Germany, after a six-week stay in that country, and is now on a two-weeker in Copenhagen, Denmark. He follows that with a fortnight's stand at Lake Lugano, Switzerland, and an extended engagement in Paris. For the late fall he has promises for a crack at the Palladium in London. . . . **Milbourne Christopher** will show his rope hocus pocus on "Preview," the Tex and Jinx television show originating from New York, August 29. . . . **R. L. Eichelberger** (Jiran the Magician) and **Jimmy Walker**, another magic lad, have combined to launch a booking office, Starlite Productions, in the Morton Center, Richmond, Ind. . . . **Card Mondor** is currently displaying his magical dexterity to the natives of Mexico City. . . . **Val Voltane** and **Theo** are currently at New York's Club Seville. . . . **Landrus the Magician** is still en tour with **Charles Hodge's** Entertaining Shows, which this week is a mid-way feature of the Wisconsin State Fair at West Allis, Wis. Writing from Milwaukee under date of August 16, Landrus says: "Visited the Mystery Mart here and met the manager, **L. B. Patyk**, who has his store loaded with magic, including numerous old pieces of value. While here I also met **John F. Reynolds**, of Wauwatosa, Wis.; **Bert Salisbury**, of Madison, Wis., State Director of Safety and an able magician and emcee, and the latter's assistant, **Paul Edlund**, also a red-hot magic enthusiast. . . . **Norman Jensen** has a three-time-a-week television show, titled "Mr. Magic," on WPIX, New York. . . . **Carl Rosini**, **Dr. Jaks**, **Al Altman**, **Ben Dalgin**, **Frank Garcia** and **Milbourne Christopher** swapped magic palaver at the Dixie Round Table, New York, the other day. . . . **Texas Association of Magicians** will hold its annual Labor Day Conclave at the Baker Hotel, Dallas, September 3-5. All magicians in the area are invited, with a \$6-a-couple registration tab covering everything for members, with \$1 extra per couple for non-members. All activity will be staged in the hotel's Peacock Terrace. Arrangements may be made with **Delbert Douglas**, of the Douglas Magicland, Dallas.

DOCTOR SILKINI'S "Asylum of Horrors" set for a midnigher, September 9, at the RKO Albee Theater, Cincinnati. . . . **William F. Becker**, for 42 years a magician, opens his lyceum show, playing schools and clubs, September 15 near his native Aurora, Ill., where he has been vacationing all summer. Becker and his wife, **Lillian**, celebrated their 25th wedding anniversary at their home in Aurora August 12. . . . **The Great Pronk** is set for the Martin Theater, Andalusia, Ala., August 29; Pix, Evergreen, Ala., 30, and the Ritz, Brewton, Ala., 31. . . . **Elmer Brandell**, Louisville, info that

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Geddes Blueprints Theaters for Hotels

NEW YORK, Aug. 20.—Designer **Bel Geddes** this week made it known that he is blueprinting a plan to install theaters in hotels. He is close to signing a deal with three hotels for leases and may eventually have a large group of them.

It is possible to make theaters out of the large ballrooms in hotels because they are built with vacant floors above them, making drastic re-designing of the large rooms possible. It also will make it possible for a theater-goer, if he wishes, to eat and sleep at the same place he goes to see shows, a possible aid to the suburban trade.

Accentuating even further the need for more legit houses is the fact that the Mansfield Theater this week was leased until September 1, 1950, by the DuMont Television network.

"Pursuit" Signs Ffolkes

NEW YORK, Aug. 20.—David Ffolkes will design the scenery for the Theater Guild's musical *The Pursuit of Happiness*. **Nanette Fabray** will play the female lead.

With music by **Burton Lane** and book and lyrics by **Herbert and Dorothy Fields**, the show goes into rehearsal sometime in October when director **Rouben Mamoulian** finishes his megging chore on *Cry the Beloved Country*.

LATIN QUARTER, N. Y.

(Continued from page 41)

teams got the hands at the LQ the Paysees received when they finished.

Gallumphing Comedy

Rowena Rollins (ex-Masters and Rollins) is apparently building an act as a single. Her gallumphing comedy tactics were amusing at the onset but she stayed until they were stretched to almost the breaking point. On looks alone (she's a tall funny looking gal) she gets laughs. A lumbering satire on **Eleanor Roosevelt** is too partisan to be commercial. The bit involving a stripper running for Congress had its moments. The rest of her act was mugging. **Miss Rollins** looks and works like a real comedienne. What she now needs is material.

The rest of the show is basically the same. **Don Saxon** goes thru his chores with brilliant ease, **Nancy Hanks** makes up in looks what she lacks in voice, **Ernestine Mercer** is adequate in her take-off roles, and **Art Waner's** musical backing is top drawer. **Bill Smith.**

he has given up his magic turn to launch a straight vaude act to play the Kentucky territory. Writing under recent date, **Brandell** says, in part:

"I am selling most of my magic equipment, keeping only a handful for home parties of my friends. Many of the boys who got reamed out of hard-earned cash spent for dishonestly advertised magic tricks have quit the business. The fact that a large magic organization suggested that their members charge only five bucks per two-hour show also disgusted these kids. In my brief membership of this particular magic org. I received nothing of value. I have, I think, contributed something to fellow magicians. I was one of the guys who raised 40 kinds of hell whenever I got fleeced by magic magazine advertisers.

Of the perhaps 50 magicians in this city, one of whom considers himself the equal of **Thurston**, there are about eight professional magicians. These men, most of them between 30 and 35 years of age, do a splendid job. I never did. I will never again ham-up a magic act. Audiences who want to see magic done professionally can see the shows given by the few proficient magicians in the city."

Burlesque

By UNO

HIRST CIRCUIT has **Frank Silk**, **Lou Ascol**, **Moe Gary**, **Margie Farmer**, **Petti Dane** and **Mickey Jones**, featured, set for the Gayety, Washington, August 19. The same cast starts the season at the Hudson, Union City, N. J., August 28. **Bennie Moore**, **Bert Carr**, **Al Baker**, **Marcella**, **Wilma Hayden** and **Mary Mack**, featured, open at the Empire, Newark, August 26. The same cast moves to Washington for a September 1 opening. **Billy Hagan**, **Charlie Goldie**, **Floyd Hallicy**, **Mona Corey**, **Lillian White** and **Ann (Doris Lee) Perri**, featured, comprise the second Union City unit, opening September 4. **Loney Lewis**, **Harry Bentley**, **Jess Mack**, **Jean Lee**, **Carol Winters** and **Pat Robbins**, featured, open the Howard, Boston, August 27. Number producers include **Jack Montgomery**, at Union City; **Shirley Page**, Newark, and **Bill Henriques**, Troc, Philadelphia.

JESS MACK and **LONEY LEWIS** are a new straight-comedy team. Mack, with **Jean Lee**, is back on the burly wheels after an absence of eight years on the Coast and in Honolulu. . . . **Lester Mack** fractured his arm in a fall while taking a bow at the Paraglide nitery, New York, August 13. . . . **Mandy Kay**, back from 18 weeks of USO shows, has taken a screen test for **Ernie Pye's** new pic. . . . **Maud Hilton** and **Marion Lee**, in their new comedy act, moved from Steel Pier, Atlantic City, to the Show Bar, Boston, with **Loew's**, Washington, to follow. **Billy Koud** returns to **Dick Zeisler's** Grand, St. Louis, to produce. His first show of the season opens September 9. . . . **Bob Collins**, comic, has concluded two weeks at the Plaza, Long Beach, L. I.

Eddie Lloyd and **Harry White** closed 11 weeks at **Paul Cardinal's** Roxy, Montreal, August 11. After a brief vacation, White returns there September 2, while Lloyd opens with **Billy Ainslee** and **Lavodis** on the Hirst Circuit at the Folly, Kansas City, Mo., September 9. . . . **Claude Mathis** and **Ceil Von Dell** have closed at the Gem, Chicago, to begin a Hirst tour. Remaining at the Gem are **Walt Collins** and **Will Gordon**. . . . **Marie Voe** has closed at the Follies, Los Angeles, and reopened at the El Rancho, there, where **Dexter Maitland**, **Yolanda** and **Rosalie** are other principals. . . . **Fred (Falls) Binder**, vet comic (**Binder** and **Rosen**), has accepted a post out of the State fire marshall's office, Columbus, O., and has quit the road to settle permanently in his new position in his native Cincinnati.

HAMID FALL SKED

(Continued from opp. page)

legit shows in the Pier's larger and more luxurious Casino Theater, a heated vaude house situated in front of the Pier. The Casino's backstage is being equipped to handle any type of modern production, especially musicals, according to **Hamid**.

The do-or-die spirit to create legit enthusiasm here was motivated by the single success scored by the recent tryout week of the *Pretty Penny* revue, only attraction which turned in a profit for the summer operation. **Hamid** is convinced that Atlantic City offers "a good potential audience for musical attractions." All attempts in the past five years to recreate a legit center here have ended in the red.

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NLRB Affirms Stand Over Nat'l Ad Outlets

WASHINGTON, Aug. 20.—The National Labor Relations Board (NLRB) this week reiterated its policy of considering a station that carries any national advertising at all within the provisions of the National Labor Relation Act.

KHAS, Hastings, Neb., has contended that it was not engaged in interstate commerce. The NLRB ruled, however, that 8 per cent of its broadcasting revenue came from national plugs and rejected the contention. The board ordered the station to hold a collective bargaining election for its engineers and technicians.

LEON AND EDDIE'S

(Continued from page 41)

the show with a fast series of taps. The gal is fairly competent, tho there's nothing the matter with salesmanship. Her ingratiating smile and bright personality which projects mark her for better things.

Jane Abel, blonde canary, showed a commercial voice and selling savvy, tho her material was only so-so. A conventional fast opener, **Hurry-Hurry**, got her on in good fashion. Her second, a ballad with a tear-jerking recitation, was strictly for the firemen, tho the trade here loved it. Her best was a special number with blue overtones which she sold to an enthusiastic crowd. The gal has a strange brassy delivery that is excellent for noisy places. She also shows a flair for comedy and better than average acting ability.

Bella Smaro, billed as a "Greek dancer," is a fine flash act. Her novelty terps are run of the mill. Tho her fiery selling style, a well stacked chassis and nice costume make her a good act. Little audience teasers helped considerably in giving her a big walk-off mitt.

Johnny Crawford, singing emcee, is adequate in a shy fashion. The boy sings a fairly good song, particularly on the robust side. His main drawback is a tendency to over-mug on ballads. **Bill Smith.**

DEL. SHOWBIZ CHARTERS

(Continued from page 41)

1,000 shares, no par, principal office, the Prentice-Hall Corporation System, Inc.

Television Specialists, Inc., purpose, deal in radios and television, capital, \$25,000, principal office, the Capital Trust Company of Delaware.

Dayton Television Company, purpose, deal in radio and television, capital \$25,000, principal office, Corporation Service Company.

Fine Arts Outdoor, Inc., purpose, deal in signboards and posters, capital 900 shares, no par, principal office, the Prentice-Hall Corporation System, Inc.

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Bisbee's Combo Packing Classy Line-Up--Choate

WAYNE CITY, Ill., Aug. 20.—Billy C. Choate, with his wife and baby, returned to their home here this week after a visit with Bisbee's comedians at Greenville, Ky., Wednesday night (17). Choate says that a good house was on hand altho rain hit just as the show opened. "After witnessing just half the show," Choate said, "I can understand why they came out. It is one of the best attractions Bisbee has had on his stage."

Line-up, related Choate, includes Bob Fisher, who has the band with eight members, including himself on the piano; Boob Brasfield, Jess Sund, Maxine Lacey, Herbie Roland, Kitty Farrin, Howard Johnson, Leo Lacey, Ernest Vivie and Trixie Maskew, all of whom are doing a good job, according to Choate.

"The vaudeville," said Choate, "was outstanding. After the first act Mudde and June opened with their juggling act, and were followed by Herbie Roland, dancer. After Roland came Dot and Jess Sund, with a novelty spec. After the second act came the Farrin Twins, currently in their third season with the show. They were followed by Mahala, magician, and his assistant, Colie Farrin.

"This is my first year off the road and I miss it. Have been working here at my dad's theater. My grandfather, W. C. (Pop) Choate, celebrated his 87th birthday last week. He's making his home at Creal Springs, Ill."

Bourne Guestars With Cuties

BOSTON, Aug. 20.—Mel Bourne, comic, was a guest star with the Cape Cod Cuties during the latter's recent local appearance. Bourne presented his black magic turn. From here Bourne goes to New York to visit Billy and Hawthorne, retired vaude troupers. Hawthorne is doing a treatise on minstrelsy. Following his New York visit, Bourne will head for Indianapolis where he will break in a new partner for his rep season.

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REP RIPPLES

CARL MARCHANT, owner of the novelty show bearing his name, writes from Lewiston, Idaho, that he is framing what he says will be the best hall and school show he has had in several seasons. Marchant says he has been showing 16mm. pix this spring and summer and has gradually added a number of museum items, including escape apparatus used for a number of years by **Grant Jeffry** in various exhibits and carried by him to Australia. . . . **Willis Stuart** has set a six-person colored minstrel attraction to play Florida spots. . . . **Frank D. Randall** advises from Joplin, Mo., that he read with interest the recent report that the old-time museum show is on the way back. "I was especially pleased to learn that," continues Randall, "because I've been working this field for three years and will be glad to see others on the road. Have played schools until this spring and since then have combined a museum and vaude show. This fall I plan to work in some short-cast bills, with a four-person unit." . . . **G. H. Johnson** has been showing 16mm. pix in Northern California, Washington and Oregon for the past two years. He expects to make his headquarters in Pendleton, Ore., this winter and will work in that area. . . . **Gitt's Show** has been playing around Flagstaff, Ariz., for the past three weeks to reported fair business. . . . **Hunt Allan** is readying a two-person unit at Houston to play sponsored dates this fall and winter, with opening slated for Texas about September 1. Unit will move northward from that point. . . . **James E. Cahill** has 16mm. pix in the Granview, Wash., area with a number of sponsored dates set for the fall and winter. Cahill is mulling the presentation of short-cast bills at some of the spots. . . . **Edward Gill's** flesh-pic unit has been playing around Monroe, Me., for four weeks to fair returns. . . . **George Theobald**, solo performer, who has done many seasons of sponsor dates, will tackle a longer tour than ever this winter. He'll have a solo show of character parts that will require 20 costume changes. He plans to open his season in New York, September 1.

R. M. BOYD, who has 16mm. pix in the Sault Ste. Marie, Mich., area, will add religious films this winter. . . . **Lee Bainter**, Lansdowne, Pa., is mulling a series of towns for show-dance idea. . . . **K. G. Ellery**, who has been in California since May, will soon start working back east with his two-person trick. . . . **Gerald Mason** is trying to break in a circuit for 16mm. pix in the Rutland, Vt., area. He has a new outfit. . . . **Florey's Show** has been around Ogden, Utah, with biz fair. . . . **Lunt's Vaude and Museum Show** is playing to fair returns in the Chisholm, Minn., area. Trick has a museum trailer and plays halls. . . . **The Crawfords**, playing small Western Canada towns for several seasons, are mulling a two-person sponsored show to make a country-wide tour. They state that biz in Western Canada is considerably below that of previous seasons. . . . **Lanier Players** are in Central Pennsylvania after several weeks in Northern New York. Org will close soon to ready for a tour with a three-cast sponsored show. . . . **J. G. Hennessey** is playing **E. F. Hannan's** "Expose" thru Maine and will make several fairs with the opus. Show has been

cut to three performers. . . . **D. R. Collins** has 16mm. pix in the West-erly, R. I., sector. He will play his regular sponsored winter season dates in that State and Connecticut after the last of September. . . . **Writing from Oxford, Me., Sam S. Muzzey** narrates: "Would like to see more news from small shows in the East. We have some 30 or more small outfits that come into Maine each summer but few write any news. I agree with the Idaho writer who says tent rep shows have had their day but I hope that others, including vaude-pic shows, will continue to send in news on their activities."

AL TINT has returned to the West Coast and is planning to make his home outside of Los Angeles, having sold his Knoxville home recently. . . . **George O. Adamson**, who has had 16mm. pix in Newton County, Missouri, for the past six months, will take in larger territory and he has added religious pix to his already large film library. . . . **E. N. Herndon** is readying a solo show which will open near Gettysburg, Pa., the middle of September. . . . **Essex Players**, who close their summer trek August 27, will vacation for two weeks before beginning preparations for a sponsor tour. Unit will open in Western Massachusetts. . . . **Dave Costa** is planning to play **E. F. Hannan's** "Old-Timer" on a Canadian tour opening late in September. Most of the dates will be sponsored. . . . **Ray Holman** writes from Charlton, Mo., that he has had 16mm. pix in that area for some time. He recently added a museum which he purchased from **Al Cretchel**, who has been operating in Central Kansas for the past two years. Holman plans to play halls and schools this winter in Central and Northern Missouri. . . . **Mr. and Mrs. Allan Ratcher** will tour a two-person school show in Montana this winter, with opening slated for Billings. . . . **Ralph Bellevau** has a three-person show and dance trick playing Quebec. He will locate at Valleyfield later for the winter. . . . **Niles Players** is a new unit set to work around Portland, Ore. . . . **Francis Hagerly** and **Donald Sawyer**, who have been showing 16mm. pix around Omaha for several years, plan to stretch their territory to State-wide showings this winter. . . . **May's vaude-museum** has been working to good returns in Central Wyoming. Show plays on a platform and will go into schools and halls later. . . . **Tasker's Novelty Show**, three-person unit, is in its second month of smooth operation around Sherbrooke, Que. . . . **Daniel's Show** reports fair business around North Little Rock. Unit plays on a platform and will go into halls later. It will add short-cast bills in the fall.

Florence Benn Placements

CHICAGO, Aug. 20.—Florence Benn Theatrical Enterprises announces the following talent placements: **Ed C. Ward**, **Don Lasley**, **Dorothy Eddy** and **Janice Davis**, with the **Neil and Caroline Schaffner Stock Company**; **Dorothy Bates**, **Victoria Boothby**, **Tom Elrod** and **Vivian Purcell**, **Shady Lane Stock Company**; **Wally Marks**, **Harry Brown Players**; **Neal Thorpe**, **Lee Dawes**, **Jim Dorey**, **Patricia Ford** and **Don Scott**, **Bernie Collier Circle Stock**; **John Morris** and **Sara Sorg**, **Jack Brock's Stock**; **J. M. C.** and **Bess Garn**, **Famous Players**; **Rick Paul**, **Louise Auger**, **Arlene Hacha** and **Bob Vogel**, **J. B. Rotnour Company**; **Lawrence Waldren**, **Christy Obrecht Company**; **Robert Cloutier**, **Bijou Hearne** and **Betty Carter**, **Town Hall Players**; **Wendell Poe**, **George Roberson Players**; **Dorie Field**, **Madge Kinsey Players**, and **Constance Wilkes**, **Michigan Theater Stock Company**.

Work Starts on 3d Spokane Drive-In

SPOKANE, Aug. 20.—Construction was started here last week on a \$100,000 drive-in theater, the personal project of Joseph R. Rosenfield, general manager of Favorite Theaters, which operates three movie houses here and two in Salt Lake City. It will be Spokane's third drive-in. Capacity will be 1,000 cars and work is expected to be completed about September 1. RCA equipment is being installed by Modern Theater Supply Company, of Seattle.

Lockwood & Gordon Build Third Theater

HARTFORD, Conn., Aug. 20.—Lockwood & Gordon Enterprises, now operating two outdoor movie theaters in Maine, has announced plans to construct a 500-car capacity drive-in on the Augusta-Waterville, Me., highway near Winslow, Me., to be known as the Waterville Drive-In Theater. The other two drive-ins are situated at Scarborough and Lewiston, Me.

Parents Choosier About Offsprings' Entertainment

NEWINGTON, Conn., Aug. 20.—Jack Edwards, manager of E. M. Loew's Hartford Drive-In here, says that seven out of 10 cars that come into the area on week-day nights have children among the passengers. Edwards, however, has noted that the number of children drops measurably on Saturday nights, and also when the drive-in is playing "gangster or blood and thunder pictures." He observes from this factor that parents are more choosier than is generally believed when it comes to their children's flicker entertainment.

Charters Issued for Two More Ozoners in W. Va.

CHARLESTON, W. Va., Aug. 20.—Secretary of state has issued charters for two drive-ins in this State: **Grafton Drive-In Theater, Inc.**, Grafton. Authorized capital stock, \$24,000; incorporators, **Charles E. Compton**, **Clarksburg**; **Edith M. Summers** and **Katherine L. Sinsel**, of Grafton. **Ridgedale, Inc.**, Morgantown. Authorized capital stock 100 shares, no par value. Incorporators, **John B. McDonald**, **Charles Town**; **Robert F. Hanson** and **Patricia Hanson**, Morgantown.

Post Drive-In Bows Extras

HARTFORD, Conn., Aug. 20.—The Post Drive-In Theater near here, has inaugurated several extra patron services, including car towing service, maintaining of a mechanic on the drive-in theater grounds at all times, a baby bottle heating service, and also car windshield wiping service. Spot is operated by **Phil Cahill** and **Joe Dolgin**.

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THE FINAL CURTAIN

BEKEFI—Theodore, 57, former Russian ballet dancer and a feature attraction in American vaude, August 1 in Las Vegas, Nev. He first appeared in the United States in 1910 in *Bachelor Belles*, after which he returned to Russia until the revolution. In 1918 he appeared on the Keith Circuit, playing the Palace, New York, in 1924, with an act known as *Bekefi's Theater Grotesque*. Later in life he founded ballet schools.

BROOKS—Mary Wallace, 70, poet, author and playwright, August 16 in Waterloo, Que. Her sister survives.

BUDZINSKI—Thaddeus J., 20, drummer with various Detroit bands, suddenly August 14 in that city.

CANDLER—Mrs. Marion, 72, wife of Doc Candler, known as Scotty the clown, July 30 in Mount Clemons, Mich. She also leaves a son. Burial in Mount Clemons.

CASSIN—William, with the Ringling circus for 18 years, recently in Lowell, Mass.

COLLINS—Mrs. Ora, 67, mother of L. E. (Roba) Collins, Side Show manager of the John Pawling Circus and well known in magic circles, August 13 in Poplar Bluff, Mo. Burial in Patterson, Mo.

CURTIN—Edward, concessionaire for the past seven years with the Virginia Greater Shows, August 9 in Easton, Md., of a heart attack. Survived by his widow, a member of the shows' office staff. Burial in Baltimore.

DE WOLF—Mrs. Gertrude Hamilton, former concert and radio singer and wife of Louis de Wolf, August 15 in New York.

DOBSON—George Clifton, 90, old-time banjoist and vaude actor, August 8 at Roosevelt Hospital, New York.

JONES—Mrs. J. H., 77, mother of Frank Jones, salesman for RKO-Radio Pictures, Detroit, August 14 at Stoney Creek, Ont. She also leaves her husband and three other children. Interment at Stoney Creek.

KENNEY—J. N., owner of the Kenney Music Company, Huntington, W. Va., August 15 in that city.

KRIM—Barbara, 20, wife of Harry Krim, Detroit theater manager and circuit partner, August 6 near Davenport, Ia., in an auto crash. They were married recently. Burial in Detroit.

LADD—Walter Scott (Dutch), 59, Cole Bros.' Circus biller, in Missoula, Mont., August 6 of injuries suffered in a car accident. Survived by his widow, Lucille, three daughters and three brothers. Burial in Sunny Lane Cemetery, Oklahoma City.

LANGMAN—Sarah, 46, director of public relations for KFWB, August 8 in Los Angeles.

PALMER—Daniela, 42, Italian actress, August 11 in Rome. She had directed her own company since 1930.

PRENTICE—William L., 58, projectionist at the Idaho Theater, Terre Haute, Ind., August 3 in that city of a heart attack. He was a charter member and, at the time of death, vice-president of Local 373, IATSE. Survived by his widow, three daughters, and one son, William Jr., also a projectionist in Terre Haute, and a brother, Howard, operator at the Globe Theater, Detroit. Interment in Highland Lawn Cemetery, Terre Haute.

PRINTY—Mrs. Ruth, 69, mother of Bob Printy, former circus wrestler, August 8 at her home in Lagro, Ind. She also leaves her husband, Everett; another son, John; a daughter, Mrs. Helen Dore, three brothers and four sisters. Burial in Lagro.

RICE—Thomas W., carnival press agent for 18 years, August 6 in Baltimore of a cerebral hemorrhage. Rice had been with the John H. Marks, Endy Bros. and Prell's Broadway shows. Recently he had been associated with a shipping firm in Baltimore. Survived by his widow, Ethel; two sons, Thomas Jr. and William, and his mother, Edith. Burial in Woodlawn Cemetery, Baltimore, August 8.

RICHARDSON—Ray, president of the Northern Michigan Fair, August 16 in Cheboygan, Mich.

SANFORD—Mrs. Queena, 66, former singer and widow of B. H. Bristow Draper, August 13 in Hopedale, Mass. She appeared in *The Rich Mr. Hoggheheimer*. Three sons survive.

**IN MEMORY
OF
WALTER (WHITEY) LONG
AUGUST 23, 1944
MAE, ELIZABETH, MILDRED**

MCCALL—Rose Pauline, wife of E. L. McCall, of McCall Bros.' Dog and Pony Show, August 6 in Mexico (Mo.) General Hospital of a stroke.

MILLER—Mrs. Mable Parker, years ago partner with Bessie Smith in the vaude act known as the Parker Sisters, July 22 in St. Petersburg, Fla. The act's first road engagement was with James Bonnell's *Humpty Dumpty* Company in 1905, subsequently appearing for five seasons with Rice & Barton's *Extravaganza* Company. They also appeared with Aborn's Light Opera Company, B. C. Whitney's *Ile of Spice*; played the old Wallack Theater, New York, in *The Girl Question*; with Marie Dressler in *Tillie's Nightmare*, and with Joseph E. Howard in *Honeymoon Trail*.

MULKEG—Harold (Ralph), 41, concessionaire for 12 years, August 3 at his home in Rock Island, Ill. He had been associated with the Midway of Mirth and Honest Bert shows, and with Frank X. LaVell, on the Hoffner Shows.

MYERS—Joe, 35, former trumpet player in the Harry James band, at his Los Angeles home August 7. Survived by his widow, Goldie, and his mother, Mrs. Minnie Myers.

**Dedicated to
Our Beloved**



LLOYD BLONDIN RELLIM
DEC. 5, 1904 — AUG. 25, 1942

Greenmount Cemetery
Quincy, Ill.
**Grace, Joyce Lo
and Nell**

**In Memory of
PAUL D. DONOVAN**
Who passed away August 24, 1948.
We three won't forget you, ACE,
BOBBIE, SALTY AND JAKE

GARDNER—Mrs. Leila T., 78, former opera singer and music teacher, August 14 in Richmond, N. Y. She sang with the Chicago Opera Company and others.

GUILFOY—Francis J., 52, pianist in vaude and musical shows and with name bands, drowned August 11 while canoeing at South Salem, N. Y.

HERBERT—George Hubert, 77, retired famed Barnum & Bailey circus clown known as "Coco," August 18 in Jacksonville, Fla. He began his circus career at the age of three and he performed in 40 countries and before royalty before he retired 27 years ago. Charity and community work in Jacksonville earned Herbert the title of "Health and education clown for Florida schools." His widow, Sarah, survives.

HILLMAN—Harry, 75, circus clown, billed for many years as "Inman the Great," August 14 in Newark, N. J. At one time a supervising clown, Hillman had toured the United States and Europe. His widow, two children, a brother and a sister survive.

HUDSON—Arthur W., 83, father of Earl J. Hudson, former movie producer, and now president of United Detroit Theaters, August 18 in Elgin, Ill., of injuries sustained in an auto accident several weeks ago. He also leaves a daughter. Burial in Elgin.

JEFFRIES—William H., 57, operator of Jeffries Reptile Exhibit on the Buff Hottle Shows, recently. A one-time vaude actor in the Two Blackjacks, he also had toured the vaude circuit with an orchestra before turning to the carnival field, in which he had also operated Girl Shows. He had also been with the Royal American, Dodson's Imperial, Hennies Bros., and the Johnny J. Page Shows. Survived by his widow, Kay. Burial in Garden of Memories Cemetery, New Orleans.

JOHNSON—Victor, 76, former concessionaire and member of the Pacific Coast Showmen's Association, August 13 at his home in Los Angeles. Survived by his widow. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles.

**IN LOVING MEMORY
TYANA
BABETTE SCHUETZ
Who Passed Away Aug. 25, 1946**



We Miss You More and More
as Time Passes
Your Daughter and Son-in-Law
BETTY (PATRICK) AND FRITZ HUBER

TRIER—Charles, 85, former stage director and manager, August 15 in New York. He first directed *Sunlight and Shadow*, stage managed *The Octoroon*, and then directed *The Cape Mail*, *Saratoga*, *The Flower of Day*, *The Fool's Revenge*, *A Stranger Within the Gates*, *David Garrick*, *Fennel*, *The Violin-Maker of Cremona* and some Shakespearean productions. In 1899 he was hired by Daniel Frohman to stage manage *The White Horse Inn* and *The Song of the Sword*. After a brief period in which Trier successfully organized stock companies for F. F. Proctor, he was appointed assistant stage director of the Metropolitan Opera House. For the last 30 years he headed the Trier Workshop of Opera Acting. His brother, Ralph, of Playbill, Inc., survives.

ULRICH—H. E., 64, veteran Midwest showman, recently at his home in Salina, Kan. Ulrich, who had managed Fox theaters in Salina until February 14, 1945, spent 45 years in show business in Kansas and Missouri.

VALENTE—Ciro, 63, composer, conductor, pianist and music teacher, August 11 in New York. He was the father of Gina Valente, child prodigy

pianist. At one time he operated the Original Publishing Company, music publishing firm.

VROMAN—Mrs. E. R., 61, wife of Gene Vroman, outdoor trouper, August 6 in Cambridge, Ill. Besides her husband she leaves eight children.

WEBB—Charles, 80, former vaude actor, August 10 in New York. He and his wife, Marie, who died June 1, toured the Keith-Orpheum Circuit for many years as Esmeralda and Webb, and also played in Europe, Japan and Russia.

WEEKS—Edwin A., 74, since 1946 president of the North Platte (Neb.) Musicians' Association (AFM), recently in that city. He was also secretary of Local 609 from 1913 to 1933 and a charter member of the organization. Weeks' musical career began in 1891 as drummer with the Gordon Silver Cornet Band, which played Buffalo Bill's first Wild West show in North Platte in 1894. Later he was drummer in the old Keith Theater orchestra in North Platte. Survived by his widow, three sons, Arthur, Stanley and LaVerne; four brothers, Robert, Frank, Jim and Floyd, and a sister, Mrs. Pearl Stout.

WEIGL—Dr. Karl, 68, conductor and music teacher, August 11 in New York.

WELSCHMAN—Bert G., 69, veteran outdoor showman, recently in Dallas. Welschman, who had functioned as lot superintendent, booker and press representative, had been with the Ringling, and Sells-Floto circuses and the Johnny J. Jones and C. A. Wortham shows, and was recently with the King Bros.' Circus. Survivors include his widow and a son, Harry W. Thorp. Burial in Showmen's Rest, Grove Hill Memorial Park, Dallas.

WILLEY—Ralph T., 57, Mutual Broadcasting System engineer, August 11 in Roselle Park, N. J. His widow, son and daughter survive.

WILLIAMS—Edward, 21, parachutist, August 6 in Hastings, Neb., when his parachute failed to open during an exhibition at the Barry County Fair. Survived by his parents and a brother, Gene, also a parachute jumper.

WOOD—Arthur C., 52, founder of the former Wood's Dancing Academy, Detroit, August 12 in Harper Hospital, that city. Survived by his widow and two sons. Interment in Roseland Park Cemetery, Detroit.

Marriages

BEATTY-DOWNS—Duke Beatty, pianist with the Ted Forrest Quartet, and Loretta Downs, singer, August 6 in Atlantic City.

CROWE-CROWE—Keith Tudor Crowe, owner of the Tudor Enterprises, outdoor promotions, and Florence Caroline Crowe July 23 in Vancouver, B. C.

GALLAGHER-HANNERS—Charles E. Gallagher, concessionaire on the Thomas Joyland Shows, and Virginia Ielene Hanners in Ironton, O., July 16.

HEEBNER-MENEI—Walt Heebner, West Coast recording director for RCA Victor, and Claire Menei August 14 at Lake Arrowhead, Calif.

HEISER-BRENNEMAN—Dan Heiser and Mrs. Tom Breneman, widow of the late radio star, in Tiajuana, Mex., July 3.

HILLIARD-DALYA—Robert Hilliard, songwriter, and Jacqueline Daluya, film actress, August 9 in Las Vegas, Nev.

IRELAND-DRU—John Ireland, film actor, and Joanne Dru, actress, at La Jolla, Calif., August 7.

MARSH-JACK—Clay Marsh and Anne-Jack, promotion staffer of WNJR, August 20 in East Orange, N. J.

MURRAY-DALGA—Sam Murray, KCOR engineer, and Julia Dalga August 7 in San Antonio.

RICH-UNDERWOOD—Freddie Rich, songwriter and former band leader, and Grace Underwood at Los Angeles August 3.

RICHARDS-WAY—Malcolm Richards, disk jockey at WCPO, Cincinnati, and Joan Way August 10 in Cincinnati.

SPRINGFIELD, ILL., CRIPPLED

Polio Publicity Slashes Gate At State Fair

Midway Receipts Tumble

SPRINGFIELD, Ill., Aug. 20.—Crippled by intensive publicity of the polio situation in this city, the Illinois State Fair today was but a shadow of its former self as it neared the close tomorrow night of its 10-day run.

Attendance thru the first eight days was down 50 per cent, midway receipts were off about 65 per cent and eat-and-drink concessionaires generally reported drop-offs ranging from 50 to 75 per cent.

The publicity given polio slashed children's attendance to practically nothing. In Springfield proper, the Board of Health had slapped on a quarantine, which restricted children to the areas of their respective homes. And this action was given widespread, continuous publicity thruout the State. An effort was made in mid-week to have the ban lifted but the board declined to relax its ruling.

Take It on Chin

Business-wise, the effect of the polio publicity to concessionaires has been devastating. Not a few concessionaires pulled out after viewing the trend the first few days. Still others worried on thru, hoping to at least make the price of their privilege.

Hardest hit was the Endy Bros.' Shows, making its first invasion into Midwest fairs. It was taking a severe drubbing. Thru the first five days the rides and shows gross was reported at \$23,000. This compares with \$74,000 to the corresponding point last year.

Projected thru the finish of the fair, the final gross would be in the neighborhood of \$46,000, whereas last year the total ride and show income, after taxes, was \$141,000.

Heavy Nut, Steep %

To Dave Endy, show owner, the stand here is a rough blow. He stands here in a rough blow. (See Polio Publicity Slashes page 74)

Brydon's Midway Hikes Davenport Gross 1st 4 Days

DAVENPORT, Ia., Aug. 20.—Combination of 17 shows supplied by Ray Marsh Brydon and 11 rides, two of them kiddie devices from Gem City Shows, Inc., booked in by Brydon, accounted for increased midway receipts the first four days of the six-day Mississippi A. & I. Exposition, which closes here tomorrow (21).

Midway lay-out is rated the best the fair has had in recent years due to the strong, well-flashed fronts of the many shows. Ride biz, compared to that done by shows, has been light.

Thru the first four days ride and show receipts for the Brydon midway was up \$600 from last year, Frank Harris, fair secretary, said.

Bagdad, was pacing the shows, with Stepin Fetchit, heading the *Ebony Revue*; Desire, Posing Show, and Captain Spencer's Motordrome among other top money-getters.

Gate and Grandstand Record Set At Cedar Rapids, Ia., as Fair Displays Numerous Improvements

By Herb Dotten

CEDAR RAPIDS, Ia., Aug. 20.—The All-Iowa Fair, making its first eight-day run in its 14-year history, tonight ended its first seven days with a new attendance record in the bag. The gate count thru tonight was estimated at 143,000, as compared to the previous high of 132,000 registered last year for a seven-day run. A whopping turnout was expected tomorrow, closing day, with Joie Chitwood's Hell Drivers as the afternoon lure, and a Barnes-Carruthers revue, plus acts, skedded for the night. Execs were hopeful that the closing day would pull about 25,000 to enable the annual to wind up with a gate of 167,000 for more than a 25 per cent increase over last year.

Grandstand Up, Midway Off

Grandstand patronage has been running at a record high, with a sharp increase ascribed chiefly to the pull of a Barnes-Carruthers show which Monday opened a seven-night stand. Only the midway receipts are below those of last year. The World of Today Shows were off between 25 and 30 per cent in ride and show receipts, with the drop-off charged largely to the fact that per capita spending is off. A vastly stronger grandstand bill also pulled many patrons directly into the stand.

The grandstand bill not only is strong but is diversified, and the stand has been getting much repeat business. Afternoon attractions placed heavy emphasis on auto races and thrill shows. Big car races, promoted by Doc Hunter, local man, pulled a huge crowd opening Sunday (21), Joie Chitwood's Hell Drivers followed the next afternoon to a good Monday grandstand, the fair doubled back Friday with big car races, and a 100-mile stock car race, staged today by Frank Winkley's org, provided a record-smashing Saturday throng. Running horse races in Tuesday and Wednesday, were run to fair crowds, and a palomino horse show was presented Thursday.

Sparked by Andy Hanson, who as-
(See Cedar Rapids Chalks, page 52)

Polio-Postponed Muncie, Ind., Fair Sets New Dates

MUNCIE, Ind., Aug. 20.—The Muncie Fair, postponed earlier due to polio, has set its new dates for August 28-September 5.

Decision to stage the event on those dates was made this week when the polio situation and its attendant publicity here eased and the health authorities withdrew a ruling against public gatherings.

Harness horse racing at night and running horse races, horse-pulling, and a thrill show will comprise the main grandstand attractions in the revamped program, A. G. (Fred) Norrick, veteran fair official, announced.

The Cavalcade of Amusements, holder of the contract to supply the midway attractions on the original dates, will be on the midway. Joie Chitwood's Hell Drivers will be the opening afternoon grandstand attraction.

The fair will offer commercial exhibits on the scale of its normal run, together with a large farm machinery exhibit, but it will be minus livestock exhibits, Norrick said.

Int'l Dairy Expo Lines Up Strong Lures

Adds Mounties' Musical Ride

INDIANAPOLIS, Aug. 20.—The Royal Canadian Mounted Police musical ride, heretofore presented only in New York's Madison Square Garden, will be one of the features at the International Dairy Exposition, a new event at Indiana State Fairgrounds here October 8-15.

In addition to the musical ride, many other attractions are on the program. Jimmie Lynch's Death Dodgers are to be presented each afternoon in front of the grandstand. At night an *International Revue*, with circus-type acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, will be presented. There will be a large midway, with the Tom Baker United Shows providing the midway.

Advance Sale at Cut Price

Acts in the *International Revue* will be the Flying Zaccinis, Lenderman's dogs and pony, Edmundo Zaccini's double cannon act; Hanneford family, riding act; Great Wallendas, high wire; Lebrac and Bernice, unicycle; Dak Hung Troupe, Chee Hein Troupe, Rietta Grotfont, Wally-
(See Int'l Dairy Expo, on page 79)

I Mil See Show Of N. Y. Mirror

NEW YORK, Aug. 20.—The *New York Daily Mirror's* third annual air pageant and fireworks show drew a crowd of 1,000,000 to Coney Island last night. This was less than half the number attracted by the event last year, probably due to the fact that preceding air shows were held at an earlier date when the summer vacation exodus of New Yorkers had not yet got under way.

Various groups of air force fliers demonstrated and stunted above the beach all evening, and the show wound up with an elaborate display of fireworks sent up from two big barges about three-quarters of a mile off shore, under the supervision of Fred C. Murray, of the International Fireworks Company.

J. E. Ranch Rodeo Gets Goshen Week

GOSHEN, N. Y., Aug. 20.—Col. Jim Eskew presents his J. E. Ranch Rodeo at the historic Goshen race course for seven performances starting Tuesday (23), under auspices of the Middletown, N. Y., Lodge of Elks.

In addition to five night shows, matinees will be given on Saturday (27) and Sunday (28). Price scale is set at \$1 for bleacher seats, \$1.80 for reserves and \$2 for box seats—all plus tax. Proceeds go to area hospitals.

Brisk advance sale of tickets is responsible for sponsors ordering the installation of 5,000 additional bleacher seats. Foghorn Clancy, rodeo's publicity director and announcer, arrived here Tuesday (16) to supervise preparations for the rodeo.

World of Today Gets Good Gross At Cedar Rapids

CEDAR RAPIDS, Ia., Aug. 20.—At the close of its first fair of the season, the All-Iowa State Fair here, the World of Today Shows tonight had registered a good seven-day gross, even tho the total was down between 25 and 30 per cent from last year, when a different org played the date.

The fair's attendance for the first seven days was approximately 10 per cent ahead of last year. Lower per-capita spending, in line with changed economic conditions, played a major part in the drop. A greatly strengthened grand stand program at the fair also pulled many more patrons than last year directly into the stand.

The World of Today Shows tear down tonight, altho the fair here runs thru tomorrow night. The early tear-down, worked out in advance with the fair management here, is made to permit the shows to make their next move, a long jump into Sioux Falls, S. D., to play the fair there.

Expo Gardens, New Peoria Plant, Bows With Holiday Icer

PEORIA, Ill., Aug. 20.—First event to be staged at the new Exposition Gardens here proved a huge success, with *Holiday on Ice* playing to nearly 30,000 in a week's stand that ended Monday night (15).

The icer, showing for 70 per cent of the receipts, drew down \$31,500 for its end. The show also served to work off about \$10,500 in coupon tickets. These tickets, sold as a feature of the money-raising campaign to finance the acquisition and development of Exposition Gardens, entitle holders to use them for any events held at the plant.

The coupon ducats have posed a problem to the garden management. Short of cash, with part of the construction complete, execs were gratified that so many cash customers showed for the icer, enabling them to pay off receipts, rather than dip into their funds.

Plans now are being explored for several additional events before the end of the outdoor season. By working off more of the coupon tickets this year, the manager expects to be in a better position to operate next year and to launch the long-planned fair at Exposition Gardens. Probability is that a rodeo and thrill show will be presented before November 1.

Close-Ups:

Imprisoned by Japs 38 Months, Al Flint Was Saved by Showbiz

By Dean Owen

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

PROBABLY no one in outdoor show business is more aware of the hardships and uncertainties of the field than Al Flint, executive secretary of the Pacific Coast Showmen's Association (PCSA), who got more than his share during the three and one-half years he was a prisoner of the Japanese in the Philippine Islands. As a member of the entertainment committee it was his job to help stage shows under the most trying circumstances imaginable in an attempt to bolster the morale of other prisoners. Once, in open defiance of their guards, the prisoners closed a show with the American flag on stage center while the band played the Star Spangled Banner. It was a moment never to be forgotten, Al says in relating the story. Constantly harassed by their captors, underfed and slated, according to the grapevine, for the firing squad, they decided to shove the national anthem figuratively down their jailors' throats in one last gesture of contempt. When the Star Spangled Banner ended, and the curtain fell, the cast and audience of 2,100 in Santo Tomas Prison waited in silence.

That was uncertainty enough for anyone, Al recalls. Minutes passed and, instead of guards appearing with machine guns, all was quiet. Their captors, it seemed, had other things on their minds that night—one of the first American bombing raids on the island.

Reared in New England

Born in East Weymouth, Mass., in 1895, Flint first got his feet on the midway by playing every show that hit town. But he was sidetracked from his chosen field when finishing school, by taking a job with the Boston & Maine Railroad. Later he managed an auto finance company, but the old urge of the outdoors was too much.

In the meantime, his father, William Flint, had gone to California and become interested in the manufacture of concession games. It was in 1932, when the elder Flint had built his first Mickey Mouse Race Track, that Al went to the West Coast, leaving forever the auto finance business. After looking the game over, Al decided he wanted to try it out. Those were the depression days and opportunities in the States were few.

Toured With Fernandez

With this thought in mind, Al signed up with the E. K. Fernandez Circus, which was leaving for an extended engagement in the Hawaiian Islands. The game proved to be a natural and Al wrote his father glowing letters about the heavy grosses. This, in turn, inspired William Flint to turn his

(See Imprisoned by Japs on page 65)



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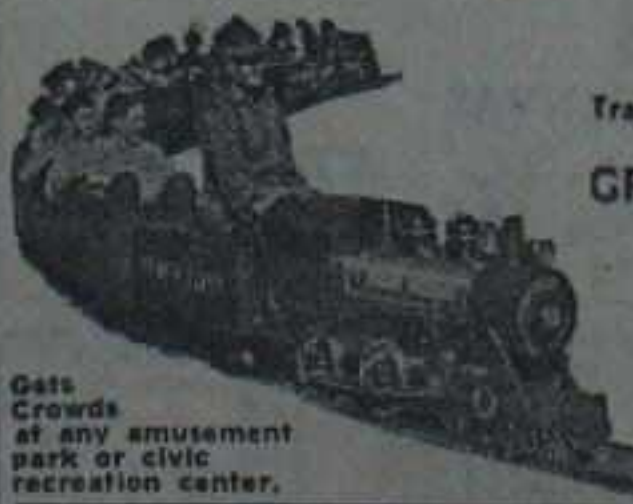
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Out in the Open

Fishing for bass but bagging a wildcat in mid-lake was the unusual experience of E. B. (Gene) Simonin, president of C. F. Simonin's Sonds, Inc., Philadelphia, manufacturers of popcorn seasoning. While fishing in Fontana Lake, North Carolina, Simonin's boat came upon a wildcat, which apparently was set on hitching a ride with the anglers. A couple of well-placed blows from Simonin's oar finished off the aquatic cat.

Recent visitors to James Heron's Wild Life Exhibit and Animal Oddities Exhibit at Wadena, Minn., were Kokomo and Jimmy Morrison, just off the King Bros.' Circus in Western Canada, and H. G. Morrison, who has an Animal Show playing Minnesota fairs.

Eugene J. Murphy is lining up kiddie rides and attractions for the Babyland Exposition and Juvenile Fair which will be staged at the Jersey City (N. J.) State Armory early in November by the Jersey City Junior Chamber of Commerce.

Kathryn Skeffington and her Singing Grandmother's Chorus of Chicago presented a musical revue, "Thru the Years," at the Park Ridge, Ill., Summer Festival Monday (8) under American Legion Post auspices.

Low Dufour, well-known outdoor showman, now with RKO in St. Louis, made a quickie visit to the Illinois State Fair, Springfield, while en route to Chicago.

The Saulnier Machine Shop at Yarmouth, N. S., is manufacturing a Ferris Wheel designed by Frank Saulnier. . . . The four-day International Jubilee Celebration, sponsored jointly by citizens of Calais, Me., and St. Stephen, N. B., twin border towns, netted a \$600 profit, officials reported.

During the Cresco, Ia., Fair, members of the Barnes-Carruthers Revue were guests at a movie party in Tommy Hanneford's big top. Kay Hanneford furnished the vocals, Tommy the narration, with George Hubler doing the candy pitch. On hand were the Hanneford Family, Mrs. Elizabeth Clarke, mother of Ernestine; Bill Spake, Mr. and Mrs. Nino Berosini, Mr. and Mrs. George

Eddie Curtin, Vet Concessioner, Dies

SALISBURY, Md., Aug. 20.—Eddie Curtin, concessionaire with Virginia Greater Shows for the past eight years, died of a heart attack August 9 at Easton, Md., where the shows were playing.

Curtin had appeared in good health and worked his concession as usual the night before his death. Funeral services were held August 12 at Cook's Funeral Home, Baltimore, his home town.

Surviving is his widow, Minnie, assistant to Mrs. Rocco Masucci, shows' co-owner.

Horan's Gate Fair At Bridgeport Date

BRIDGEPORT, Conn., Aug. 20.—Irish Horan's Lucky Hell Drivers played Candlelight Stadium Tuesday (9) and Wednesday (10) to only fair business. Date was their local first appearance and prices were pegged at \$1.20 for adults and 60 cents for moppets.

The Ward Beam show played the same spot less than a month ago and the closeness of the two appearances did not help Horan's business. Beam show, which levied higher prices than Horan, also drew only fair business.

Moreno, the Lancasters, the Olympians, Glenn Martin and Company the Martels, the Perchpolians, T. and Art Miller, Bob Fisher and Chester Drake. Tommy Hanneford pivoted his new forward somersault on the high wire, assisted by Moreno Hubler and Spake report they recently visited the R-B Show, stopped off in La Crosse, Wis., to visit with Sam Howard and the Olympic Diving Show. . . . Advance billing unit of B. Ward Beam's World Champion Dare Devils includes R. (Cap) Ramsey, Fred M. Lew Jack R. (Boots) Smith, P. J. Reif and Ben F. Dolmes. A new Chrysler sedan has been added to the advance mobile line-up.

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Talent Topics

Line-up of acts in this week's circus bill at Olympic Park, Irvington, N. J., includes Kurtzo and Kurtz, high aerial; Two Schifanos, acro novelty; Miller and Jane, acro comics, and Miss Dorenda Von Schmidt and her trained horse, Tony. . . . The Juggling Jewels have joined Elliot Murphy's Aquashow at the Flushing Meadows Amphitheater, New York. . . . Pallenberg's Bears are a feature in the new bill at the Palace, New York. . . . Jessie Franks, former circus performer, has retired from show business as the result of illness and would like friends to write her at 14 East Maple Street, Appleton, Wis. . . . The La Blongs, novelty act, are the free attraction at Clementon Lake Park, Clementon, N. J.

Fisher's Animal Circus has been named as one of the grandstand features at the 94th annual Greater Cincinnati and Carthage Fair, September 14-17. . . . Acts, booked thru names (Jimmie) O'Neill, St. Louis,

which played the River and Street Festival, Louisiana, Mo., August 13-15 were the Dales Sisters, Solovox, drums and piano; D. D. Dawn, acrobat; Spencer Bros., strong act; Bill Warfield, magician; Frank Latour, clown, and O'Neill's Tip-Top Dancers.

Earl Armstrong, manager of the Roscoe Armstrong Ford act, reports a successful season to date, especially at fairs. As a member of the Retroff Attractions, the Ford act has played fairs in Ohio and Kentucky, the Ozark Summit Exposition, Mansfield, Mo., and the Union, O., Fair. Other acts in the unit include Joe Sidney, unicycle and clowning; Fisher and Graham Trio, low aerial; Harry Froebess, high act; the Sampson Sisters, unicycle; George Arnold's dogs; Billy De Armond, juggler; the Belmont Brothers, jugglers; Stonev Roberts, bus jump, and the Sparklettes, chorus line.

Raynor Lehr, of the Bert Levey office, set Herbert Weber's Flamonte Circus for the Victorville, (Calif.) Celebration, August 26-27. Other bookings include Stan Valero, sway pole, the Three D's, Russ Saunders, Von and Wright and Hector and His Pals, for the grandstand show at Tehama County Fair, Red Bluff, Calif., September 23-25. Lehr also is booking the San Fernando Valley Fair, Northridge, Calif., September 1-5. Acts include the Gay '90s Revue, Garry Girls, Irene Vermillion and Company; Joe Mall, Medley and Dupree, Ma and Pa O'Hagan, the Black Brothers, Jack Shaw, Zella Wyn and the Taylor Clowns. . . . The Eltonettes, feminine high wire trio, opened Monday (22) at Edgewater Park, Detroit, for two weeks, following Winnie and Dolly.

Steve Scholz, of Irvington, N. J., and Helen Schifano, East Orange, N. J., are appearing as the Two Schifanos, hand balancers, at Olympic Park open-air circus, Irvington. Miss Schifano was National Women's Gymnastic Champion in 1947-'48 and a member of last year's U. S. Olympic team. . . . The Rudells, American comedy trampoline trio, opened August 15 at the Palladium, London's top vaude house.

Bill McCluskey, well known to Midwestern fair men thru his association with WLW Promotions, Inc., which he managed and which handled the bookings for WLW "Hayride" and other so-called hillbilly shows, last week was appointed sales manager of WLW-T, Cincinnati. McCluskey was transferred from WLW to WLW-T in February, 1948, to become Cincinnati's first television salesman. The excellent job he turned in in that capacity won him his new post.

Dolores Ellen Day, year-old daughter of Elden and Joanne Day, of the Flying Eldonas, made her initial public debut at Buchanan County Fair, Independence, Ia. She was introduced by Earl Shipley, who also introduced not only Dolores's mother for the first time, but also the baby's grandmother, Bebe Siegrist, in 1927. Shipley appeared on the same bill with the Eldonas and Jimmie Lynch's Death Dodgers. . . . Guthus Fredrick, of the Juggling Fredricks, is in Ward C-2, Highland Hospital, Oakland, Calif. He'd like to read letters from friends.

Ray Richardson Dies
CHEBOYGAN, Mich., Aug. 20.—Ray Richardson, president of the Northern Michigan Fair, died on the grounds here Tuesday (16), opening day of the fair. Death was due to heart disease.

Wheels A-Rollin' Hits One - Show Record of 6,154

CHICAGO, Aug. 20.—Wheels A-Rollin, spec and top feature of the Chicago Railroad Fair, Thursday (18) pulled 6,154, its biggest grandstand crowd since the pageant bowed last year at the opening of the first year's run of the fair. Record crowd was attributed to the personal appearance of Greer Garson, flicker star.

The pageant's strength continues to mount and now is luring more than one out of every two fair patrons. Thru Wednesday (17) the spec had played to 718,989, while the front gate was clocked at 1,377,815.

Fair's management is showing an increased interest in luring name stars to focus attention on the lake-front event.

80,596 Pay To See Autry Rodeo in L. A.

LOS ANGELES, Aug. 20.—Gene Autry Rodeo, sponsored by Los Angeles County Sheriff's Relief Association, pulled 80,596 paid admissions Sunday (14) at the Los Angeles Coliseum.

Gene Rambo took top honors in the two bronk riding contests, winning the bareback event and sharing laurels with Jerry Ambler in the saddle bronk classification.

Other winners included Leonard Block, with a 12-second mark in calf roping; Harry Tomkins, Brahma bull-riding, and Vic Castro, steer-wrestling.

Akridge Wins Rodeo Titles

MEDICINE HAT, Alta., Aug. 20.—Triple titleholder of the Southern Alberta Rodeo Circuit is Eddie Akridge, 20, of Beaver, Okla., who garnered enough points to win the all-round, bareback bronk and steer riding titles. He also captured the North American all-round championship with the high grand aggregate at the Calgary Stampede.



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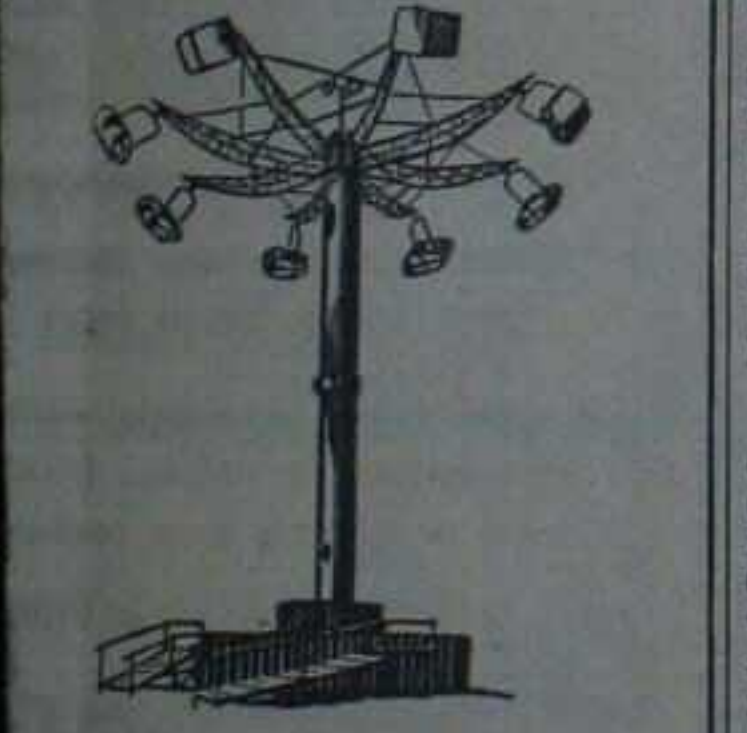
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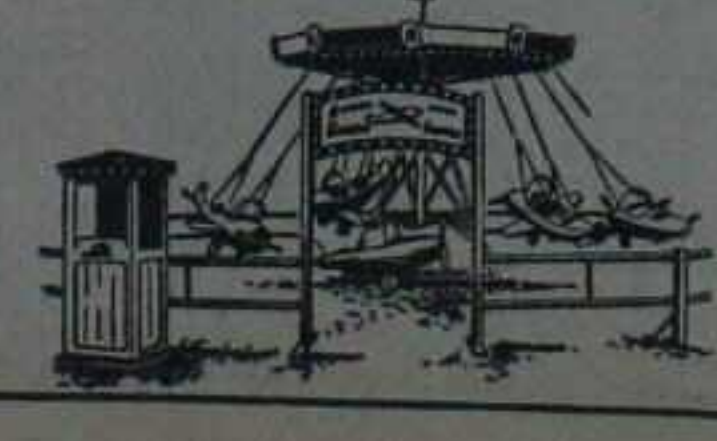
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3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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Ping Pong Balls, printed 2 sides, \$30.00
Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow. Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose, no pads. M 1.75
Adv. Display Posters, size 24x36, Each.10
Cardboard Strip Markers, 10 M for.75
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Thin Transp. Plastic Markers, Bwn. 1/4 M 1.00
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 size \$2.00 M
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Multi-Million \$ Funspot To Bow Soon in Hong Kong; Well-Heeled Group Is Owner

Riding Devices Shipped From U. S. as Opening Unit

LOS ANGELES, Aug. 20.—One of the largest amusement parks in the Far East is being readied in Hong Kong. Named Luna Park, the amusement zone is being built by Charles Gray, Hong Kong millionaire; Kwik, a Chinese, and Al Richardson and Monroe Paulsen. Richardson, part owner of the Hercules Export Company, is an American, who has resided in Hong Kong for the past 20 years. Hong Kong is the largest city in the world with no amusement park, according to Richardson. There is a population of 2,250,000 within a radius of 12 miles, he estimated. When questioned about uncertain conditions in the Far East, Charles Gray, in this country with Richardson to purchase rides, said: "I am not afraid of the future and hope to have many more years under the British flag."

The corporation is Luna Park, Ltd., a British company incorporated for \$5,000,000. Gray and Richardson have had the idea of starting an amusement park in Hong Kong since 1939. The war forced them to postpone their plans.

Personnel line-up includes Charles Gray, president; Al J. Richardson, general manager; T. E. (Tommy) Johns, superintendent of rides and concessions, and Tom (Fuzzy) Hughes, American representative.

Site of Old Fort

The park, being built on ground owned by Gray, was the site of the original British fort guarding Hong Kong. In addition to rides, the park will feature shops and offices, fronting King's Road. A 27-foot high block of granite has been cut down to 20 feet as a base for a proposed ballroom. In addition to the ballroom there will be a cafe with a seating capacity of 2,500. Grounds will be terraced and dining area will be convertible to indoor or alfresco. One of the top bands from Manila will open the ballroom, Gray said.

All buildings will be of granite and concrete so as to conform to British law which has imposed severe restrictions due to the typhoon menace.

List Ride Devices

Rides either purchased or to be purchased in this country include a Merry-Go-Round, Chairplane, Ferris Wheel, Dodge 'Em; a Jack Rabbit racer type of Roller Coaster with a single 6,000 foot track, and three unnamed flat rides.

"Kid rides will play a big part in the over-all plans for Luna Park, Gray said. They plan to take back to Hong Kong a plane, car and boat ride, a kid Chairplane and a train.

Also to be built on the grounds will be a swim pool. It will be a salt water type with ray filters and chlorination. When the summer season is over the pool will be covered so the surface can be used for sports events. Stands with an 8,000-seating capacity will be built on either side of the pool. There is no other stadium of this size in the city, according to Gray and Richardson. Sports events during the winter, they believe, will be a paying proposition and draw customers to the park who might ordinarily be uninterested in an amusement zone.

According to present plans the park is scheduled for opening next month. Only rides already purchased will be used for the unveiling. Other units will be added as fast as workmen can complete them. The first shipment of 20,000 cubic feet of rides left here last week for Hong Kong aboard the SS Moongabarra. Another 10,000 cubic feet leave this week, Gray said.

Plan Night Club, Too

Following the park opening Gray estimates it will take 40 days to complete the night club with its 6,000 square feet of dance floor. This building will feature a French and Chinese, Cantonese and Northern Chinese type restaurant. All buildings will be air-conditioned. The pool and (See Hong Kong Funspot on page 79)

Atlantic City Tax 6 Mil. in 4 Years

ATLANTIC CITY, Aug. 20.—In slightly more than four years in which Atlantic City has imposed a tax on luxuries, it has collected \$5,507,363.84, it was revealed this week by Mayor Joseph Altman. Tax returns come from a 3 per cent levy on hotels and rooming houses, amusements, liquor sales, and a 2-cent tax on cigarettes and tobacco products.

Mayor Altman pointed out that the tax revenue provided for Boardwalk repairs and the resort's anti-erosion program, and that dire consequences predicted by those opposing the luxury tax have not materialized. He added that visitors pay approximately 94 per cent of the tax, while the local residents account for only 6 per cent.

Mad. Square Rodeo To Open Sept. 28

NEW YORK, Aug. 20.—The 24th Annual World's Championship Rodeo opens in Madison Square Garden September 28 for a run of 26 days, ending October 23.

Frank Moore, Garden's rodeo manager, has rounded up new attractions for this year and it is expected that at least 200 cowboys will contest for the \$84,000, plus entry fees, which will form this year's prize money jackpot.

Pittera at Helm Of Stamford Expo

STAMFORD, Conn., Aug. 20.—Fred Pittera has been appointed show director of Stamford's Exposition of Progress, in Woodside Park, September 9-18. While primarily an industrial exhibition the fair will include many other features as well as a midway and attractions.

Midway will be provided by Gillette Brothers, of Pittsfield, Mass., and circus talent is being booked thru the New York office of William Shilling. Pittera has signed the Billy Outten troupe of high divers as a feature.

Hamilton Legion Race Meet Sets Attractions Program

HAMILTON, Mo., Aug. 20.—The 13th annual American Legion Race Meet here, August 30-September 3, has booked midway and grandstand attractions for the event to be held at Legion Memorial Park, the former North Missouri Fairgrounds, reports R. C. Hendren, secretary.

Charles Zemater Theatrical Agency, Chicago, will supply a revue and acts while the Ernie Young office, also of Chicago, will offer the White Horse Troupe and their Ranch in White. Midwestern Exposition Shows will occupy the midway. There also will be running races, a rodeo, livestock shows and farm exhibits. Legion Post No. 285 owns the park.

Sleeper Jump

REGINA, Sask., Aug. 20.—A news report from Fort St. John, Alta., reported Jack Beck's Pacific Northwest Shows passed thru there reportedly on the longest single hop on land ever made by a traveling circus. It said Beck was traveling from Cutbank, Mont., to Fairbanks, Alaska, a distance of 3,000 miles, with 16 trucks, a number of trailers and equipment for two-ring circus.

Skowhegan Fair O To Slow Start, Hit Peak With Mid-Week

SKOWHEGAN, Me., Aug. 20.—The 130th edition of Skowhegan State Fair, Aug. 15 to 20, opened with Children's Day Monday (15), but drew only a modest turnout, with the grandstand only three-quarters full for the afternoon racing, which pulled down a meager pari-mutuel handle of \$16,268. George A. Hamid's Spangled Revue, followed by preliminaries of the Miss Maine contest, drew a bigger turnout at night.

Tuesday (16), favored by ideal weather, brought good attendance to the fair, with an estimated 5,000 in the grandstand and a pari-mutuel handle of \$28,293. A crowd of nearly 6,000 filled the grandstand for the night show and the selection of Miss Maine, with the 1949 title going to an Augusta, Me., brunette, Constance Gingras.

Attendance Zooms

Attendance zoomed Wednesday (17), with the biggest turnout of first half of the fair's run. Racing drew 5,000 fans and a pari-mutuel take of \$42,868. The World of Mirth Shows on the midway did a big afternoon business and all seats for the Hamid revue were sold out before noon. In the afternoon additional seating was set up for the night show.

Frank Bergen's World of Mirth Shows provided a big flash on the midway with their assortment of rides, shows and concessions.

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Two Int'l Trade Fairs in U. S. Set tentatively in '50

WASHINGTON, Aug. 20.—The first international trade fairs to be held in this country are tentatively slated for Detroit and Philadelphia in 1950. Commerce Department officials told the *Billboard* this week. Other cities with preliminary plans for fairs include Atlantic City, Washington, New York and Chicago.

A special fair committee has been established by the Detroit Board of Commerce and its work is well advanced. Support of the fair has been offered by the city, the Michigan Department of Economic Development, Wayne County, and a number of Detroit industrialists.

Plan To Use Fairgrounds

Exhibit space of some 500,000 square feet is contemplated, to be located on the State fairgrounds in Detroit. The question of financing the proposed \$2,000,000 outlay is under consideration by Detroit planners. Commerce Department says there are indications that the city, Michigan, Wayne County may make substantial financial contributions, but that the largest part of the required amount will be requested from private business interests in Detroit.

Philadelphia Seeks Funds

Facilities to be put at the disposal of the proposed Philadelphia fair are the Convention Hall, the Commercial Museum and some of the grounds of the University of Pennsylvania. Tentative dates are June-July or August-September, 1950. A committee appointed jointly by the Philadelphia Chamber of Commerce and the city Board of Trade is seeking funds from commercial and civic interests. A proposed budget of about \$1,500,000 being mentioned.

A similar budget is being proposed by backers of an Atlantic City fair. Expressing interest in securing the city's vast exhibition space for an international trade fair are the mayor, Chamber of Commerce, the hotel association, and the convention bureau. Tentative dates have yet to be decided.

In the Nation's capital, the Board of Trade is canvassing sentiment for a fair to be held in 1951. The board suggests the use of the National Armory, but agrees with Commerce Department that the 100,000 square feet of space available for exhibits is insufficient to stage the U. S. International Fair, which Commerce feels "must yield such results as to encourage the holding of other fairs in this country."

New York Stirs

Chicago is showing interest in such a fair, according to Commerce, but has made little preparation as yet. Under consideration as possible sites are Navy Pier, Soldier Field, and theiseum.

New York is also stirring with interest. An advisory committee to discuss plans will hold its first meeting in early September.

Commerce Department has been commending the holding of international fairs in this country for the past 25 years, but, until recently, had made little headway. Success of the 1937-38 International Exposition this year has helped stir interest. Domestic fairs have been endorsed in recent years by President Truman, Commerce Secretary Charles Sawyer, and J. Edgar Hoover, head of the Economic Operation Administration.



Frontier Contests

ARKANSAS
Russellville—Russellville Rodeo. Sept. 14-17. Sidney Ruby, Chamber of Commerce.

CALIFORNIA
Barstow—Barstow Rodeo. Sept. 24-25. Mrs. Bernice Foster.
King City—King City Stampede. Sept. 25. R. E. (Tex) Garner.
Merced—Fair & Rodeo. Sept. 13-18. W. C. Wozberg.

COLORADO
Trinidad—Trinidad Roundup. Sept. 4-5. Harry L. Beirne.

IDAHO
Jerome—Jerome Co. Rodeo. Sept. 8-10. John Darnall.
Lewiston—Lewiston Roundup. Sept. 9-11. Joe M. Skok.

IOWA
Fort Madison—Everett Colborn's Rodeo. Sept. 15-18. Fred Alvord, Dublin, Tex.

KANSAS
Abilene—Abilene Rodeo. Aug. 23-26. L. M. Pike.
Dodge City—Boot Hill Rodeo. Sept. 9-11.
Wichita—Jaycee Rodeo. Sept. 8-11. Harry Shepler, 452 N. Main St.

LOUISIANA
Alexandria—Lions' Club Rodeo. Aug. 23-27. Jimmie Thompson.

MINNESOTA
St. Paul—St. Paul Rodeo. Sept. 16-25. M. W. Thompson, Assn. of Commerce.

MISSISSIPPI
Brookhaven—Brookhaven Rodeo. Sept. 1-4. Juanita Pallin.

MISSOURI
St. Joseph—Chamber of Commerce Rodeo. Sept. 23-25. Harold P. Echternach.

MONTANA
Dillon—Dillon Rodeo. Sept. 4-5. Leonard A. Schultz.

NEBRASKA
Gordon—Fair & Rodeo. Sept. 8-11. George B. Comer.

NEVADA
Winnemucca—Nevada Rodeo. Sept. 3-5. Albert Lowry.

NEW YORK
New York—World's Championship Rodeo at Madison Sq. Garden. Sept. 28-Oct. 23. Frank Moore.

NORTH DAKOTA
Seulah—Cowboys Reunion. Sept. 4-5. John Brazzell.

OKLAHOMA
Ardmore—Everett Colborn's Rodeo. Sept. 8-11. Fred Alvord, Dublin, Tex.
Elk City—Ackley Park Rodeo. Sept. 8-10. George W. Peeler.
Vinita—Will Rogers' Memorial Rodeo. Aug. 24-28. H. B. Moore.
Woodward—Elks Rodeo. Sept. 2-5. George Keller.

OREGON
Heppner—Fair & Rodeo. Sept. 8-11. N. C. Anderson.
Pendleton—Pendleton Roundup. Aug. 31-28.

SOUTH DAKOTA
McLaughlin—McLaughlin Rodeo. Sept. 4-5. Charles Fisher.
Sturgis—Key City Rodeo. Sept. 3-5. Richard B. Williams.

TEXAS
Dublin—Everett Colborn's Rodeo. Aug. 31-Sept. 3. Fred Alvord, Dublin, Tex.
Colorado City—Frontier Roundup Rodeo. Aug. 25-28. Raymond Quitzge.

WASHINGTON
Ellensburg—Ellensburg Rodeo. Sept. 3-5. J. S. Baragar.
Lind—Celebration & Amateur Rodeo. Sept. 24-25. A. J. Erickson.
Odessa—Odessa Rodeo. Aug. 26-28. Ted Anderson.

WYOMING
Evanston—Evanston Cowboy Days. Sept. 4-5.
Thermopolis—Thermopolis Rodeo. Sept. 4-5. George E. Fogelsonger.

Picnics Hypo Philly Parks

PHILADELPHIA, Aug. 20.—Amusements parks in this area are boosting late-summer attendance thru promotions and picnics. Willow Grove Park drew an overflow crowd August 6, when the Odd Fellows and Rebekahs, with their families, took over the park for their annual picnic.

An equally good date for Willow Grove will be next Wednesday (24) when Philly's Lu Lu Shrine Temple takes over the park for its first family picnic. A crowd of at least 15,000 is expected, with a 20 per cent reduction on all park amusements offered the Shriners and their guests.

At Richard F. Lusse's Forest Park, Chalfont, Pa., several of the uniformed groups associated with the Philadelphia Mummers will stage a String Band Summer Festival tomorrow (21). Participating will be the Ferko, Fralinger, Hegeman, Uptown, Whitman, Broomall and Tribly string bands, all in their fancy summer costumes, along with the J. A. Murray Comic Club and the B. Wheeler Fancy Club.

N. J. Tourist Bait Is \$328G

PHILADELPHIA, Aug. 20.—New Jersey resorts are spending \$328,430 this year to attract tourists, according to a survey conducted by the Curtis Publishing Company here. The study lists the following resort expenditures among those on the Jersey side: Asbury Park, \$30,000; Atlantic City, \$198,500; Beach Haven, \$2,500; Cape May, \$6,500; Ocean City, \$23,580; Wildwood, \$17,500. These sums are for advertising and promotion purposes only, excluding administrative and overhead expense.

The report shows that nationally a record \$8,751,000 is being spent this year, mostly to attract vacationers. The nation's tourist industry has grown into an eight billion dollar business, the study says.

Poplar Bluff, Mo., Celebrated Aug. 31-Sept. 3

POPLAR BLUFF, Mo., Aug. 20.—The 1949 Butler County Centennial Celebration will be held here August 31-September 3. Arno L. Ponder Jr. is public relations director. Two balls are scheduled, according to Ponder. Opening night's event will feature Buster McGranahan's 12-piece orchestra.

Final night's ball will honor Miss Centennial, with Sonny Lefholz's 16-piece orchestra featured. Charles Mathis and orchestra will play for the two pageants and Chuck Raue and the Melody Caravan will furnish the music for square dancing.

Roy Chown Resigns

CALGARY, Alta., Aug. 20.—After 21 years as chief accountant for the Calgary Stampede, Roy Chown has retired. He was presented a gold belt buckle.

Multiplex Faucet Co. Serving the Trade 43 Years

About a 4¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

If Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever. off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side. Also DISPENSER FOR COCA-COLA, ORANGE C. MERS



STURDY OAK STAINLESS STEEL HOOP

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave. St. Louis 10, Mo.

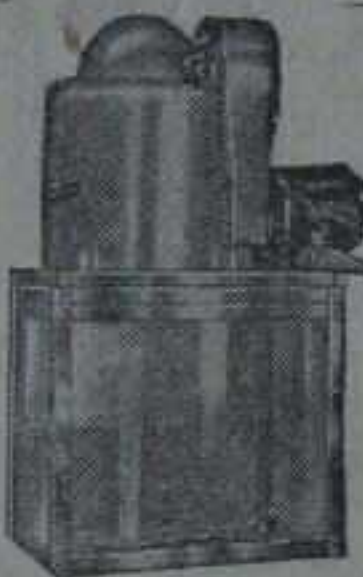
MAKE BIG PROFITS



If you want BIGGER profits from your concession business, buy from Concession Supply Company you'll get dependable equipment and FAST. Concession offers a complete line of floss machines, popcorn kettles, waffle molds and candy pullers, all designed for rugged wearability. Order the only direct drive vibrationless floss machine on the market. Larger production than any other. Only \$275.00. We have a new heating ribbon that will boost your profits. Fits all makes of machines. Ribbon cost only \$7.50. Whenever better floss machines are built, CONCESSION SUPPLY CO. will build them. Popcorn kettles: 8 qt., \$13.00; 12 qt., \$22.50; 35 qt. super kettle, \$39.50. Caramel Kettles, Coleman Equipment, Snow Cone Items. Write **CONCESSION SUPPLY CO.** World's Largest Floss Machine Manufacturers 3916 SECOR ROAD TOLEDO 6, OHIO

Challenger FLOSS KING

Selling New Profit and Performance Records! CHALLENGER EQUIPMENT CORP. BOX 249 Harvey, Illinois Phone: Harvey 4036



Get the Echols IMPROVED Ice Shaver. All the good features of the Echols High Speed Electric Ice Shaver retained and all the faults corrected. No choking scoop furnished with which to fill machine. Feeds automatically, the fuller the machine the faster it cuts a uniform and fine grade of snow, giving you more time to make and sell snow cones. All prices F. O. B. St. Louis, Mo. Send 25% deposit, machine will be shipped balance C. O. D. **S. I. ECHOLS** 3700 S. Jefferson Av. St. Louis 18, Mo.

Machine and Case as above, \$210.00. Machine only, \$160.00. 1/3 H.P. 110 volt 60 cycle A.C. motor.

EZE-WAY FROZEN CUSTARD MACHINES for Greater Profits

shown—the EZE-WAY TWIN WRITE for FREE ILLUSTRATED BOOKLET Frank Thomas

GENERAL EQUIPMENT SALES, Inc. MFRS. OF CONCESSION TRAILERS 814-824 S. West St. Indianapolis 2, Ind.

MIDWAY MARVEL CANDY FLOSS MACHINE \$275.00

Slightly higher West of Rockies. double spinnerhead • rubber shock mounted • 25 in. aluminum pan • pilot light indicator • shaft rotates on ball bearings • dust cover • fused to prevent overload • accurate machining • ball bearing motor.

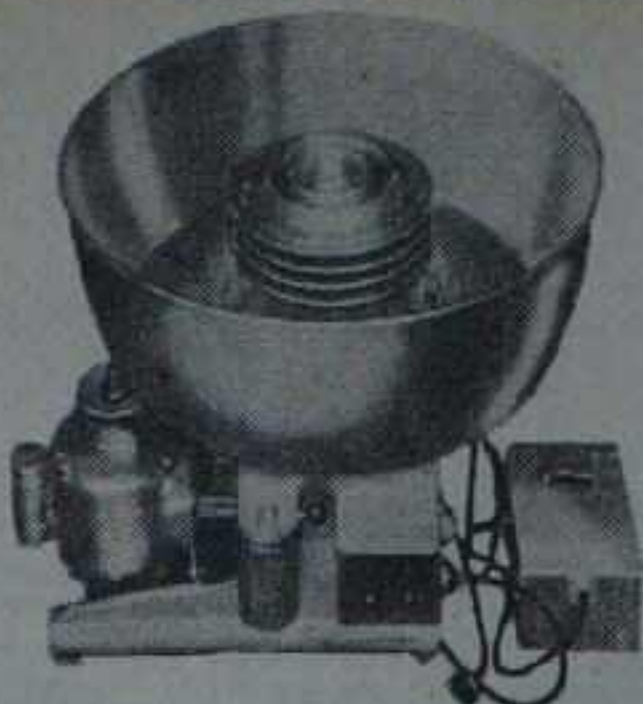
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Make yourself from \$100.00 to \$300.00 a day with this NEW, IMPROVED CANDY FLOSS MACHINE. Spins 3 separate colors or flavors with a flip of the switch. Large 10 inch head holds 5 lbs. of sugar. 3 compartments, 3 bands, 3 ribbons, everlasting brush holders, rheostat and remote control, better bands. 100 cones in 15 minutes by actual test.

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202 Twelfth Ave., So. Nashville 4, Tenn.

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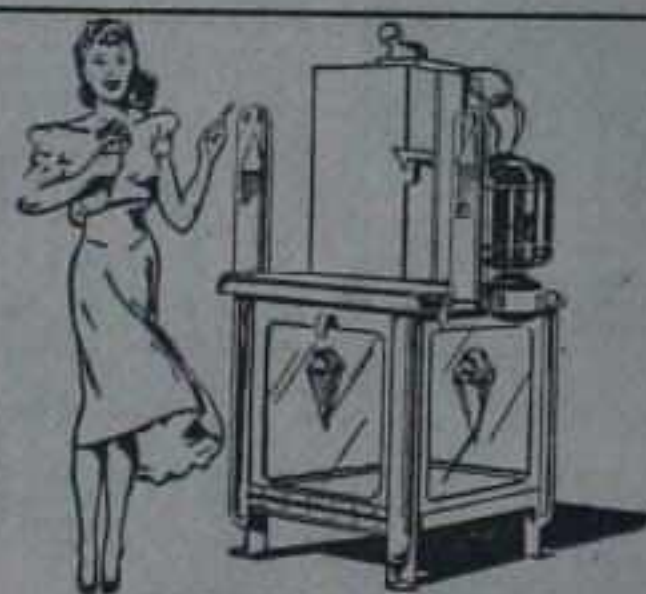
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Crystal Balls Imported
On Hand in three sizes: 2 3/4; 3 inch; 4 9/16; 4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
4-p. Gold fish Pamphlet, 8 1/2 x 11, 12 Signs
Any Quantity Each
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12-p., 8x5 Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample 10¢
FORECAST AND ANALYSIS, 10-p. Fancy Covers, Ea. 3¢
Samples of each of the above 4 items for . . . 25¢
No. 1. 45 Pages. Assorted Color Covers . . . 50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample 20¢
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PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 40¢
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Graphology Charts, 9x17 Sam. 5¢, Per 100 \$7.50
MENTAL TELEPATHY. Booklet of 21 P. . . . 25¢
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchant dir. Samples postpaid prices. Orders are P.P. Extra

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One brand new latest model Mills Super Automatic Ice Cream Freezer, 2 1/2 gal.
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GIVE TO THE RUNYON CANCER FUND

Outstanding Kiddielands:

War Forced Bud and Pearl Lucas Into L. A. Moppetland Biz; It Proved One of Their Best Breaks

By Dean Owen

LOS ANGELES, Aug. 20.—Nine years ago, Bud and Pearl Lucas came to Los Angeles from Cleveland with a crew of photographers, a dozen ponies, a rubber-tired train and several cameras. Their idea was to canvas the town, taking pictures of kiddies astride the ponies and in the train and sell them to fond parents. With the outbreak of the war, however, they were forced out of the picture-taking business and decided to set up the pony and train rides on a Riverside Drive location. It proved, says Bud, one of their best breaks.

Today the Lucas Moppetland boasts 12 rides and a parking area for more than 200 cars. Rides include the ponies, Boat Ride, Miniature Train, with 500 feet of track; Car Ride, Miniature Bus Ride, Baby Ferris Wheel, Roller Coaster, Whip, Pony Cart, Dryland Boat Ride, Plane Ride and an Allan Herschell Merry-Go-Round.

The park, located on the main commuter highway from downtown Los Angeles to the San Fernando Valley, covers four tree-shaded acres.

Three years ago, Lucas black-topped the park, planted 20 shade trees and added picnic tables. In 1948, he spent \$12,000 on improvements and this year plans call for a new front, Ferris Wheel and a new boat ride, with individual gas-powered motors.

Rides go for 9 cents. Adult tickets go for 12 cents or 6 for 60 cents.

Accent on Promotion

Lucas goes heavy for promotions. His best, he believes, is a birthday party deal. He has attractive folders giving parents all the information about birthday parties at the park. Plan No. 1, for instance, includes special decorations for each birthday table with table clothes, etc., furnished free by the park. The ticket rate is 15 rides for \$1. Plan No. 2 offers birthday cakes with special names and decorations, paper plates, forks and ice cream at 15 cents per serving. Cake prices range from \$3.75 for a nine-inch cake to \$6.50 for a 14-incher. To insure his cake order, Lucas requires a small deposit.

The folder stressed the fact that parents can stage a birthday party for their offspring at the park with the greatest of ease by letting the park worry about details.

Birthday Card Service

Another gimmick free to parents is the birthday card service. Parents supply a list of names of kiddies they want invited as guests, with their addresses, and Lucas handles the mailing. Also helpful to newcomers in Los Angeles is a folder containing a map and showing the location of the park, with direction of how to reach the funspot by auto, bus or streetcar.

These ideas pay off. During the summer he averages 25 parties per week. A good 60 per cent of the kiddies who attend these parties are good for repeat business, he says.

On week-days, Lucas uses a crew of 10. Week-ends he has 15 employees. During the summer the park is open six days per week, from 2 to 9 p.m. week-days, noon to 9 p.m. Saturdays and 11 a.m. to 9 p.m. Sundays. During the winter the park is open on week-ends only.

Concessions include souvenirs, hot dogs, soft drinks and a Penny Arcade, operated by Bill Schofield, who also acts as park manager. Park is attractively lighted with a neon front and 15 light towers, with 1,500-watt globes.

Holds Drawings

Each night, two drawings are held, with \$5 toys, on display in the park, going to the holders of the lucky tickets. This gimmick, Lucas says, holds the kiddies and their parents who might arrive early at the park and plan to ride only one or two devices.

When the Lucas duo opened the Kiddieland they lived on the grounds. Since then, however, they have pur-

CHS Holds Fourth Annual in Baraboo

BARABOO, Wis., Aug. 20.—The fourth annual convention of the Circus Historical Society was held August 5-7 in Baraboo, former winter quarters of Ringling Bros. and Gollmar Bros. circuses. Fifty members and guests registered for the meet.

Business meetings conducted by Pres. Bette Leonard, and exhibits and banquet were held at the Elks Club (former Al Ringling home). John M. Kelley, former personal attorney of Ringling Bros., was the guest speaker at the banquet held Saturday evening.

Other activities included a tour of Baraboo and the Ringling Bros. and Gollmar Bros. circus sites, Sauk County Museum, Devil's Lake and the Wisconsin Dells. Baraboo entertained the members Friday evening with a band concert by the Baraboo American Legion Band. This concert was a program of all circus music which includes the *Circus Historical Society March* composed by C. L. Brown, now conductor of the Cole Bros. band.

Memorial services were conducted Saturday evening for CHS members who have departed during past year and former showmen at the graveside of the Ringling family.

Convention committee included William Kasiska, C. P. Fox, Charles Kitto and John Heudl. The convention received over 12 columns of space in the Baraboo and Madison dailies.

Members and guests attending were Mr. and Mrs. Fred Leonard, William Kasiska, Mr. and Mrs. Charles Kitto and daughter, Mr. and Mrs. Harry M. Simpson, Michael Simpson, Mr. and Mrs. William West, Clarence Shank, Mr. and Mrs. Fay F. Reed, Mr. and Mrs. Chalmer Condon, Dorcas Condon, John Van Matre, Mr. and Mrs. Clyde Wixom, Melvin Olsen, Mr. and Mrs. Herm Linden, Mr. and Mrs. Richard Conover, Albert Conover, Jackie Conover, Sally Conover, C. H. (Dad) White, Walter J. Peitschmann, C. P. Fox, Edward (Dusty) Rhoades, John Heidl, Walter Scholl, August Moulton, Major Alex Irvin, Henry C. Moeller, Fred Gollmar, Mrs. Henry Ringling, Henry Ringling Jr., Mary Kasiska, F. E. C. Welke, Dr. W. F. Taylor, Dr. Burns, Mrs. E. V. Hocum, Ray Hocum, L. A. Brown, Mrs. Art Halloway, John Von Wald, Art Jenswald, John W. Wilson, Mrs. H. (Sid) Rubien, Mr. and Mrs. Walter Schacht.

Dales Gets Full House

At Night in Marion, Va.

MARION, Va., Aug. 20.—Dales Bros.' Circus registered a full night house here Friday (12), following a strong matinee. The day before in Johnson City, Tenn., excessive afternoon heat held the matinee to a half house and at night an Appalachian Baseball League game held attendance to a like number.

Lucas employs his crew thruout the season. During the winter he uses them in his shops, in the rear of the park, building fronts, repairing rides, etc.

Labor Day Celebrations

CALIFORNIA

Oak Creek—Sept. 2-5. Miners, Guy L. Bena

ILLINOIS

Beitl—Sept. 3-5. John Gaddo, Fire Chief
Colchester—Sept. 5. Kenneth Hodges.
Crete—Sept. 3-5. Fire Dept., Earl Hethan.
De Pue—Sept. 3-5. Fred N. Hoffert.
Fairfield—Sept. 5. Veterans of Foreign
William McKay Jr.
Galesburg—Sept. 5. Trades & Labor Assn.
Ed Pavlat.
Kewanee—Sept. 5. Don Sweet, E. Moline.
Kankakee—Sept. 2-4. Federation of Labor
Pans—Tri-Co. Fair. Sept. 2-5. Mervin
Denton.
Streator—Sept. 3-5. Organized Labor, J
J. Salvati.
Thonson—Sept. 5. Dick McGinty.
Toluna—Sept. 5. Am. Legion, Stanley B
nedy.

INDIANA

Wreelown—Sept. 3-5. Order of Odd Fell
H. Mudrach.

IOWA

Cedar Rapids—Sept. 4-5. Andrew C. Han
Sioux City—Sept. 5. Floyd T. Smith.

KANSAS

Cedarvale—Sept. 3-5. Labor Day Assn.
Florence—Sept. 5. Thelma Rath.
Fredonia—Sept. 3-5. H. G. Thompson.

KENTUCKY

Central City—Sept. 5. Coal Festival, A
Harding.
Paducah—Sept. 5. Central Labor Union,
Lorvo.

MICHIGAN

Belding—Sept. 5. Chamber of Commerce,
Stout.
Manton—Harvest Festival, Sept. 3 and
G. M. Bassett.
Michigan Center—Sept. 3-5. Booster Club
Rogers City—Harvest Festival, Sept. 5. I
M. Dubbs.

MINNESOTA

Lyle—Sept. 3-5. Commercial Club, Trus
House.
Tracy—Box Car Day, Sept. 5. Blaine Whip

NORTH CAROLINA

Spencer—Sept. 5. R. S. McFadden, Li
Club.

OHIO

Coshocton—Sept. 5. Central Trades & La
Council, Fred Tish.
Greenfield—Sesqui-Centennial Celebr
Sept. 2-5. Leroy Brisius.
Newark—Sept. 1-5. Federation of Labor,
R. Muhleman.
Serpent Mound—Adams Co. Reunion, Sept
C. C. Tener, Peebles, O.
Zanesville—Sept. 5. Fed. of Labor, Carl
James.

OKLAHOMA

Hennessey—Sept. 3-5. Victor Cokirma.
Ralston—Sept. 5. Am. Legion Home-Com
Cled. Bradshaw.

PENNSYLVANIA

Harrisburg—Sept. 5. Kjeonsa Club, Dr. W
J. Ross.
Lechburg—Sept. 5. Volunteer Fire Co., No.
Steve Pochiber Jr.

SOUTH DAKOTA

Buffalo—Sept. 4-5. Commercial Club, W
Ham R. Gardner Jr.
Lead—Sept. 5.
Parkston—Community Days, Sept. 3-5.
M. Schilling, Commercial Club.
Wagner—Sept. 5. Chamber of Commerce, A
Reinhart.
White Lake—Sept. 5. Farmers' Labor D
Underwood Hilton.
Winner—Sept. 5

TENNESSEE

Ripley—Sept. 3-5. Audrey D. Webb.

TEXAS

Bandera—Labor Day Stock Show & Rode
Sept. 5.
Georgetown—Labor Day Rodeo, Sept. 5.
G. Frederick.

UTAH

Wellsville—Sept. 5. Founders Day & Da
Show, Melvon H. Archibald.

WISCONSIN

Cornell—Sept. 3-5. Am. Legion, Charles
Stickler.
Gratiot—Sept. 3-5. Clarence B. Seary.
Waunakee—Sept. 4-5. Am. Legion, Ted
Thompson, Dane, Wis.

WYOMING

Rock Springs—Sept. 4-5. John Fornes
Stansbury, Wyo.

Ken Madland Wins Honors In Omak, Wash., Stamped

OMAK, Wash., Aug. 20.—Ken Madland, Portland, Ore., won a "arault cowboy honors at the annual Omak Stampede, which played to more the 5,000 persons here Saturday and Sunday (13-14). Madland placed first in bronk riding, bareback riding and fourth in bulldogging. Title carried a \$75 silver belt buckle with it. Madland also won \$150 in the special bronk riding contest.

Jim Turner, Rock Creek, B. C., won the \$100 consolation prize for best the "hard luck" cowboy. He suffered a broken arm in the bronk riding event.

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PARK MANAGERS!

SPECIAL EVENTS INSURANCE

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CIVIC LEADERS!

AMUSEMENT
DEVICES!

STREET PARADES!

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BEACHES!

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THRILL SHOWS!



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HOMECOMINGS!

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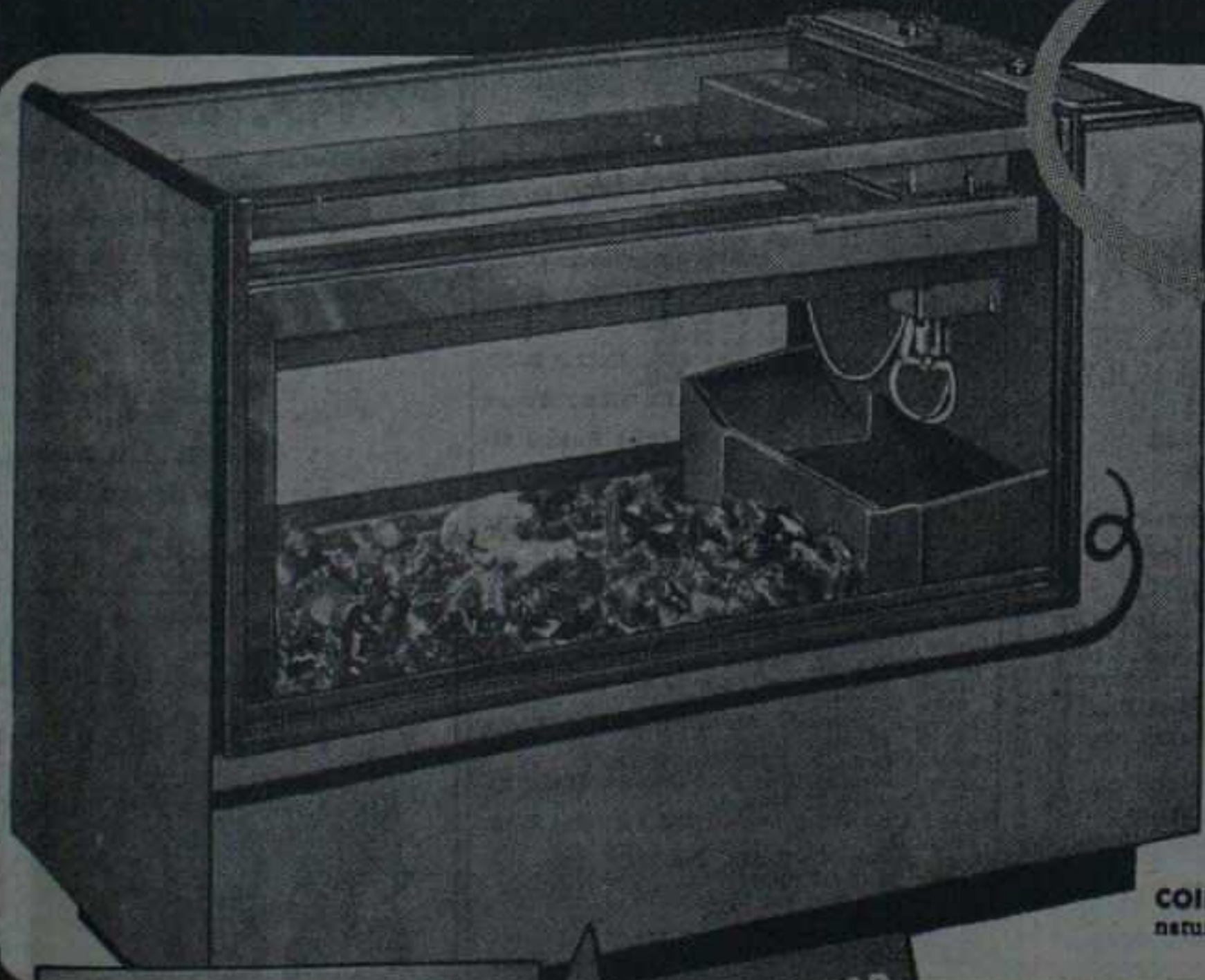
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ALL
COVERAGES

ALL
EVENTS

NONE TOO BIG
NOR TOO SMALL

MAKE TOP MONEY WITH HOLLYCRANE



THE CENTER OF ATTRACTION AT
CARNIVALS, FAIRS, SHOWS, ETC.
IT'S SENSATIONAL!

- ✓ Realistic Industrial-Type Crane
- ✓ Filled with Thrills... Fun for Everyone
- ✓ No Attendant Necessary
- ✓ Brilliantly Illuminated, Streamlined Cabinet
- ✓ Cheat-Proof, Pilfer-Proof Construction
- ✓ Simple, Sturdy, Trouble-Free Mechanism

The new HOLLYCRANE is one of the fastest money-makers ever developed. Its fascinating crane-action keeps players glued to it by the hour. No other coin-operated equipment can compete with it. See it in action at Canadian National Exposition, Toronto. Get HOLLYCRANE working for you now.

COIN MACHINE OPERATORS—The new HOLLYCRANE is a natural for Hotel Lobbies, Arcades, Taverns, Clubs and other locations.
WRITE, WIRE, PHONE YOUR ORDER TODAY!

EASY ACCESS FOR
DRESSING FIELD
Entire Chassis Rolls Out

COMO MFG. CORP.

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Plus? plus EVERYTHING!

...PROVING THE BEST ALWAYS COSTS LESS!

- Gives Butter-like Flavor and Color.
- Gives MORE Volume from a given amount of corn.
- Produces fewer "duds".
- Cleaner to handle.
- Costs LESS to use than ordinary coconut oil.
- No wonder it's always a leader!

In the easy-to-handle Gallon Can. **IT POURS!**

America's Largest Selling Popcorn Seasoning

popsit plus!

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SEASONING SPECIALISTS TO THE NATION

FINAL CLOSE-OUT!

FARMER BOY Popcorn Trailer

\$1250⁰⁰ ea.
originally cost \$1,950.00

COMPLETELY EQUIPPED!

Sell Popcorn by the cornfield—it's equipped with Cretor's #41 Giant Model Popper. Sell sandwiches, soda, etc. It travels light and easy—is jazzed up with eye catching, Sparkling Plexiglass, Red Illuminated Ball Corners and Colored Fluorescent Lighting. It's finished in Gleaming White Enamel, has a Polished Stainless Steel Counter, an Inlaid Linoleum Floor, ample window serving space AND it's insulated and built to last for years and years.

The Farmer Boy Popcorn Trailer is the best—There are only a few left—we're closing them out at this ridiculous price—so write, wire or phone your order today!

Farmer Boy

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We Stock a Complete Line of Popcorn Equipment and Supplies.
Write — Wire — Phone for Our Complete NEW CATALOG.

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Place ONE Order . . . At ONE Source for ALL the Moolah-Makers on the Midway.
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Get a letter off TODAY for complete INFORMATION.

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- ★ 21 Cabins—12 four rooms, 9 one and two rooms, all occupied.
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- ★ Large Super Market, fully furnished with complete stock of merchandise and equipment.
- ★ Storage Building, 30x80, rented for warehouse—rents for \$100.00 per month.
- ★ Located on State Route #45, right at the edge of Bloomington, Indiana.
- ★ All equipment in first-class condition. This is a big paying business—and we regret that it MUST be sold. \$49,000 takes everything.

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Storage Building and Cabins Net \$7,000.00 Per Year.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Vinita, Okla.; Selina, Kan., 29-Sept. 1.
- All-American Midway: (Fair) Lorimer, Ia., 23-25; (Fair) Pleasanton, Kan., 28-29; (Fair) Caldwell Sept. 1-3.
- American Beauty: Eldon, Ia., 23-24.
- American Eagle: New Boston, Ill., 22-24; Salem, Ia., 26-27; Prairie City, Ill., Sept. 1-3.
- American Expo.: (Fair) Lima, O.
- American United: Burley, Idaho.
- Badger State: Fergus Falls, Minn., 24-29; Breckenridge Sept. 2-5.
- Baker's United: Frankfort, Ind.; Georgetown, Ill., 29-Sept. 3.
- B. & C. Expo.: Addison, N. Y.; Rochester 30-Sept. 5.
- Beam's Attrs.: (Fair) Dayton, Pa.; (Fair) Ford City 30-Sept. 5.
- Bee's Old Reliable: (Fair) Brodhead, Ky.; (Fair) Bowling Green 29-Sept. 3.
- Bernard & Barry: Peterboro, Ont., Can.; Kitchener 29-Sept. 3.
- B. & H.: Minturn, S. C.
- Big Four Am. Co.: (Fair) Greenup, Ill., 22-25.
- Big State: Littlefield, Tex.
- Bill's Rides: Pearson, Ga.; Ashburn 29-Sept. 3.
- Blue Grass: (Fair) Bridgeport, Ill.; Madisonville, Ky., 29-Sept. 3.
- Bogle & Reese: (Fair) Mound City, Kan., 22-26; (Fair) Oswego 29-31; (Fair) Fort Scott Sept. 1-3.
- Bohn, Carl, & Sons: (Fair) Bertrand, Neb., 23-25; (Fair) Stapleton 26-28.
- Boone Valley: LeMars, Ia., 22-24; Lakota 26-27.
- Brodbeck & Schrader, No. 1: Mulvane, Kan.; Stockton 30-Sept. 3.
- Brodbeck & Schrader, No. 2: (Fair) Macksville, Kan., 25-27; (Fair) Rush Center 29-31; Marquette Sept. 2-3.
- Brownie Am.: (Fair) Pratt, Kan.
- Buck, O. C.: (Fair) Malone, N. Y.; (Fair) Rhinebeck 30-Sept. 3.
- Buffalo: Franklinville, N. Y.; Angelica 30-Sept. 3.
- Bullock Am. Co.: Mt. Gilead, N. C.; Latta, S. C., 29-Sept. 3.
- Burdick's: Caldwell, Tex.
- Burke, Harry: Crowley, La.
- Burkhart, No. 1: Bellevue, Ill., 24-28; Kingston Mines 31-Sept. 5.
- California: Hanford, Calif.
- Capell Bros.: Shawnee, Okla.; Henryetta 29-Sept. 3.
- Capital City: (Fair) Barbourville, Ky.; (Fair) Hodgenville 29-Sept. 3.
- Caravella Am.: Mercer, Pa.
- Casey, E. J., No. 1: (Fair) Dryden, Ont., Can., 23-24; (Fair) Kenora 25-27; (Fair) Emo 29-31; (Fair) Rainy River Sept. 1-3.
- Casey, E. J., No. 2: (Fair) Powassan, Ont., Can., 22-24; Mattawa 25-27; Sturgeon Falls 29-31; Espanola Sept. 1-3.
- Cattlett Greater: Onaga, Kan., 22-24; Overbrook 25-27.
- Cavalcade of Amusements: Richmond, Ind., 22-26; Muncie 29-Sept. 5.
- C. & B. Am.: Iberia, Mo.; Newburg 29-Sept. 3.
- Central Am. Co.: Myrtle Beach, S. C., 22-Sept. 1.
- Central States: (Fair) Abilene, Kan.; (Fair) Lexington, Neb., 30-Sept. 3.
- Cetlin & Wilson: (Fair) Bay City, Mich.; (State Fair) Indianapolis, Ind., Sept. 1-9.
- Chanos, Jimmie: Hicksville, O.
- Cherokee Am. Co.: (Fair) Blue Rapids, Kan.; (Fair) Burlington 29-Sept. 3.
- Clifford United: Carson City, Nev., 22-28; Sparks 29-Sept. 5.
- Coleman Bros.: (Fair) Norwich, N. Y.
- Coleman State Side Shows: Troy, Mich.; Porter, Ind., 29-Sept. 5.
- Collins Bros.: (Fair) Osborne, Kan.; Litchfield, Neb., 29-31; Ansley Sept. 1-3.
- Collins, Wm. T.: (Fair) Worthington, Minn., 22-24; (Fair) St. James 26-28; (Fair) Parker, S. D., 29-31; (Fair) Tripp 31-Sept. 3.
- Community Fairs: North Hollywood, Calif., 24-28.
- Continental: (Fair) Lyndonville, Vt., 25-27; (Fair) Westport, N. Y., 30-Sept. 2.
- Cote Am.: Lapeer, Mich., 23-25.
- Crafts Expo.: (Fair) Roseville, Calif., 25-28; (Fair) Sacramento Sept. 1-11.
- Crescent: Burns Lake, B. C., Can.; Prince Rupert 29-Sept. 5.
- Crescent Am. Co.: Eldorado, Ark.; Warren 29-Sept. 3.
- Crystal Expo.: Lake City, Tenn.; (Fair) Knoxville 29-Sept. 3.
- Cumberland Valley: (Fair) McMinnville, Tenn.; (Fair) Crossville 29-Sept. 3.
- De Luxe: Mystic, Conn.; Holyoke, Mass., 29-Sept. 5.
- Denton, Johnny J.: (Fair) Russellville, Ky.; (Fair) Fulton 29-Sept. 3.
- Dick's Greater: Columbia, Pa.
- Dobson's United: (Fair) Spooner, Wis., 23-25; (Fair) Black River Falls 26-28; (Fair) Hayward Sept. 1-3.
- Dodson's Imperial: Aberdeen, S. D.; Fargo, N. D., 29-Sept. 3.
- Douglas Greater: Centralia, Wash.
- Down River Am. Co.: Port Sanilac, Mich., 22-28; Crosswell 29-Sept. 1.
- Drago Am.: Royal Center, Ind.; Goldsmith 29-Sept. 3.
- Drew, James H.: Kouts, Ind.
- Dudley, D. S.: Pampa, Tex.
- Dumont: Cambridge, Md.
- Dyer's Greater: Boone, Ia.
- Eastern Am. Co.: Richmond, Me.
- Eddie's All-American: Mt. Jewett, Pa.; Stoneboro 29-Sept. 6.
- Elliott, L. W. Am. Co.: Big Rapids, Mich.
- Endy Bros.: Dayton, O.
- Evans United: Sparks, Kan., 25-28; Mercer, Mo., Sept. 3-5.
- Ferris, Carl D.: (Fair) Watertown, N. Y.
- Fidler United: Aurora, Ill.; Calumet City 29-Sept. 3.
- Fleming, Mad Cody: (Fair) Greensboro, Ga.; (Fair) Blue Ridge 29-Sept. 3.
- Florida Am. Co.: Stigler, Okla.
- Folk Celebration: Mountainair, N. M., 23-28; (Fair) Alamosa, Colo., 31-Sept. 5.
- Francis, John: Fond du Lac, Wis.; Plymouth Sept. 1-3.
- Franklin, Don: (Fair) Boerne, Tex., 26-28; San Marcos 29-Sept. 3.

Circus Routes

Send to
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- Beatty, Clyde: Warrensburg, Mo., 23; Butte 24; Nevada 25; Lamar 26; Cartage 27; Miami, Okla., 28; Joplin, Mo., 29; Springfield 30; Rogers, Ark., 31; Fort Smith 1; Morrilton 2; Conway 3.
- Billar Bros.: Winchester, Va., 23; Harriswood 24; Charlottesville 25; Farmville 26; South Hill 27; South Boston 29.
- Cole Bros.: Aberdeen, (Hoquiam) Wash., Olympia 24; Longview (Kelso) 25; Portland, Ore., 26-28; The Dalles 29; Kennewick, Wash., 30; Lewiston, Idaho, 31; Moscow, Sept. 1; Dalles Bros.: Adrian, Mich., 31; Ottawa, Sept. 1; Washington, C. H., 2; Jackson Flamante: Needles, Calif., 23; (Fair) Visalia, 24-27.
- Gaineville Community: Durant, Okla., 25-28; Austin, Tex., Sept. 1-3.
- Gould, Jay: Marselles, Ill., 24-25; (East St. Chicago) 26-28.
- Hagen Bros.: Proctor, Minn., 23; Cumberland Wis., 24; St. Croix Falls 25; Monticello, Minn., 26; Appleton, 27-28.
- Kelly, Al G., & Miller Bros.: St. Cloud, Minn., 23; Stillwater 24; River Falls, Wis., 25; N. Richmond 26; Cumberland 27.
- King Bros.: Emerson, Man., Can., 23; Langsd. N. D., 24; Rolla 25; Bottineau 26; Rose 27; Harvey 28; Carrington 29; Valley 30; Ashley 31; Linton Sept. 1; Moberly, S. D., 2; Gettysburg 3; Fort Pierre 4.
- Mills Bros.: Port Clinton, O., 23; Fremont 24; Sandusky 25; Avon Lake 26; Garfield Heights 27; Sharon, Pa., 29; New Castle 30; Bu 31; Beaver Falls, Sept. 1; Tarentum 2; Westington 3.
- Polack Bros. (Eastern): (Lloyd Field) Chestnut, Pa., 25-27; (Stadium) Zanesville, O., 28-31; (Fairgrounds) Vancouville, B. C., 29-Sept. 5.
- Polack Bros. (Western): (Mitchell Field) Orville, Calif., 23-25; (Fairgrounds) Vancouver, B. C., 26-28; (Fairgrounds) Vancouver, B. C., 29-Sept. 5.
- Ringling Bros. and Barnum & Bailey: Aberdeen S. D., 23; Watertown 24; Sioux Falls 25; Sioux City, Ia., 26; Norfolk, Neb., 27; Grand Island 28; North Platte 29; Cheyenne, Wyo., 30; Denver, Colo., 31-Sept. 3; Salt Lake, City, Utah, 3.
- Rogers Bros.: Liberal, Kan., 23; Perryton, Tex., 24; Borger 25; Dalhart 26; Tucuman, N. M., 27; Clovis 28.
- Roy's: Good Hope, O., 23; Atlanta 24; Clarkburg 25; Franklin 26; Bourneville 27.
- Seal Bros.: Enterprise, Ore., 27.

Misc. Routes

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Send to

- Ameri-Congo Animal Exhibit: Blackhear, O., 29-30; Baxley 31-Sept. 1; Metter 2-3.
- Animal Oddities Shows (Jos. Cogozzo's): Salt Lake City, Utah, 22-27.
- Hubler, George, Attractions: Weeping Water, Neb., 24-26; Parker, S. D., 29-30; Marshall, Minn., 31; Tripp, S. D., Sept. 1-3.
- Miller's Irvin C. Brown-Skin Models (Roosvelt): Cincinnati, O., 25-27; (Ritz) Akron 29-30.
- Pan-American Animal Exhibit: Barnardsville, N. C., 24-25.
- Plunkett's Stage Show: Madrid, Neb., 22-24; Hayes Center 25-27.
- Slout, Toby & Ora, Players: Eden, O., 22-27; Hillsdale, Mich., 29-Sept. 3.

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Cold Nights Hit Ferndale, Calif.; Mutuels Are Up

FERNDALE, Calif., Aug. 20.—The 10th Humboldt County Fair pulled a gate of 37,267 during its five-day run ended Sunday (14), had a pari-mutuel handle of \$126,313 and an attendance of 8,202 admissions at four night shows. Approximately \$40,000 in premiums was distributed.

Altho the pari-mutuel money was up from \$118,000 in 1948, the handle could have been more this year had not San Mateo County Fair run its races at Tanforan on day and date. Humboldt did not get as many horses as its running races this year as it has in the past because of the conflicting dates.

Plant Revamped
Ferndale, the oldest continuous fair in the State, draws its patronage from an area of 65,000 population within a 150-mile radius. Last year's attendance was 45,000. Cold nights are believed to have cut the gate this year. Fair charges \$1.25 plus cents tax during the day with a ticket good for the races, and cents at night, including tax, with an additional charge of 90 cents being made for the night show.

Under the direction of Dr. Joseph D. Hindley, who also is president of the Western Fairs Association (WFA), many changes were made at the fairgrounds this year. The grandstand, seating 2,750, was turned entirely around and moved to parallel the promenade. Change was necessitated to make the stand more comfortable and to keep it from facing the ocean, some four miles away. The light from the Cape Mendocino lighthouse was installed at the entrance and flashed up the fair.

Free Act on Midway
California Shows, headed by Bob Moonover, played the midway for the first time this year. This show replaced Wrightsman's Shows, which had played here for the past 15 years. Show had 11 rides, 3 shows and 25 concessions. A free act, the penans, were featured nightly.

Grandstand show, which played for nights, was a packaged deal handled by Monte Brooks, of Portland, Ore. This was Brooks' second year to handle the show. Show was long fair material and featured a piece orchestra with Hammond organ; Nichols Sisters, rhythm tap; Zelle Bros., teeterboard; Gerry Brown, vocalist; Lane Trio, trampoline; Billy Whirlo, roller skating; Miss Weir (Weir), high act, and the Dick Bros., comedy. Band features Jack Nash, banjo; Irv Lesser, trumpet; Bruce Kelly, clarinet, and Betty Burn, organ. Brooks emcees.

All the acts were presented in a night show while the afternoon entertainment between races was made up of only a portion of the acts. Ray Vaughn and his cycle act appeared only in the afternoon shows.

in Hurts Hunt

LIVINGSTON MANOR, N. Y., Aug. 20.—A heavy all-day rain sloughed business for Hunt Bros.' Circus here Tuesday (11), both matinee and night shows getting less than half gate.

Dog Shows

CALIFORNIA
Napa—Sept. 10. Mrs. Lorraine C. Swartz
Petaluma—Sept. 11. J. F. Dupon, Box 1068
Riverside—Sept. 25. Jack Bradshaw, 1412 W. 12th St., Los Angeles.
San Diego—Sept. 18. Mrs. W. E. Alberty.
San Diego—Aug. 27-28. Major C. S. Beale, El Cajon, Calif.
Santa Monica—Sept. 10-11. David H. Upright, 720 S. Los Angeles St., Los Angeles.

COLORADO
Denver—Sept. 23-24. Gladys A. Scott, 1620 Wazee St.

ILLINOIS
Peoria—Sept. 4. Mrs. Geraldine King, R. R. 6
Wheaton—Sept. 11. Mrs. Nadine D. Carsello, 5531 W. Irving Park.

INDIANA
Gary—Sept. 25. Mrs. Alice Thompson, Crown Point, Ind.
Lafayette—Sept. 18. Paul F. Butz.
Terre Haute—Sept. 17. Edwin Heckelsberg.

KENTUCKY
Louisville—Sept. 11. Mrs. Evelyn G. Morris, 2303 Edgehill Road.

MAINE
Lewiston—Sept. 18. Foley, 2009 Ranstead St., Philadelphia.

MICHIGAN
Ann Arbor—Sept. 3. Carl H. Johnson, Northville, Mich.
Detroit—Sept. 4. Ray L. Perso, Royal Oak, Mich.
Pontiac—Sept. 5. Helen Seder, 250 Merton Road, Detroit.

MINNESOTA
Duluth—Sept. 11. Mrs. Elizabeth Kermott, 15 E. Kent Road.
Saint Paul—Sept. 5. Mrs. T. A. Pederson, 1055 S. Smith Ave.

NEW HAMPSHIRE
Keene—Aug. 27. Foley, 2009 Ranstead St., Philadelphia.

NEW JERSEY
Far Hills—Sept. 10. Foley, 2009 Ranstead St., Philadelphia.

NEW YORK
Garden City, L. I.—Sept. 23. Foley, 2009 Ranstead St., Philadelphia.
Great Neck, L. I.—Sept. 23. Foley, 2009 Ranstead St., Philadelphia.
Oyster Bay—Sept. 23. Mrs. L. W. Bonney.
Pawling—Sept. 5. Foley, 2009 Ranstead St., Philadelphia.
Rye—Sept. 11. Foley, 2009 Ranstead St., Philadelphia.
Westbury, L. I.—Sept. 25. Foley, 2009 Ranstead St., Philadelphia.
Yonkers—Sept. 4. Foley, 2009 Ranstead St., Philadelphia.

OHIO
Columbus—Sept. 25. Mrs. J. R. Lockett, 378 Sherbourne Drive.
Gates Mills—Aug. 28. Paul Q. Quay, Chagrin Falls, O.
Ravenna—Aug. 27. J. T. Collins.
Warren—Sept. 18. Donald J. Kintner.
Youngstown—Sept. 25. Patrick Claine, 1851 Mahoning Ave.

PENNSYLVANIA
Bethlehem—Sept. 17. Foley, 2009 Ranstead St., Philadelphia.
Sewickley—Sept. 24. Foley, 2009 Ranstead St., Philadelphia.

TEXAS
Ablene—Sept. 25. Marvin R. Dunn, Box 2066.
Amarillo—Sept. 18. Ralph E. Morrison, Box 1553.
Lubbock—Sept. 19. Mrs. Elizabeth Breco.
Odessa—Sept. 22. Althea M. Conner.
San Angelo—Sept. 24. Mrs. Roy Jackson.

VIRGINIA
Norfolk—Sept. 18. Mrs. Muriel R. Laubach, 4608 Peterson St.

Seal Biz Light
SPRINGFIELD, Ore., Aug. 20.—Seal Bros.' Circus registered only light business here Saturday (13). Matinee was less than half a house, with night attendance just a shade better.

Dr. J. K. Bozeman and Mrs. Herbert Pender were honored at a birthday party tendered them by Dotty Shoemaker in the cookhouse on Andy Bros.' Shows at Springfield, Ill. At the party were Eli's Pender, Mary Bozeman, Curly Shoemaker and Herbert Pender.

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Ringling-Barnum

The cool weather was a welcome relief. Too, we had our heaviest rain of the season in Sheboygan, Wis. The lot was so grassy and hard there was little or no mud. In Duluth, Minn., it was different. A rain the day before our arrival made for real mud. We played a matinee only in Marshfield, Wis. Show now has all new aluminum quarter poles.

The girls and midgets had a ball game in Madison, Wis., with the gals winning, 22 to 2. Justino Loyal and his soccer team bowed in the last try.

The Braathens, circus fans, entertained in their White Tops Circus Room in their home in Madison. Cecil B. De Mille's granddaughter, Cecelia, is making the menage number in the side saddle section. An unusual sight for the audience is to see De Mille (See Ringling-Barnum on page 90)

Polack Bros.' Eastern

Ashland, Ky., was another "first" for this opera and proved a good one. Don Dorsey, aerialist, injured on the Polack show last year, visited in Ashland. He and his aunt, Mayme Walsh, came over from Camden Park, where Don was featured. Many of the Polack personnel went to the park to catch his act.

Mrs. Randow's sister-in-law, on for a visit, suffered a fractured hip. Dennis Stevens was laid up with foot injury when he stepped on a nail and Marie Delbosq suffered burns on the face and hands, the result of a cooking mishap.

Visitors have included Mr. and Mrs. Art Becker and daughter; Mr. (See Polack Bros.' Eastern, page 79)

Clyde Beatty

We're still rolling along the plains of Kansas where the temperatures hit the high 90s in the shade. We're looking for the shade.

In Junction City, Kan., Fred and Bette Leonard spent the day with us, en route home from the CHS convention.

Johnny Cline purchased a new horse and gives it daily workouts. (See CLYDE BEATTY on page 90)

Dressing Room Gossip

King Bros.

Everyone is looking forward to the return to the U. S. The tour of North-west Canada has been pleasant, but the highways have been rugged.

Lucio Cristiani added a new horse to his riding act, replacing Kansas. Daviso Cristiani broke the new horse. Lucio and Belmonte, somersaulting from one horse to another, garner plenty of applause.

Weather is warm in this north country. The many lakes and beaches get a big play between shows. Esma Maley and Jerry Dulaney are the champion swimmers.

Buck Lucas's concert has been clicking, especially in the cattle country. Tony Diano's performing zebra, Gongga, is one of the features of the after-show. Twenty people are now appearing in the Wild West.

As Chester Gregory, Side Show manager, is a native of Canada, he is at home when making Side Show openings. Dwight Nifong's untamable Wallace lion act in the Kid Show, also Clarence and Tonda Thompson, knife throwers, are scoring. Billie (See KING BROS. on page 79)

Ayres & Kathryn Davies

Mrs. Kathryn Davies spends most of her spare time training her new horse. Walter Raudenbush and Ayres Davies overhauled the big top. The Bentleys, tight wire, visited, along with Grace McIntosh and the Romigs. Mom Frazier flew to the bedside of her son, Jack, who is ill.

Show added a new light plant. Mr. and Mrs. Rawls report business better on the Side Show with the addition of Questells, horse and sharp shooting act. Johnny Pringle and his mule battle it out every night to see who's boss.

Mr. and Mrs. Jack Harrison joined, Jack replacing Corky Frazier as clown, and Mrs. Harrison selling reserves.—JOHNNY GRAZIER.

Dailey Bros.

Larry Davis is putting on a free act in the menagerie, using the bear cubs he is training. The afghan knitting is proceeding at a fast clip. The knitters got in a lot of stitches on the trip to Glace Bay because it took all day between the railroad run, and the three trips made by the barge to move the train over a narrow strip of water.

One night the engine came to a sudden stop and the private car tried to climb onto the flats with the pole wagon. As a result, the private car is in for repairs.

On a long run the train stopped long enough for the folks to get out and pick blueberries growing along the right of way. The berries were all we had for breakfast that day because the privilege car was ahead on the first section.

Donny Conn is now official hot water carrier for the ladies' dressing room. Charlie Wilson, cornet player, who was with Ned Brill on the Barnum show, visited Hank Werner and the boys in the band. Stanley Teachout, Detroit, trumpet player, joined the band. Mrs. Harry Hammill purchased a Springer spaniel puppy.

Corky Plunkett and Teresa Barragan were on the sick list recently. Gee-Gee Powell and May Stevens celebrated birthdays.—HAZEL KING.

Robbins Bros.

The long jump into Quebec gave us plenty of trouble and breakdowns. On the trip we passed Dailey Bros. train on a siding and some quick visits were exchanged.

Fred and Frieda Conley celebrated their 25th wedding anniversary recently. Fred, incidentally, is collecting pennants and to date has 48.

Jacqueline Tolliver is now assistant in Robert Stanley's wire act. Ray Chandler is in charge of the elephants, replacing the late Spencer Huntley. Mary Ann Fitch is on the front door and Babe Woodcock is on the tax box.

Percy Clark works out daily on Conley's new resin back. Mrs. Steve Nicklings and children will join for the final weeks in Canada. Laura Anderson returned from a visit to Emporia and Kansas City, Kan. Gladys Gillem, who added a new bear to her collection, is getting the new uniforms ready. Louis Ferguson is working candy stands, butchering in the big top and working three elephant acts.—JIM CONLEY.

Cole Bros.

On a Sunday off in Salt Lake City, everyone rushed for the lake. Helen Keeler and Carol O'Donnell had a hard time getting the salt out of their ears.

Jeanne Percival and Lefty Swanson announced their marriage.

Birthdays were celebrated by Jeanne Lalanne, Danny O'Donnell, Arky Scott and John (Buck) Scott. Scott marked his 75th milestone.

Dolly Vale and Jackson Kyes went mountain climbing. Tiny, the bus driver, and Jimmy Boothe, cowboy, are teaching Jean Bistrom how to crack a whip.

Johnny Bailey is back in the medical department. The sphinx of the dressing room is Dolores Mummery.

Jackie Lewis is always looking for extra nails to fix the tray of her trunk.

Visitors: Mr. and Mrs. Ward McFadden, and Mary Kay O'Donnell.—SALLIE MARLOWE.

Polack Bros.' Western

The NPLSPC (No People Like Show People Club) gave its second party of the season, with the entire personnel, plus their guests, attending. Following a chicken dinner, President Gus Bell introduced the outgoing officers, including George Paige, vice-president; Chai Huang, treasurer, and Josephine Berosini, secretary. Incoming officers are (See Polack Bros.' Western, page 90)

Kelly-Miller

John (Dutch) Narfiski used to do cat act with the John T. Backman Show. He also was a menagerie superintendent on Robbins Bros., and once was with Gollmar Bros. Buck Reger, bannerman, used to do leaps clown and sell tickets on the John Robinson 10 Big Shows. He once had banners on the Sells-Floto show and spent two years on Hagenbeck-Wallace, Al G. Barnes and 101 Ranch. He has been with this org eight years, joining from the Ringling-Barnum show.

William (Red) Farragher, ring stock boss, is doing a good job in keeping the stock "polished."

The cookhouse line-up include Frank Francois, steward; Bob Lynch, chef; Jim Murphy, second cook; Butch Graham, third cook; Emmu Francois, beverages, and Tom Chamberlain, head waiter.

Members of the aerial ballet are Karen Kay Miller, Evelina Ross, Armida and Alice Gutierrez, Shirley Vinening, Isia Miller, Martha Jensen and Ora Jo and Lucille.—MAURICE MARMOLEJO.

Hagen Bros.

Business on fair dates is good but still date biz is off. Tama Frank and Patsy joined along with Jimmy Hamiter. The clowns, headed by F. Avalon, entertained the kiddies during the St. Cloud Fair. George Vesorganist, gave a party for the show personnel on a Sunday off. Harry Allen, org's manager, purchased a new Mercury. Mrs. Allen spends most of her time trying to find living quarters on fair dates.—CHUCK STARK.

Jay Gould

To date we have played a Strawberry and Raspberry Festival. Now we've added a Corn Festival. One of the features of the latter event was a corn eating contest and Dave Albright won second prize.

Mr. and Mrs. Jensen's car and Sparton living trailer were destroyed when a truck sideswiped them on the move into La Porte City, Ia.

The backyard kids have a baseball team but so far the towners beat them most of the time.

Bob Collins, circus fan from Palmyra, N. Y., and his mother, spent a week on the show.—DOROTHY H. COLE.

Hunt Bros.

Sunday (14), in Warwick, N. Y., the lady members of the Hunt family entertained the troupe with a surprise baby shower for Mr. and Mrs. Eddy Hunt. The working men decorated the marquee with pink and blue streamers, while the big top stage served as a table, with grandstand chairs arranged to seat the guests. Mrs. Hunt received many useful and beautiful gifts, after which a luncheon was served to over 50 guests.

On Saturday (13) show was visited (See HUNT BROS. on page 90)



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Cedar Rapids Chalks New Marks

Gouverneur's 60,000 Draw Third Largest

GOUVERNEUR, N. Y., Aug. 20.—The Gouverneur and St. Lawrence County Fair closed its 91st annual version Saturday night (13) after establishing several new attendance records, according to Bligh A. Dobbs, secretary-manager. While total attendance for the six-day run, slightly in excess of 60,000, set no week's record, it was the third largest in the fair's history.

Daily records were broken Thursday (11) and Saturday (13), with the largest Saturday turnout since the fair made its initial bow. A new all-time high was also set for night-time attendance, with the George A. Hamid revue, *Star Spangles*, and the music of Mickey Sullivan's band and organist Hal Reynolds proving top drawing cards. Only the terrific heat Tuesday (9) and Wednesday (10) prevented the fair from breaking attendance records for the week.

While Jack Kochman's Hell Drivers drew a record crowd of 6,000 on opening day, the thrill show put on by Irish Horan's Lucky Hell Drivers, on closing day, drew an even larger crowd, exceeding any turnout for a thrill show at the fair. Harness racing and baseball were daily afternoon features and also pulled in the public.

The Oscar C. Buck Exposition Shows on the midway chalked up good business, but would have garnered a bigger gross had the weather been less torrid.

Credit is due Joe Hughes, of the George A. Hamid office, for handling the *Star Spangles* production, and John and Pat Whittaker for their emceeing of the show. Sound service was furnished by Floyd C. Dingman.

Polio, Rain Wallop Wapakoneta, O.; Gate Cut 50%, Receipts 40

WAPAKONETA, O., Aug. 20.—Polio publicity, heightened by the cancellation of the Celina (O.) Fair, and rain, slashed attendance about 50 per cent and dropped receipts 40 per cent under last year at the Auglaize County Fair, which closed its six-day run here Saturday (13).

Rain hit three days. Grandstand patronage thruout was down sharply, but mutuel betting was only 10 per cent below '48. Midway concession line-up was hard hit, with about 200 feet of space canceled at the last minute.

Happy Attractions provided eight rides on the midway. The farm implement display, the livestock show and the junior fair were the largest in the history of the event here.

WFIL Offers Steer As Reading Prize

PHILADELPHIA, Aug. 20.—WFIL, local network station, will be among exhibitors at Reading (Pa.) Fair the week of September 11. Instead of exhibiting its radio wares, the station will show a prize yearling steer. The steer was acquired at an auction in Kansas City, Mo., by General Manager Roger W. Clipp.

As a tie-in with the station's Farmer Jones program, conducted by Howard James, the exhibit is designed to give visitors a chance to win the prize steer by guessing its weight.

Springfield Ahead in \$\$; Gate, Midway Dip Below '48

SPRINGFIELD, Mo., Aug. 20.—Ozark Empire District Fair here thru Thursday (18), the day before the closing of the seven-day event, was down 15 per cent in attendance and off 30 per cent on the midway. Increased grandstand patronage and income from other sources, however, put the fair ahead, dollar-wise, of last year at the corresponding point.

While the number of polio cases here is not high, publicity given to the number of patients brought into the city for hospitalization cut into the children's attendance. The lowered kids' attendance was reflected in the 30 per cent drop-off on shows and rides on the midway, which offered Jack Ruback's Alamo Exposition Shows.

A record-breaking big car auto race crowd was pulled Sunday (14), with the speed events promoted by Al Sweeney and Gaylord White. Speed program was marred by an accident, in which driver Phil Mocca was injured. Hospitalized here, Mocca was reported in a critical condition.

A revue, plus acts, which included the Antaleks, perch, and the Yacopis, teeterboard, was in for five nights, starting Sunday, and it pulled bigger crowds than the show in here last year. Show was booked thru the Boyle Woolfolk Agency, Chicago, with George Flint in charge.

Jimmie Lynch's Death Dodgers pulled a fair Tuesday matinee (15). Another thrill show, Joie Chitwood's Hell Drivers, were slated for the final afternoon program. Horse races, presented three afternoons, were run to fair crowds. Midget racing, held

Record Entries Loom At Roseville, Calif.; Premiums Hit Rec.

ROSEVILLE, Calif., Aug. 20.—The largest list of exhibitors in the history of the Placer County Fair looms for the August 25-28 event. Premiums offered this year constitute a new high for the show. More classes, including a senior swine classification, have been added.

Fair business now is being conducted in the new administration building. In addition to a large business office, the building also houses the office of the manager and a director's room. Also constructed this year is a new dwelling for the manager and two steel and aluminum open side stock barns. Future plans call for the construction of a grandstand.

State Division of Highways is building 740 feet of chain link adjacent to the fairgrounds to replace the fence razed during the straightening of the main highway.

Sunshade netting has been stretched over the grandstand and some of the outdoor exhibit booths.

There will be no restaurant on the grounds this year due to objections raised by the State Board of Health against continued use of present facilities. A new restaurant is being planned for the 1950 event.

Edmonton Builds New Stands

EDMONTON, Alta., Aug. 20.—The grandstand at the Edmonton Exhibition Grounds is being replaced by a steel and concrete structure being built at a cost of \$500,000. The new set-up, seating between 8,000 and 10,000, will be completed by July, 1950.

opening night, also had a fair turnout, and were skedged as the final night's grandstand feature.

Entries, particularly in the livestock division, were up sharply from last year. Sale of commercial space was also up, Glenn Boyd, in his 10th year as secretary, said.

Weymouth First Of Mass. Fairs

BOSTON, Aug. 20.—With the opening of the Weymouth Fair Sunday (14), which drew attendance of 15,000 to the renovated fairgrounds in South Weymouth, Massachusetts got its annual fair season under way, starting off a total of 180 fairs this year, more than all the other New England states combined.

Beginning with the Weymouth Fair there are nine of major importance up to October 1. The addition of pari-mutuel horse racing at seven of the major fairs marks a new trend, but the traditional midway and agricultural exhibits remain standard fixtures in Weymouth, Marshfield, Middleboro, Topsfield, Northampton, Brockton, Greenfield, Springfield and Great Barrington.

Horse racing began at Weymouth Monday afternoon (15), continuing thru the week. Jack Kochman's Hell Drivers, Horace Heidt's *Parade of Stars* and displays of fireworks were features. Lagasse Amusement Company occupied the midway.

The 125th Topsfield Fair, September 4-10, announces that it will offer horse racing and, as a new feature, Sally Rand with a big show. This fair, oldest in New England, plans more than 10,000 exhibits for prize money totaling \$7,500, making it the biggest agricultural show ever staged in Topsfield.

Galax, Va., Annual Marred by Weather

GALAX, Va., Aug. 20.—Rain the first three days raised havoc with the 48th annual Galax Fair, which opened Monday (15) and closes tonight.

Despite the weather, Secretary J. I. Palmer reported attendance and business good. Exhibit space and livestock entries this year, he said, topped any previous year.

The John H. Marks Shows, on the midway, did okay business when the weather behaved.

Fair was billed heavily within a 50-mile radius, both daily and weekly newspapers being used in addition to plugs over Station WBOB, Galax.

Because of the rain, the grandstand attractions were canceled Monday and Tuesday (15-16), but went on as scheduled Wednesday. Grandstand show was emceed by Wilfred Gregory. Acts included Jinx Hoaglan's Hippodrome Circus; Wilfred Mae Trio, hoops and juggling; Kay and Kay, balancing; Jean Dawson, contortions, and Herbert Glatfelter, Hammond organ.

Fair used fireworks nightly except Monday. The Roman chariot races were omitted because of the muddy track.

Officers of the Galax Fair are S. G. Eddins, president; Palmer, secretary, and W. M. Jones Jr., treasurer.

Gate, 'Stand Records Set; Midway Down

Annual Sports Improvements

(Continued from page 46)

sumed the job as secretary-manager two years ago, the fair here has made remarkable strides. Hanson, for many years president and secretary of the New Ulm, Minn., Fair and a long-time member of the Minnesota State Fair, breathed new life and introduced many new features.

Last year, his first at the reins, he whipped up enthusiasm and guided the fair to its biggest gate. This year he pushed harder for new features and for a more balanced fair, and the Cedar Rapids area is now sold on the fair.

Uses Plant Year-Round

Under Hanson the plant was refurbished, there has been substantial new construction, broader participation has been obtained, many new classifications have been added to the agricultural-livestock phases, the attraction bill has been bolstered, and the publicity greatly stepped up.

Hanson also has welded together a smooth-working, capable organization and has put into effect a season-round program for use of Hawkeye Downs, fair site, and this has produced much added revenue and at the same time enabled him to develop a competent staff and to build up interest in the fair.

Last year he introduced the All-Iowa Pig Show and also added agricultural and horticultural exhibits. This year some 300 head of beef cattle were shown for the first time, greater stress was placed on the youth classes and the women's department, and a huge palomino show was developed.

Ft. Williams Gate, Midway Top '48; Grandstand Off

FORT WILLIAMS, Ont., Aug. 20.—Canadian Lakehead Exhibition, which opened here Monday (8) for six days, showed an attendance increase of 10 per cent for the first four days over the corresponding period last year.

Royal American Shows' midway gross was also up from last year, Wilfred Walker, exhibition manager, said. Grandstand patronage was off, however, by an estimated 5 per cent.

Erie Annual Bows New Women's Bldg.

HAMBURG, N. Y., Aug. 20.—Highlight of the 108th annual Erie County Fair, which opened Monday (15) was the dedication of the new \$60,000 fireproof building for the women's department Wednesday (17), and which drew nearly 8,000 women who jammed the grandstand for the ceremonies.

Opening day drew a gate of above 5,000, but attendance really hit its stride Thursday (18), Politicians' Day, with a turnout of above 25,000.

Vaude and circus acts, including Silvers Johnson and his crazy car; Irish Horan's Lucky Hell Drivers and Joie Chitwood's Auto Daredevils; harness racing, band concerts and fireworks were the grandstand attractions. James E. Strates Shows occupied the midway.

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DOOLY COUNTY FAIR

WEEK OCTOBER 10-15

Request Carnivals available this date. Contact WILLIAM V. HARVARD, Secretary Dooly County Fair, Vienna, Georgia. Sponsored by American Legion and Dooly County Farm Bureau. Fair very successful in previous and past year.

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Orange County Debut Is Hot --Even to Fire

MIDDLETOWN, N. Y., Aug. 20.—The 109th annual Orange County Fair got off to a good start Sunday (14), with 6,136 in to see the opening shows, afternoon and night, of Ward Beam's Auto Daredevils—almost double the turnout at last year's opener. An unscheduled auto fire following a too realistic crash brought local firemen and show personnel on the track for a speedy rescue of the driver of the burning car. Both drivers in the crash were badly bruised, but neither required hospitalization.

Attendance dropped Monday (15), with the gate slightly over 3,500. The grandstand was packed for the afternoon performance of the first Hamid grandstand show, as all children under 16 were the guests of the fair association at this performance. First full presentation of Hamid's *Parade of Champions* revue took place Monday (15) night, with George A. Hamid, in person, taking a bow after introduction by emcee Rudy Caffey.

Despite overcast sky Tuesday (16) morning, attendance soared above 7,000 and gave the Coleman Bros. Shows on the midway a good break.

Biggest attendance of the week was registered Wednesday (17), with a gate of over 9,000. Night performance of the Hamid revue drew 3,562 spectators and Coleman's midway rides, shows and concessions chalked up good biz. A fire in the machinery exhibit tent was doused by Middletown firemen before getting any headway.

A light rain, which continued all morning, cut down attendance Thursday (18) and caused postponement of the afternoon races.

Line-up of acts in Hamid's *Parade of Champions* included the Three Barretts, high aerial thrill; Smetona, slack wire; Florence Hin Low, contortionist; Baranak Sisters, equilibrist; Fayne and Foster, novelty musical number; Sam Linfield's Crazy Scouts, slapstick midget number; Al Gordon's dogs; Johnny Weld's bears and a line of girls. Joe Basile's band provided the music and Rudy Caffey emceed the show.

Chemung Fair Hits Peak With 10,920

ELMIRA, N. Y., Aug. 20.—Peak attendance of the week at the 107th annual Chemung County Fair was reached Wednesday (17), with paid admissions totaling \$10,920, which was 3,000 in excess of the gate on the same day last year.

Tuesday's (16) gross attendance was around 15,000, but this included an estimated 5,000 children admitted gratis on the first of the two kiddie days of the fair. Paid admissions for the day were 10,908.

Rain Thursday (18) cut attendance at the fair, but good weather yesterday was expected to draw a good turnout and assure the fair of a gross attendance for the seven-day run equal to or above that of last year. The fair continues thru tomorrow night (21).

Grandstand attractions were the *Follies of 1949* revue and harness racing. The O. C. Buck Exposition shows were on the midway.

Fire Razes Building At N. Y. Fairgrounds

SYRACUSE, N. Y., Aug. 20.—A spectacular fire destroyed a block-long wooden storage building at the New York State Fairgrounds late Monday night (15).

The 30-foot high structure formerly housed the fair's annual dog shows but was currently used for the storage of paint and equipment. The fire will not delay the opening of this year's fair, set for September 5.

Bill, Bette Gerard Offer Pkge. Show For Fairs and Celes

LOS ANGELES, Aug. 20.—Bill and Bette Gerard, playing the California Fair Circuit the past three years as the Three Bee Puppeteers, are offering a package show to fair and celebration managers this year. Between puppet shows Bill dons a clown suit and tours the fairgrounds as BeBe the Clown, and with Bette, runs kid contests.

At night, when the kid contests are not held, they screen their library of 16mm. films, including cartoons, musicals and Westerns.

This year they played the following fairs: San Diego County, Humboldt County, Ferndale, and the 12th District Fair, Ukiah. Other dates include Amador County Fair, Plymouth, August 26-28; Lake County Fair, Lakeport, September 3-5; Antelope Valley Fair, Lancaster, September 8-11; Butte County Fair, Gridley, September 15-18; Santa Cruz County Fair, Watsonville, September 22-25; Kern County Fair, Bakersfield, September 27-October 2, and the Ventura County Fair, Ventura, October 5-9.

Chambliss Preppin' Plans for Legion's Expo at Greenville

GREENVILLE, N. C., Aug. 20.—Norman Y. Chambliss, vet fair director of Rocky Mount, N. C., Wednesday (10) set up offices in the American Legion home here from which point he will direct activities of the 1949 edition of the Pitt County American Legion Fair to be held the week of October 3-8. His son, Joe, a law student at the University of North Carolina, will be in charge of the local office, Chambliss said.

Chambliss said that much interest is evident in this year's annual, which will portray Pitt County on Parade and offer \$3,000 in premiums for livestock, swine, poultry, home demonstration, 4-H Boys and Girl clubs, floral, home economics, vocational agriculture and other educational features. A modern 50 by 160-foot building will be used for the educational exhibits.

Chambliss, in his first year of directing the local fair, said that he is greatly encouraged by the co-operation being given him by agricultural interests. Prell's Broadway Shows will occupy the midway, marking their initial stand here. They will move in from the Rocky Mount Fair, which is owned and operated by Chambliss.

A preview of this year's annual will be held October 2, with Kochman's Thrill Show the feature attraction. Current plans call for school children of Pitt and adjoining counties to be admitted free on Tuesday (4) and Friday (7). A pure-bred swine sale will be held on Farmers Day, October 8.

Berlin's Annual Revives Oct. 7-9

HARTFORD, Conn., Aug. 20.—Plans for revival of the Berlin (Conn.) Fair are being made by Berlin Lions Club, Org., which hopes to present the fair annually, will stage the first revival October 7-9.

Committee includes Clyde Kincaid, chairman; John Graham, M. C. MacLaughlin, Harold Harrison, Albin Holmquist, Paul Giana, Willis Winchell, Leroy Dunham and Clifford Hamilton.

Breeders Name McLeod

REGINA, Sask., Aug. 20.—T. H. McLeod, Regina exhibition manager, has been elected joint secretary for five different livestock breeder's associations.

Acts and Midway For Westchester

YONKERS, N. Y., Aug. 20.—Entertainment program for the Westchester County Fair, September 9-17, at the Blind Brook Polo Grounds in Harrison have practically been rounded out thru the signing of a contract Wednesday (10) awarding the midway privileges to Gerard's Greater Shows of the Bronx, who will provide all rides and shows on the midway.

Among the attractions signed up for the fair by Gerard's Greater Shows are five shows which Leona Duval, of Coney Island, will present on the midway. Professionally known as Tirza, Miss Duval will have her Wine Bath novelty, a Coney Island feature for several summers, and an art show dubbed *Fairest Figures in History*, as her top shows. The Wine Bath show, which Tirza appeared in at the New York World's Fair, will have a 100-foot front. In addition, she will present Unborn, Snake and two-headed baby shows.

Already set for grandstand attractions are Ward Beam's troupe of auto mangers and the car-wreckers of Irish Horan. Beam's crew will make merry September 9, 12, 14 and 15, and Horan's gang will take over September 16 and 17.

Clark J. Walter's C. J. Ranch Rodeo is skedded for the grandstand spot September 10, 12 and 13. In addition, negotiations are under way for circus performances at the fair but as yet no contract has been signed.

Admission prices for the thrill shows and rodeo performances are pegged at 50 cents and \$1, as are admissions to the fairgrounds.

Glenn Ireton, independent agent, did the spade work in lining up the midway contract for the Gerard org., which is owned and operated by Charles and Anna Gerard, in association with Ralph M. Endy.

This year marks the first in 25 that a full-scale fair will be held in this area, located between New York City and the Connecticut line, and virgin territory for midway attractions, as most Westchester cities and communities are tabu to carnivals.

A New York State charter was granted to the fair board, headed by Mrs. Myr T. Houston, president, and John Houston, general manager, a little over a year ago, and active plans have been under way since that time for the 1949 event.

Diamond B Rodeo At Mineola Sept. 13

MINEOLA, N. Y., Aug. 20.—Lewis Blackmon and his Diamond B Rodeo will be this year's grandstand attraction at the 107th annual Mineola, L. I., Fair, September 13-17.

A special grandstand feature will be a concert by the massed band of more than 15 Nassau County High School bands September 15, under the baton of Dr. Edwin Franko Goldman.

Midway will be provided by the combined L. T. and Carnival shows of Phil Isser and I. Trebish, who are lining up additional shows and attractions for the big midway.

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Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended August 19.

The complete List of Fair Dates was published in the issue dated July 9. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson St., Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

ARKANSAS

Hermitage—Bradley Co. Fair. Sept. 28-30. James O. Harrod.
Paris—Logan Co. Free Fair. Sept. 26-Oct. 1. Arnold B. Sikes.

CONNECTICUT

Thompson—Thompson Fair. Sept. 27-Oct. 1. Joseph Halston.

FLORIDA

Ruskin—Florida Tomato Festival & Fair. Dec. 7-10. George Buchanan.

GEORGIA

Vienna—Dooley Co. Fair. Oct. 10-15. William V. Harvard.
Waynesboro—Burke Co. Fair. Week of Oct. 19. Willard Mills.

MISSISSIPPI

Fulton—Itawamba Fair Assn. Sept. 19-24. H. L. Holland.
Kosciusko—Central Miss. Fair. Oct. 3-8. Ray T. Bennett.
Senobia—Tate Co. 4-H Club Fair. Sept. 20-21. S. B. Morrison.

NEW MEXICO

Lovington—Lea Co. Fair. Sept. 16-17.

NORTH CAROLINA

Stokesdale—Community Fair. Sept. 30-Oct. 1.

NORTH DAKOTA

Beach—Golden Valley Co. Fair. Sept. 9-10. R. M. Miller.

OHIO

Delphos—Delphos Corn Fair. Sept. 27-Oct. 1. R. W. Sollinger.

Corunna Registers 10% Crowd Hike

CORUNNA, Mich., Aug. 20.—Re-vamping of attractions and promotion activities by Shiawassee County Free Fair, which closed here Saturday (18), brought attendance up an estimated 10 per cent over last year, according to Edward R. Hancock, secretary, and George Gettman, president.

Local merchants and newspaper cooperated in sponsoring a Queen of the Fair contest that resulted in a packed grandstand Monday (18). Children's day, a losing event for the past few seasons, was built up with giveaways of skates and bicycles, a special grandstand show for youngsters at 9 cents, and extra advertising for the day by the carnival. Result was a build-up on that day alone of 35 per cent.

Closing night was boomed with an automobile giveaway.

Exhibits in all departments were about 15 per cent heavier than last year's, with two extra tents used. Tickets were sold on a deep freeze unit to raise funds for construction of a new exhibit building.

C. L. (Jack) Raum's Cavalcade of Stars played the grandstand, running about 8 per cent ahead of last year.

W. G. Wade Shows No. 1 Unit, playing with more concessions and two additional rides, went about 10 per cent ahead of their 1948 gross.

Attendance at Mason, Mich., Annual Up, Davis Reports

MASON, Mich., Aug. 20.—Attendance at the annual Ingham County Fair, which opened here Monday (15) and closes tonight, was up slightly Thursday night (18), according to Joy O. Davis, secretary. Opening day's business was up 50 per cent, he said, thank to kids' day with reduced ride prices. Grandstand receipts are running ahead of last year, Davis said, altho he would not reveal figures.

The W. G. Wade Shows, on the midway, were enjoying good business and Davis expects total gross for that year will run ahead of last year.

Gate, Grandstand Firm at La Porte

LA PORTE, Ind., Aug. 20.—La Porte County Fair, which opened here Monday (14), held up firmly thru the first four days of its six-day run. Attendance was almost even with last year, Bob Pelan, secretary, said.

Grandstand patronage also held firm. Jimmie Lynch's Death Dodgers pulled a full grandstand opening nights, and a show booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, played to good stands Tuesday thru Thursday night, and was skedded for another performance Friday night.

Harness horse races Tuesday thru Thursday pulled fair crowds. The sulky races were scheduled for the final two afternoons, with Lynch's Death Dodgers slated for two performances tonight, closing night.

On the midway the Calvalcade of Amusements did good business for the first four days. Per capita spending, however, was down from '48.

Wis. Valley Annual In Strong Closing; Midway Off 30%

WAUSAU, Wis., Aug. 20.—A record-breaking grandstand crowd of 8,000, which attended the National Speedways big car races the final day, Sunday (14), helped put Wisconsin Valley Fair on the right side of the ledger.

Harry Kiefer, secretary, reported that the opening day's gate was off 50 per cent from last year. Closing day, however, found 12,000 going thru the turnstiles.

Fair opened in the rain Wednesday (10). The wet weather continued most of Thursday (11) and it was necessary to cancel the trotting races. Grandstand attendance Thursday night was off 25 per cent. The grandstand show, Stars on Parade, was booked thru Barnes-Carruthers. Trotting races Friday (12) drew well and motorcycle race Saturday drew 3,000.

Wallace Bros.' Shows, on the midway, reported business off 30 per cent. Independent concessionaires, however, reported their business up over a year ago.

Fair officials announced plans to build a cement retainer wall in front of the track grandstand next year. More than \$50,000 was spent in ground improvements this year.

Des Moines Calls Off Baby Contest Because of Polio

DES MOINES, Aug. 20.—For the second time in recent years the Iowa State Fair has canceled its baby health contest, one of the top features of the exhibition, because of the polio threat.

Decision to cancel the contest followed a conference between fair board officials, health officials and Gov. William S. Beardsley. State Health Commissioner Dr. Walter L. Bierring, said, following the meeting, that "it was decided that the prevalence of polio in Iowa at this time does not warrant the close of the fair itself."

The contest was also called off at the last moment by fair officials in 1946 because of polio. It was resumed the following year and held again last year.

Some 500 babies had been entered in the contest and fair officials said they would refund the \$2 entry fees. A total of 291 polio cases had been reported in the State up thru the early part of this week. This is 101 more than at the same point last year.

Hope Show Ducat Orders Pour Into Mich. Annual H. Q.

DETROIT, Aug. 20.—Seat orders for the three-day Bob Hope Show in the Coliseum, skedded September 2-4 at the Michigan Centennial State Fair, are pouring in, altho tickets will not be available for a few days, according to Jack Dickstein, attractions manager.

This is the first time that advance sale of reserved seats here has resulted in more than a token sale.

Rock Rapids, Ia., Ups Variety and Gets 30% Attendance Increase

ROCK RAPIDS, Ia., Aug. 20.—The Lyons County Fair, which Wednesday (17) closed its fourth annual run here, was up sharply at the gate, with the increase estimated at 30 per cent by Bob Sutton, fair secretary. Jump was attributed to greater variety in grandstand attractions.

The Shrine White Hose Patrol opened the four-day event Sunday (14) to three-quarter grandstands, both afternoon and night. Harness horse races the following two afternoons also provided three-quarter stands, while the big car auto races (Sweeney-White promotion) closing afternoon loaded the grandstand and had the customers lining the fence.

The grandstand was packed Tuesday night (16), despite rain, for the Amateur Hour Troupe, Wednesday night for a ball game, and closing night for Jimmie Lynch's Death Dodgers.

The Royal Crown Shows on the midway bolstered the strength of the fair, with the midway being declared the finest in the fair's history.

Lewis Co. Fair Hits New Peak; 8,000 Tuesday

LOWVILLE, N. Y., Aug. 20.—The 128th annual fair and exposition of the Lewis County Agricultural Society drew approximately 3,000 Monday (15), opening day, but hit an all-time high for a Tuesday, on Tuesday (16), with a gate estimated at 8,000.

The Horace Heidt unit, with Don Rice as emcee, held down the grandstand spot Monday afternoon, with Irish Horan and his Lucky Hell Drivers taking over for the night session.

Tuesday (16) offered a George A. Hamid revue, Mickey Sullivan's band and organist Jean Wilkins in front of the grandstand. The night show was preceded by a parade of firemen, with 26 companies, 12 bands and 2 drum corps in line. Thursday's (17) attendance was cut by rain in late afternoon.

The line-up of acts in the George A. Hamid show included Bobby Whalen and Yvette, bike act; Sharkey, the Seal; the Montana Kid and the Campbell Sisters, with the trained horse, Coley Bay; Linon, comedy wire, and the Adamson Duo.

Jack Kochman and his Hell Drivers take over today, afternoon and night, as the closing attraction. King Reid Shows occupied the midway.

Delaware Fair Act Line-Up

WALTON, N. Y., Aug. 20.—The Delaware County Fair, which opened here Monday (16), has a good line-up of attractions.

Frank Wirth, of New York, has provided a grandstand show with Ben Dova, comic; the Shyrettos, trick cyclists; the Florida Trio, novel comedy act; Miss Carmita, high pole, and the Loyal-Jansley's French poodles. Greg Talbot's on as emcee.

Closing the fair tonight will be Ward Beam's Congress of Daredevils, who will also be the grandstand attraction this afternoon.



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R-B TO CALIF.; COLE TURNS

Harvey Likes "Open Spots" In Okla., Mo.

Paper War Continues

CHICAGO, Aug. 20.—The war between Ringling Bros. and Barnum & Bailey and Cole Bros. circuses took a definite turn this week when it was ascertained the Big One, which earlier had not planned to play California, would play spots in the State in general, and Los Angeles and San Francisco in particular. Cole, which planned to play the two cities, will turn around at Portland, Ore., and come back thru Oklahoma, Missouri and Texas.

R-B officials' decision to move into California came as a surprise in many quarters in view of the fact that the show didn't draw too well there last year, outside of a Los Angeles stand which was tied up with a charity affair, backed by stage, screen and radio talent.

The rumor that John Ringling North had ordered Art Concello, general manager, to change the R-B route and play L. A. and other California spots to "smash" Cole Bros. was heard in mid-July (*The Billboard*, July 23). At that time, however, R-B officials denied knowing of any such plan.

Harvey Verifies Report

R. M. Harvey, Cole general agent, contacted by long distance telephone in St. Paul today, verified the report that Cole had called off its California plans.

"We have decided to turn around at Portland (Cole is scheduled for a three-day stand in Portland starting Friday, 26) and come back thru Oklahoma, Missouri and Texas. There are plenty of good open spots there," Harvey said.

Ringling officials last year, in commenting on the lack of business on its California trek, said they hit the State too early and the heat hurt. This year, instead of moving in in early September, the R-B show will hit there in October. Org will play many small California spots, a departure from their plan last year.

Meantime, the Big One was finding business somewhat spotty on its trek thru Wisconsin, Minnesota and North Dakota. Org bucked excessive heat, plus the polio scare in many spots. Night business, in most places, was good, with afternoon shows drawing (See R-B to California on page 77)

Three Kansas Spots Give Clyde Beatty Org Light Business

LAWRENCE, Kan., Aug. 20.—Spots in Kansas continue to give only light business for the Clyde Beatty Circus.

Org ran into hot weather here Monday (15) and registered less than a half house at the matinee and less than three-quarters at night.

Emporia, played Saturday (13), proved even worse. Threatening weather was blamed for the light matinee crowd, less than half a house. At night, weather was cool and the lot was a quagmire. Org registered less than half a house.

Extreme heat, plus the polio scare, combined to hurt business in Abilene Thursday (11) both matinee and night houses being less than half.

Merry Christmas!

LONDON, Aug. 20.—Seats are already on sale for London's two big Christmas circuses, Bert-ram Mills' Olympia Circus and Fun Fair and Tom Arnold's Mammoth Christmas Circus. Seat sales opened August 1 and heavy advance sales are reported.

Cyril Mills and Tom Arnold visited circuses in the United States this summer and both signed up acts there for their respective orgs. Arnold signed the English wire walkers, the Al-zanas, feature of the Ringling circus, for his Christmas circus which will open at the Harringay Arena in London, December 21. Mills Circus and Fun Fair will occupy the Olympia exhibition hall here from December 20 thru February 2.

Dailey Bros. Hits Eastern Canada Coast

Biz Good; Train in Crash

SYDNEY, N. S., Aug. 20.—Dailey Bros. Circus is in the midst of its tour of far Eastern Canada. The show left Central Canada by Cornwall, Ont., August 5, and Joliette, Que., August 6. A week-end run of 660 miles landed the outfit in Amherst, N. S., August 8. Business at that stand was better than fair.

On the run from Amherst to Truro the train ran into an open switch and crashed into a string of gondola cars loaded with sand. Since the circus train was moving at only 15 miles an hour, little damage resulted. The first car behind the circus flats was the car occupied by owners Ben Davenport and Harry Hammill. It had to be sent to the Moncton shops of the Canadian National Railways for repairs. Meanwhile the show's executives are using the private car of C. S. Pushie, district superintendent of the CNR.

Truro Stand Good

Truro, Tuesday (9), was a good stand. At New Glasgow, Wednesday (10), the weekly half-holiday gave the show a straw house in the afternoon and a sellout at night.

The jump from New Glasgow to Glace Bay for Thursday (11) was a hop of 201 miles. Added to this was the ferry move from the Nova Scotia mainland to Cape Breton at Mulgrave and Port Hawkesbury. The train was ferried in three sections and finished the Cape Breton haul in two halves. The last 18 miles, from Sydney to Glace Bay, over the Sydney & Louisburg Railway, was tortuous. Ar- (See Dailey in East Canada, page 77)

Hunt Bros. Move Back to Jersey

NEWTON, N. J., Aug. 20.—Hunt Bros. Circus returned to New Jersey territory this week after an extended tour thru New England, where jumps were long and tough.

Last week's trek thru New York State drew fair business despite the terrific heat, with one straw house registered at Hancock, N. Y., where the sro sign went up at Wednesday night's (10) performance.

King, Nearing End of Canadian Trek, Does Okay

RUSSELL, Man., Aug. 20.—King Bros. Circus, nearing the end of a highly successful Canadian tour, continues to do okay business in Manitoba.

Org registered a three-quarter matinee here Monday (15), followed by a straw at night. Friday (12), in Neepawa, despite hot weather, org scored with a full one at night after a near-capacity matinee.

In Roblin Wednesday (10) it was a strong matinee followed by a full one at night.

Polack Opens In Wilmington; Sales Strong

WILMINGTON, Del., Aug. 20.—The Eastern Unit of Polack Bros. Circus opens a four-day stand here today under Shrine auspices, with advance sale reported by Promoter C. V. Badger as running as good as last year. Last year's date was held in the State Armory, while the current showing is on the Wilmington Ball Park grounds.

Promotion, handled by a five-man crew headed by Mr. and Mrs. Badger, disposed of 20 per cent more advertising space in the program than last year.

Badger said the local committee of the Shrine Club of Delaware had been co-operative in arranging for bringing 5,000 underprivileged children, from local institutions, and 500 disabled vets, from hospitals, to see the show during its run.

William H. (Bill) Green, head of press staff, scored with good coverage by local press and radio.

Mills Biz So-So In 4 Mich. Spots

OWOSSO, Mich., Aug. 20.—Business for Mills Bros. Circus in four Michigan cities was just so-so. Owosso gave with a light matinee but a strong night house Tuesday (16), while the day before in Saginaw it was two three-quarter houses.

St. Johns, played Saturday (13), gave with two light houses and the same was true Friday (12) in Charlotte. Heavy publicity on polio accounted for the poor draw in Charlotte.

K-M Finds Business In N. D. Only Fair

CANDO, N. D., Aug. 20.—Business for the Al G. Kelly-Miller Bros. Circus in North Dakota continues only fair, with matinee business light and night houses far short of full. Circus officials report the recent hot spell, plus the fact farmers are in the midst of harvesting, has hurt.

Here in Cando Saturday (13), weather was on the hot side in the afternoon. Result was a light crowd. At night, weather was okay and attendance was some better, altho it

Cole Matinee Biz Light But Nights Okay

Spokane Proves Good

EVERETT, Wash., Aug. 20.—Getting relief from the excessive heat of the last few weeks, Cole Bros. Circus, which found the going a bit rough, attracted better houses this week and the tail-end of last week.

In most instances, matinee business was off but night crowds were capacity or overflows. Here in Everett, Wednesday (17) show had less than a half house at the matinee but near-capacity at night. Publicity on the polio scare was heavy in Everett and this cut attendance at both shows.

A two-day stand in Spokane (14-15) proved a winner. Org registered a full matinee opening day and better than three-quarters at night. Second day it was a three-quarter matinee and near-capacity at night.

Two Montana spots, Butte (12) and Dillon (11) gave with full ones at night after light matinees. Matinee in Butte was hit by rain. Pocatello, Idaho, after a light matinee, registered near capacity at night.

Biller Business Continues Light; Pa. Spot Okay

BERWICK, Pa., Aug. 20.—Biller Bros. Circus which has been experiencing light business in the East, continues at that level, altho Hazleton, Pa., Tuesday (16) proved okay. Org had a three-quarter matinee and a full night house.

Cloudy weather in the afternoon hurt the matinee draw here Wednesday (17), only a half house being on hand. Night show drew three quarters.

In Ogdensburg, N. Y., Thursday (11) show registered light at both matinee and night shows and in Potsdam, N. Y., Wednesday (10) stand was hit by rain, both afternoon and night.

Circus officials reported a recent change in the building code laws in New York State have caused the show trouble. The law reads that all reserved chairs must be firmly nailed or attached to stands. State police were much in evidence in Ogdensburg, inspecting the show's seating arrangements.

Lu Lu Shrine Temple Inks Hamid-Morton

PHILADELPHIA, Aug. 20.—Lu Lu Shrine Temple again will sponsor the Hamid-Morton Circus this fall for its 10th annual promotion. The circus is set for the week of October 10 at the Philadelphia arena.

Owner Kenyon, of the Hamid-Morton staff, blew into town this week to start the advance ballyhoo and handle preliminaries.

Langdon, played Friday (12) gave with a light matinee but a strong night house, and in Park River Wednesday (10) it was a half matinee and less than three-quarters at night.

UNDER THE MARQUEE

Janie Stutz closed with Biller Bros.' Circus because of ill health and returned to her home in Los Angeles. . . . Jack S. Smith, member of the office personnel of Cole Bros.' Circus, writes from his home in Dayton, O., that he has left the show. Smith is lot superintendent, in charge of all outdoor concession and exhibit space, for Montgomery County Fair, Dayton.

Then there was the early-day circus owner who, on closing day, complimented his general agent with, "You laid out a splendid route—in the wrong direction."

Elmer P. Michaud, Van Buren, Me., reports Dailey Bros. gave four performances Monday (15) in Halifax, N. S. . . . Frank M. Farrell, Ithaca, N. Y., ventriloquist and magician, joined Robbins Bros.' Circus recently. . . . S. B. Russell, last season with James Bros.' Circus and who spent part of the 1949 season with Cole Bros., will make fairs in Topeka, Kan.; Oklahoma City, Little Rock, Jackson, Miss., and Shreveport, La., with the Bush-Laube Concessions.

Hubert De Moss, 38, and Philip Lynch, both of Sarasota, Fla., employed by Ringling-Barnum, were injured in mishaps in Marshfield, Wis. De Moss is in St. Joseph's Hospital with a broken sternum (part of the breastbone). Lynch was treated for face bruises and contusions sustained when he was thrown to the cinder roadbed as he lost control of a wagon tongue. He returned to his job.

There is no such thing as a circus know-it-all. The guy who studies circus history may be asked about early-day Side Show flageolet music.

Fred Bailey Thompson, veteran circus press agent now enjoying retirement on his peach grove and pecan ranch at Clarkston, Ga., is celebrating the arrival of new grandson, Terry Joseph Thompson, who, he claims, came into the world with a circus banner in his hand. It's Fred's fourth grandchild. Thompson, the author of numerous works on the circus, including "Under the Big Top," and a special kiddies' series, has built an enviable reputation around his home territory thru his working with crippled children and entertaining them with his stories of circus lore.

Test of manual dexterity is the ability to juggle cookhouse stew on a knife to one's mouth without hitting the necktie.

Vern Coriell Sr., a patient in the Veterans Hospital, Little Rock, Ark., the last eight months, has been discharged and is recuperating in his home in Pekin, Ill. . . . Frank Kandler, circus fan of St. Cloud, Minn., cards that Al McCance, Chicago biller, was a recent visitor in St. Cloud and that Al Linderman, in charge of the Al G. Kelly-Miller Bros.' Circus billing crew, was in St. Cloud billing. . . . Mrs. Andrew Henser, Fond du Lac, Wis., writes to sing the praises of Beau LaVallee, "Who handles Adolph Delbosq's horse on the Polack Bros.' Eastern Unit like a veteran, despite the fact he's only 18 years old." LaVallee, incidentally, hails from Fond du Lac.

Circus berths come fully equipped with everything and all one has to bring is the

sign that reads, "There is no place like home."

Ed Hodgini and his crazy car were recently held for a second week at Ocean View Park, Norfolk, Va. . . . Wayne G. Newman and his posing horses were at the Converse, Ind., Fair and with the 101 Ranch Show at the Zanesville, O., Fair. . . . Aerial Snyders, closed at Buckeye Lake, O., August 21. . . . Thalei Dechert, who walked the wire for Mighty Haag Shows before she was 5, is appearing at Mac's Burlesque Bar, Chicago. She is writing a mystery novel of the circus titled "The Big Top's Secret." . . . Franklin M. Ronk, Toledo, has seen the following big tops this season: Kelly & Morris at North Baltimore, O.; Mills Bros., Bowling Green, O.; John Pawling, Findlay, O.; Cole Bros., Sandusky, O.; Dales, Monroe, Mich.; Ringling-Barnum, Toledo. . . . Sophia Meck, retired Ringling performer, visited Willie Downing at Eastlawn Sanatorium, Northville, Mich., recently and reports that he is doing okay. . . . The Buck Lucas Circus Unit has left King Bros.' Circus to play fairs, opening at Fayetteville, Tenn., for the Brayley Attractions.

Circus train master advertised for trained men, probably meaning men trained to be out of their berths on arrival time.

In the U. S. on a talent hunt, Stanley Boswell, owner of the leading circus of South Africa, visited Polack Bros.' Western Unit in Los Angeles, and asked Billy Griffin, clown, if he knew where his second cousin, Ernestine Clarke, could be found. It so happened that Ernestine, bareback riding star and aerialist before her marriage in 1946 to Parley Baer, radio actor, was visiting friends backstage when Boswell arrived. Boswell also found a cousin by marriage on the show, clown Freddie Freeman. Mr. and Mrs. Boswell are on a six-month leave from their show in South Africa, where Boswell's family has operated for more than 100 years. Boswell has two other cousins under American big tops, Charley and Percy Clarke, with Robbins Bros.' Circus. . . . Mr. and Mrs. Jerome Medrano, owners (See Under the Marquee on page 91)

Dressing Room Gossip
Appears This Week on
Page 56

DAILY BROS.' CIRCUS

ENLARGING FOR THEIR SOUTHERN TOUR

Need all kinds of reliable help except general agents, contractors, boss canvassmen.

We need truck drivers, big top train and kitchen hands. Join at Adrian, Mich., Aug. 31; Ottawa, Ohio, Sept. 1; Washington Court House, 2; Jackson, 3. Ohio circus acts, wire us what have you and price.

JOSEPH COGOZZO—HOME ADDRESS: 3940 SPRING GROVE AVE., CINCINNATI 23, O.

WANTED **WANTED** **WANTED**
Experienced, Dependable Assistant, Age 30-50, no drinker, capable training young monkeys, must operate large new semi, \$50 week to start. No wires, no advance, come on. Year around job!

ANIMAL ODDITIES SHOWS
TWIN FALLS, IDAHO

STILL AMERICA'S FINEST FRATERNAL TRAVELING CIRCUS

Acclaimed by Press and Public the Nation Over

WESTERN UNIT

"It was a fast-paced show, crammed with all the high-wire daredevilry, animal and comedy acts any 'big top' fan of any age would want to see."
Los Angeles Examiner
"Altogether, it was a hit show."
Los Angeles Times

EASTERN UNIT

"Polack Bros.' Circus had a splendid array of talent performing brilliantly and skillfully . . . a great show."
Rhinelander News

Eastern Unit has some open time from Oct. 21 to Nov. 11.

POLACK BROS. CIRCUS
203 N. Wabash Ave. Chicago 1, Ill.
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ROGERS BROS.' CIRCUS

Can use Good, Sober, Reliable Superintendent who can get it up and down without slugging. 2 more Clowns and Ground Act (not animals), Side Show Act, Punch, Girl for Sword Box. Also 2 more sober Advance Promotion Men. Write 51 Rubens, Liberal, Kansas, Aug. 23; Perrytown, Texas, 24; Berger, 25; Dalhart, 26; Tucumcari, New Mexico, 27; Clovis, 29; Roswell, 30.

FREAK COW

Money maker for State Fairs. Nothing ever lived like it. Sale or lease.

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BOOK UPC. TICKETS, BANNERS. CIRCUS DEAL.

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Several good dates follow.

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24-HOUR MAN

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WARRENSBURG, MO., AUG. 23;
BUTLER, 24; NEVADA, 25; LAMAR,
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All sizes and colors. Chainette Fringes. All colors. Rhinestones and Settings. Ostrich Plumes and Fringes.

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PROMOTER WANTED

Men wanted who can handle promotions. Must be thoroughly experienced and be a real go getter. Must possess more ability than just talk. Sober, honest and reliable. One who can furnish recent references. Apply:

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WANTED—TELEPHONE SALESMEN

Must be tops for best labor deals in the East. No boozers or limbsters wanted. No advance artists. No collect wires. We are not desperate for men or women. If you can sell labor—you have all year work. Commissions daily. Big holiday issues now starting. Tex Rumsauer, Phil Streight, Bill Bailey, Bill Copp or anyone who worked for me before—write or come in.

PETE MALONE

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OSCAR WILEY CALL OR WIRE DALES CIRCUS

Can also use two White Face Clowns.
Buford, Aug. 24; Canton, 25; Cedartown, 26; all Georgia. Ft. Payne, Ala., 27.

WANT PROMOTION MANAGERS

Who can handle phone crews. Banners and U.P.C.'s. Must be able to finance selves. No drunks, limbsters or loafers. If you want to work, write telling where you can be reached by phone.

JACK MILLS, MILLS BROS.' CIRCUS

Port Clinton, O., Aug. 23; Fremont, 24; Sandusky, 25; Avon Lake, 26; Garfield Heights, 27.

BABY ELEPHANTS for sale, up to \$1000 below current prices. Orders being taken for fall or spring delivery.
BAR AND TRAMPOLINE Performers: Now contracting for indoor dates and 1950 season. Harold Norris, Rudolph Gutting, write.
FEATURE ACTS for indoor Circus dates in Midwest starting Oct. 15. Send full details and permanent address. Promoters, contact:

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Phones ready. 37th year. Ten organizations, one group. No brokers or lusher.

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Write for Descriptive Folder.
"The Name Made Famous for Sway-Poles!"

RICARDO

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Half Nanny-Half Billy. Will be 3 years old in November. Write

ANGELINA STEFANO

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Formerly with Crash Dunnigan's Aerial Rockets, or anyone knowing his present whereabouts kindly communicate with:

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a/s Ideal South Bay? Monticello, Ind.

Atlantic City Again Scolded For Messiness of Boardwalk

ATLANTIC CITY, Aug. 20.—The perennial problem of elevating the tone of the Boardwalk here popped up again last week, when a sharp attack on Boardwalk conditions, particularly those alleged to exist on the Million Dollar Pier, was launched by J. Howard Buzby, beachfront hotel operator. In a letter sent to all five city commissioners and the Chamber of Commerce, Buzby said: "The Boardwalk has been constantly cheapened by unenforced regulations, haphazard shops and the disgraceful conglomeration holding forth at the Million Dollar Pier."

Other resort interests fell in line behind Buzby's complaint, at the same time applauding Mayor Altman's announcement that two machines had been purchased for cleaning the beach. Buzby's reference to the pier was directed at the concessions installed there.

Frank A. Gravatt, former operator

Wildwood Biz Tops '48 by 15%

WILDWOOD, N. J., Aug. 20.—Summer business here is 15 per cent ahead of last year, according to S. B. Ramagosa, the Boardwalk's leading amusement operator. Ramagosa, who operates some 75 concessions, including the Casino Arcade Park and Sportland centers, and who has been in business here for 35 years, said that the crowds during the week and over week-ends have been larger than last year. He forecast heavy business for the rest of the season, with many of the business and amusement establishments set to remain open during September.

Local business received an added boost last Friday (12) when a crowd of 40,000 turned out for the town's 39th annual baby parade. That Wildwood is enjoying one of its best seasons is reflected in post office receipts, with officials announcing a substantial increase in outgoing mail.

September prospects are brightened considerably by the fact that the 31st annual New Jersey convention of the American Legion will be held here September 8-10. The three-day meeting, climaxed by a huge Boardwalk parade, is expected to bring at least 15,000 post-season visitors here.

Biz at Detroit Spots Off 20% This Year

DETROIT, Aug. 20.—Business at Detroit parks so far this season is off about 20 per cent and ops agree this figure will be close to the season's average at closing time. Most parks close Labor Day or the week-end following.

Despite good weather the week-end of August 13-14, business at most spots was called only fair. Beach and pool business has suffered from the polio scare.

Long Beach, Calif., Zoo To Be Turned Over to City

LONG BEACH, Calif., Aug. 20.—Long Beach Zoo, under direction of Wesley Dickinson, president, Long Beach Zoological Society, is open for business. The zoo will be turned over to the city soon.

Animals include a Malayan sun bear, Indian monkey, Malayan monkey, Tibetan pheasant, six alligators, a three-foot Mexican crocodile and a number of tortoises and snakes.

of Steel Pier and now operating two beachfront hotels, also conceded that stricter enforcement of regulations would aid in remedying the conditions listed in Buzby's beef. However, Detective Wilbur Bland, in charge of enforcement of beach and Boardwalk regulations, denied there was any lack of proper supervision. He charged Buzby with failure to list specified violations.

Detective Bland pointed out that whenever Million Dollar Pier concessionaires had tried to encroach on Boardwalk space, operate noisy appliances or conduct any ballyhoo on the wooden way to advertise attractions, they were promptly ordered to quit. Insofar as the type of business being conducted in Boardwalk stores or on amusement piers is concerned, Bland insisted that was strictly within the jurisdiction of those issuing the licenses. Only when proprietors or concessionaires step out of line and violate regulations, said Bland, can his men move in and insist upon enforcement of all laws.

Chamber Complains

The Chamber of Commerce, tackling the issue, sounded some sour notes as to the tone of the Boardwalk. It complained about picnicking on the beach and requested strict enforcement of the resort's ban on same. It cited the need for more waste receptacles on the Boardwalk. It complained of advertising banners and flags extending beyond the Boardwalk property line, in violation of the building code, and it said vendors on the beachfront needed soft-pedaling.

Spanglers on Visit Of Midwest Spots

CINCINNATI, Aug. 20.—R. M. Spangler, owner-manager of Rolling Green Park, Sunbury, Pa., and Mrs. Spangler made a motor jaunt this week to visit various Midwestern funspots.

On Tuesday (16), they were the guests to Edward L. Schott and Ralph Wachs at Coney Island here, and Wednesday morning they were visitors at the home offices of *The Billboard* here.

Wednesday afternoon they took in Don Dazey's amusement plant, LeSourdsville Lake, on Highway 4 between Hamilton and Middletown, O. They visited Dayton, O., late Wednesday, and on Thursday visited the amusement zone at Buckeye Lake, O.

On Friday they visited Harry Ackley, of Ackley, Bradley & Day, at Sewickley, Pa., and Brady McSwiggan, of Kennywood Park, Pittsburgh. They returned to Sunbury Saturday afternoon.

Community Fair Skedded At Mountaintop, Pa., Park

MOUNTAINTOP, Pa., Aug. 20.—The first community fair in this area will be held in Gracedale Park here September 12-17, H. K. Snyder, co-owner of the park, announced. Midway will have independent shows, rides and concessions.

Efforts are being made to obtain name attractions. Plan is to put names in with local talent show. George Muska, of Independent Theatrical Agency, New York, has already booked some acts. Warren Hoffman will have bingo, and Evan Evans will have several concessions. Bill Norton, of the Variety Girlie Show, Coney Island, N. Y., has been contracted to put in a show.

The park, recently acquired by Snyder and Don W. Hoffman, is undergoing extensive improvements. Dance pavilion has been renovated, and a contract has been let to build a kiddie swimming pool.

Double Parking

BUFFALO, Aug. 20.—Delaware Drive-In Theater, on the outskirts of the city, not only provides patrons with space for their cars but also has opened a miniature amusement park where parents can park the small fry.

Owner Lewis Drew has installed a kiddie Merry-Go-Round, swings, slides, teeterboards and sand boxes in front of the screen, where it is visible to parents. All for free, plus gifts to the moppets during opening week of the minnie park, all part of celebration of the theater's first anniversary.

NY Beaches Off; Cool Weather Deals 2d Blow

NEW YORK, Aug. 20.—For the second time this month week-end attendance at beach resorts and amusement parks in this area dipped considerably below normal. Weather Saturday (13) was threatening, but Sunday (14) was fair, altho much cooler than in several weeks. Highway traffic out of New York was heavy both days.

Local beach areas registered the biggest drops, with Coney Island estimating its attendance at 750,000 Sunday (14), while the turnout at Rockaway Beach dipped to 450,000, less than half of normal for an August Sunday. Jones Beach reported 59,000 at that spot Sunday.

Concessions Fine

While beaches were somewhat deserted, restaurants, attractions, rides and concessions at Coney Island, the Rockaways and other resorts were doing fair business. Crowds along Broadway and in the Times Square area were evidence that the cooler weather was giving the movies and theaters in those sections a welcome break.

Cooler, but not cold, weather continued thruout the week. Rain Tuesday night (16) cut attendance at the weekly fireworks display at Coney Island to 100,000—300,000 below last week's turnout. Wednesday night's (17) pyro display at Rockaway's Playland drew 250,000.

Cincy Zoo To Get New Ape Building

CINCINNATI, Aug. 20.—Construction on the new \$225,255 ape building at the zoo here will get under way soon and should be ready for occupancy by June of next year, it was announced yesterday (19) by E. W. Townsley, chairman of the Zoo Building Committee.

The new structure, which will house the zoo's anthropoids, will also include a stage on which acts can be presented and will contain an amphitheater seating between 1,000 and 1,500, which will be made available for meetings.

The Charles B. Maescher Company, local contractors, were awarded the contract. Two bids on a new carnivora building were recently rejected by the zoo's executive committee.

George Akers New Mgr. Of Myrtle Beach Pavilion

MYRTLE BEACH, S. C., Aug. 20.—George Akers, Baltimore, has been named manager of the new Myrtle Beach pavilion. He succeeds William D. Huff, resigned. Akers, since the opening of the new pavilion here this season, has been acting as emcee for the stagshows.

Polio Scare Hurts Biz at K. C. Funspot

Bargain Days Started

KANSAS CITY, Mo., Aug. 20.—Attendance at Fairyland Park, which, for the first three months, was far ahead of the corresponding period a year ago, is tumbling as a result of the polio scare, Harry Duncan, manager of the funspot here for the last 17 years, reports.

With the announcement Monday (1) by city health officials that all city-sponsored recreation would be discontinued because of the polio scare, folks started staying close to their homes, Duncan said. As a result, business at Fairyland skidded.

Starts Bargain Days

In an effort to bolster attendance, Duncan has started bargain days on Saturdays when every person entering park will be given a free ticket, good for one ride on any device, between 2 and 6 p.m. All ride ducats excepting the Skyrocket and Scooter, will be reduced.

Duncan, who predicts that the park business generally this year will keep pace with last year, also announces plans for construction of a \$15,000 Kiddieland next year.

Fairyland opened this year May 8 and for the first three months near-record crowds were registered. May attendance was helped by a school promotion. Pupils from 89 public, parochial and elementary schools and 10 high schools were given reduced rates on rides during a 10-day period. Sharing in the receipts on these days was Kansas City Parent-Teachers Association. Duncan reports the PTA realized more than \$7,000 for the 14 days.

Five Rides Added

The addition of five new rides this season played a big part in bringing added business, Duncan believes. The new rides include three kiddie devices, a Mechanical Horse and Buggy, Speedboat ride and Miniature Whip Ride, Caterpillar and a Rolloplane.

Ballroom business more than held its own during the polio-free months, Duncan said, with nearly 1,000 persons crowding the floor almost every Saturday night. Since August 1, however, ballroom business is down.

22 Picnics Canceled

A total of 22 picnics, scheduled this month, was canceled. These included the Retail Grocers event, which annually has attracted around 10,000 persons.

A highlight of the season in June came when 150 members of the Allied Blind Workers were guests of the park and the Heart of Kansas City Lions Club. The same month, the Kansas City Power & Light Company financed the rides and concessions for over 1,000 employees.

Ferris Wheel, Boat Ride Sought for New London

NEW LONDON, Conn., Aug. 20.—CNF Amusements Corporation here, which operates a number of amusement concessions at city-owned Ocean Beach Park, has filed application with the park board's concessions committee for permission to construct a Ferris Wheel or Caterpillar and boat ride at the park.

CNF Amusements Corporation is a recently chartered Connecticut firm, headed by Richard T. Coleman, veteran Middletown, Conn., carnival operator, in association with Conrad Nassetta and Attorney William C. Fox, of New London. Firm originally planned to use the name of Ocean Beach Amusement Corporation, but changed the title at the board's request.

Parking Space At Coney, Rkwy.

NEW YORK, Aug. 20.—Park Commissioner Robert Moses announces that the city's park department will spend \$327,000 converting city-owned plots at Coney Island and Rockaway Beach into revenue-producing auto parking lots.

The project was given the green light when the City Planning Commission, Wednesday (17), approved the transfer of the sites to the park department. Parking lot at Rockaway Beach will accommodate 1,340 cars and at Coney Island, 840. At a fee of 25 cents, Moses expects the lots to yield a yearly net of \$19,666.

Wildwood Fights Picnic Nuisance

WILDWOOD, N. J., Aug. 20.—Strenuous objections were raised before the City Commission this week as to the manner in which one-day vacationists clutter the section under the Boardwalk. Complainants went so far as to ask that a \$75 fee be imposed on chartered busses or ever that they be barred from entering Wildwood. The charge was made that the picnickers in many cases change into their bathing suits under the Boardwalk.

City officials, asked to draft an ordinance banning large picnics under the Boardwalk, said it was too late in the season to prepare a regulation now, but expect such a law will be enacted before next summer.

At near-by Cape May and Sea Isle City, officials ordered beach parties and picnics restricted to a single section of the beach, with officials at both resorts announcing that they are considering ordinances which would rule out picnics.

CONEY ISLAND, N. Y.

By UNO

Current season will go down in Coney Island history for three reasons: (1) No Mardi Gras, an every-year event since 1903 with the exception of two war years; (2) the best season as far as the weather is concerned, and (3) a dread polio spread that lessened business to such an extent as to make negligible the fete and even keep concessionaires behind in fireworks contributions.

The McCullough brothers, George (Chamber of Commerce prexy), Leonard, James and Theodore, increase their amusement and business holdings every season. At their largest area, on Surf Avenue at West 15th, their possessions include a Merry-Go-Round, managed by Harry Baldy Dillon; Jet ride, operated by Frank Nulty; three kiddie rides, fire engine, buggy and motorboat, in the charge of W. Loughlin Walsh, and a 100-car capacity parking lot, supervised by Marshall Red Prestwood, old-time carny man. At Surf and West Eighth there is another Merry-Go-Round managed by Ernie Niola; three similar kiddie rides in charge of William Crane, grandson of the late M. C. Illions, noted carver of carousels, and another parking lot with 300-car capacity. On West Eighth between the beach and Surf Avenue, the brothers have two eateries, with Sam Abraham presiding at the bar and grill; his son, Victor, at a hot dog stand, and Irving Himmel dishing out the hot corn. On the boardwalk outside Steeplechase a third Merry-Go-Round is managed by James McCullough Jr. Three outdoor concessions on West 15th comprise Ray Keller's glass novelties, William Arcone's eatery and the Lobiondo brothers' (four) frozen custard.

Abe Seskin and party were wined and dined by Sol Faber while on a recent visit to the latter's Fascination game. . . . Al Meyers, Arcade operator at 116th Street, has installed Bango Shuffleboard and Telequiz tables in his new annex. . . . Playland Holding Corporation, of which A. Joseph Geist is prexy, controls not only Playland, with its 36 concessions, but also a new development, Joy Town, which has 14 adult and 6 kiddie rides. . . . At Nathan Faber's Fascination, managed by his brother, Sol, are Peter Lavides, Dion LaPorte, Marty Lippman, Allen Weiss, Tommy Hughes, Walter Mischel and Jimmy Bowler. . . . Rotation game at 98th, and Stars and Flowers, at 116th, are both operated and controlled by Nathan and Phil Faber. Phil works the mike; his son, Stanley, is manager and checker, and Phil's wife, Gertrude, assists. Dave Lipton, Teddy Cavoris and Jerry Wildfeuer are pitmen. . . . Faber brothers also own and operate the Park Apartment Hotel in Miami Beach with another brother, Harry. Altho Phil is now a Rockaway-ite, he retains membership in Coney's Chamber of Commerce.

Shorts: Justine Wagner, talker at Rosen's freakery, and his wife, Lucille, entered parenthood with the birth of Leo Samuel, their first, August 5 at Israel Zion Hospital, Brooklyn. . . . Al Lesser leaves the balloons on Surf Avenue in other hands to try a guess-your-age at the Westchester (N. Y.) Fair September 9. . . . Usual end-of-the-season party, toward which Kyrimes Ride Park employees contributed, is to be held September 24 at the St. George Hotel, Brooklyn. . . . Andrea, featured novelty strip-singer-dancer at the Shamrock, was an enthusiastic visitor last week to Tirza and her Wine Bath show. Ditto Al Jolson, who sang at the beginning of the century at Perry's Glass Pavilion on Coney's Bowery. . . . Jack Stern, old-time movie op at Feltman's, will send out several tab units of six principals and six chorines on tour of New England States, New Jersey and New York after Coney shutters. Ken Bourke, Feltman's manager,

plans a remodeling job next season along the West 10th Street side. He says the price cuts he instituted this year helped make it a good season for the park. . . . The Clam Bar on Surf Avenue is owned by Tom Bevilacqua and managed by Jerry Henry. Bar experts are Frank Capucci, Ben Newman, Frank Kennedy and Andy Avilla; chef, Mario Commetti, and headwaiter, Frank Dougherty. . . . James Morano, operator of a Pan game on Surf Avenue, dates his first Island invasion to 1922, when he was associated with Joe Shubert in roll-down tables.

Savin Rock Park Wins Court Action

HARTFORD, Conn., Aug. 20.—District Superior Court Judge Edward J. Quinlan has denied the Wilcox Realty Company a temporary injunction restraining the Savin Rock Park Company, Inc., from continuing a concession stand allegedly obstructing entrance to its Beach Street pier at West Haven, Conn.

Pier's entrance is situated between property owned by the plaintiff and that owned by the defendant, but the Savin Rock Company claims the stand is on its own property. The Wilcox firm contends it spent large sums of money for the improvement of its property, the beach and bathing facilities. Several days prior to the grand opening, the complaint alleged, the stand obstructing the entrance was erected.

Coney Island Fire Destroys Eight Concession Stands

NEW YORK, Aug. 20.—Eight concession stands on the Boardwalk at Coney Island were destroyed by an early-morning fire Monday (15). The fire was discovered at 1 a.m. by Hermann Wolff, in a hot corn stand adjoining his Skee Ball and Poker game concessions. These along with a hot dog stand and gypsy tearoom were gutted.

The concessions were located on the Boardwalk between West 19th and 20th streets. Two alarms were turned in and damage was heavy, but no one was injured as concessions had been closed for the night. The cause of fire was not determined.

Amusement Charter Okayed

CHARLESTON, W. Va., Aug. 20.—The secretary of state has issued a charter to the Mason County Show Ground, Inc., of Henderson, W. Va. New amusement concern is capitalized at \$5,000 and will start business with \$1,400 paid-in capital. Incorporators are William Brown, James Castro and Raymond Robbins, all of Henderson.

BALLROOM FOR SALE

ACCOUNT DEATH OF OWNER, C. J. CASHMAN, RAINBOW GARDENS, BELVIDERE, ILL. Dance hall, 75x168. Eighty acres land, 10 cabins, tavern and modern living quarters. Possession at once. If interested contact premises immediately.

FOR SALE

Pretzel Ride, excellent condition. Can be seen in operation. Loop-o-Plane, four seats; One-Arm Loop-o-Plane, reasonable. Inquire WALDAMEER BEACH PARK BOX 1290, ERIE, PENNSYLVANIA

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CAN BE SEEN IN OPERATION UNTIL LABOR DAY. WRITE OR PHONE SUMMIT BEACH PARK AKRON, OHIO. PHONE FRANKLIN 8174.

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FOR SALE 25 SKOOTER CARS

GOOD CONDITION

ROLL-O-PLANE RIDE

GOOD CONDITION

Both can be seen in operation until September 5. Delivery September 6. Make best offer.

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AVOID GATE-CRASHERS with STROBLITE IDENTIFIER



Hands of patrons are stamped with a harmless invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Rinks, Pools, Amusement Parks, etc.

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LAND AVAILABLE

Suitable for Amusement Park, Carnival, Winter Sports, Lake and ample parking. On bus line. U. S. Route 6 between Peekskill and Lake Mohegan, N. Y. Long or short lease. Write FROOKS, P. O. Box 888, New York 8, N. Y.

FOR SALE

SPECIAL BUILT MOON ROCKET AND TUMBLE BUG

Located at large, Eastern Amusement Park. Both Rides in excellent mechanical condition and good money makers. Reasonably priced at \$30,000. Address inquiries to:

MR. S. HOLESKO

30 Chipman Place, North Tonawanda, N. Y.

For Sale—Yankee Lake

14 miles north of Youngstown, Ohio, Route 27 Property consists of approximately 200 acres, including 58 acre private lake, beach and fine fishing, lots for building, bathhouse, restaurant seating 600 by beach, boats, dance hall 103x190 seating 1600 or more, 12 Bed Room inn, Office Building, Truck, Tractor and other things too numerous to mention. Interested party write for appointment to PAUL JURKO, Brookfield, Ohio.

SUPER ROLLOPLANE

Available After Sept. 5

Will trade, sell, place in park or lease. Three-phase motors. Ride in AA-1 condition. Bought new and never been moved from park.

JOHN MOHN

Buckeye Lake, Ohio

ARCADE FOR SALE

Operating at Seaside Park, N. J. Equipped with 40 Machines including 8 Skee Ball Alleys Five year lease for Arcade and Luncheonette. Reasonable. Contact:

EDWIN L. OLSON

Stockton Ave. & Boardwalk Seaside Park, N. J.

FOR IMMEDIATE SALE

1 C-Cruise, 1 Hi Ball, both 1948's. Must sell because of dissolving partnership. Excellent condition. For details and price, contact:

LEIF JOHANSEN

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Twister Hits Dodson's Org; Loss Estimated at \$20,000

JACKSON, Minn., Aug. 20.—Damage estimated at \$20,000 to show fronts, tops and equipment was sustained by the Dodson Imperial Shows here Tuesday (16) when a freak twister hit the org at the Jackson County Fairgrounds here. The twister, which hit without warning, lasted 25 minutes, with the fairgrounds, situated on top of a hill, suffering the full impact. Blow leveled the front and top of the *Cotton Club Revue*, the *French Revue*, the *Monkey Show*, and felled the tops of Zeke Shumway's *Wild Life and Snake shows* and Earl Walsh's *Eye, Life Show*. One of Morris Friedenheim's concessions also went down.

Towers Bent

Much of the canvas was slashed to shreds. Several light towers were bent. Intensity of the wind was indicated by a 4-inch pipe center pole in the *Cotton Club Revue* which was twisted into an L-shape.

Personnel and animals on the shows escaped uninjured. To spur repairs, Owner Mel Dodson hired local carpenters and painters to augment show personnel. Work was pushed at high speed, and the org was ready to open the fair here Thursday (18).

Austin Surprises

Dodson Shows came here from the Mower County Fair, Austin, Minn., which had proved a pleasant surprise, with rides, shows and concessions all getting a bang-up week. It was the fair's first year for a truck show.

Harry Clark's *Cotton Club Revue* paced the shows at Austin, with Bob Perry's *Motor-drome* and Mrs. Roy Cramer's *Illusion Show* among other leading money-getters. Jack Pugal's dark ride, Bill Pink's *Tilt-a-Whirl*, and Harry Ward's *Caterpillar* led the rides.

Nat Worman, veteran showman, was skedded to join the shows here as a replacement for Cash Wiltse, who has left the org.

Royal Crown Gets Quincy Celebration

NEW ULM, Minn., Aug. 20.—After winding up a successful stand as midway attraction at Rock Rapids, Ia., Fair Wednesday (17) Eddie Young's *Royal Crown Shows* opened Thursday (18) as the midway feature at the local annual. On opening day at Rock Rapids Manager Young celebrated his 53d birthday.

Upon arrival here shows' officials revealed that the shows have been contracted to provide the midway at the annual Quincy, Ill., Labor Day Celebration under the Allied Trade Unions' auspices. Event, which is staged annually in downtown Quincy's Baldwin Park, will be held August 28-September 5 and includes two Sunday showings.

Cavalcade To Play Muncie After All

LA PORTE, Ind., Aug. 20.—The Cavalcade of Amusements this week was set to play a fair during Labor Day week, when the Muncie (Ind.) Fair, previously postponed by polio, decided to run off the event August 28-September 5.

The Cavalcade had been contracted to play the Muncie annual on its original dates, and when the fair postponed the Cavalcade quickly was sent into Kalamazoo, Mich., for a still date that proved none too profitable.

Here this week at the La Porte County Fair the Cavalcade registered good business thru the first four days of the six-day event. The fair's attendance held close to '48 and midway business was brisk, tho per capita spending was under '48.

From here the Cavalcade will move into Richmond, Ind., opening there Monday (22) for a five-day still date before moving into Muncie. From Muncie the Cavalcade will jump to Jackson, Tenn., to open its route of Southern fairs.

Hennies Gets Off To Strong Start At Peoria, Ill.

PEORIA, Ill., Aug. 20.—Hennies Bros.' Shows, breaking in a new lot on University Avenue, opened to a good start here Tuesday night (16), when over 5,000 paid thru the front entrance. Lot provides ample parking facilities, and special bus service from downtown also helped.

Indications were that the date would prove the best still date of the season. Newspapers here were liberal before the shows opened, and the press campaign, handled by Bill Naylor, was rated the best of the season.

Harvey, Ill., played the previous week as a replacement for a lot on 63d Street, Chicago, was rated so-so to fair.

Imperial Expo Gets Fair Northwest Biz

SAN FRANCISCO, Aug. 20.—Imperial Exposition Shows, headed by Martin E. Arthur, are garnering fair business thruout the Northwest, according to Monroe Eisenman, general agent, who stopped here en route to Los Angeles. Shows recently closed the Elma, Wash., Fair, where good business was reported. A new glass house bowed there.

Shows are carrying 11 rides, 7 shows and 35 concessions, and move on 40 trucks.

Management, in addition to Arthur and Eisenman, includes Noma Arthur, secretary-treasurer; Fred Warren, ride superintendent; Fred Stewart, lot superintendent, and Jack Safro, advance.

Show opened in Gardena, Calif., the latter part of February and plans to close about Armistice Day.

Arizona State Fair Signs Crafts Expo

PHOENIX, Ariz., Aug. 20.—Orville N. Crafts, owner-manager of Crafts 20 Big Shows and Crafts Exposition Shows, planed here this week to sign a contract to play the Arizona State Fair, November 3-13.

Crafts will play the fair with the Exposition Shows but will bring additional rides from the barn to augment the midway layout. Also in the deal is the 80 by 200-foot exhibit tent, which Crafts has been renting to fairs.

Crafts will bring 100 concessions, 8 shows and 15 rides here. This is the third time the shows have played the date. Following this date both Crafts orgs go into the barn for the winter.

The Arizona State Fair played to an estimated 200,000 in 1948. In addition to a grandstand show, pari-mutuel betting and stock car races will be a featured part of the event.

Polio Cancels Manchester

MANCHESTER, Conn., Aug. 20.—Annual carnival sponsored by the Knights of Columbus here was canceled following a report by the town's health officer that the city has its 22d case of infantile paralysis.

Technicolor

POINT PLEASANT, N. J., Aug. 20.—Theodore Thompson, driver of a mobile carnival grab stand, did a once-over with his truck while en route to the show's next stand at Beach Haven, but came up with little damage to his person aside from being covered with generous portions of mustard and catsup.

The cookhouse unit was part of the carnival owned by Mrs. Anna Jones, Baltimore, and, according to Thompson, the truck was crowded off the road by a passing car and overturned. The truck was righted and Thompson hit the road for Beach Haven—and a bath.

Good Biz Scored By Calif. Shows At Ferndale Fair

FERNDALE, Calif., Aug. 20.—California Shows, playing their 22d week of the 1949 season, had good business at the 49th Humboldt County Fair which ended its annual five-day run here Sunday (14). Shows were on the midway for the first time and had played near-by towns of Fortuna and Eureka, latter only 22 miles away, before coming here. Shows moved out Tuesday (16) for Reedley and other towns in the San Joaquin Valley.

Business for the season started strong and held up until the July 4 spot in Northern California. The past few weeks have been down but increased takes are anticipated in the valley, which will be in its harvesting season.

Shows carry 7 major and 4 kiddie rides, 3 shows and 25 concessions. A free attraction, the Keenans, high act, is featured nightly. Midway is flashed with 10 30-foot towers. Shows move on 22 trucks.

En route from Ukiah to Fortuna, a truck carrying the front gate and towers was overturned when it hit a soft shoulder. The truck was demolished and the towers damaged.

Show personnel includes:

Office: Bob Schoonover, manager; Betty Schoonover, secretary; W. Lee Brandon, general agent; Glenn C. Loomis, advance, and Blackie Stein, concession manager.

Robert Sheppard, Alonzo Sawyer, electricians; Clarence Wilson, lot superintendent, and William McClanahan, mechanic.

Front gate—William Woods, Reggie Marion, George Augustine, John Taylor, Merry-Go-Round—Robert McCary, foreman; Lawrence Andrade, John Beckley, Ferris Wheel—Carl Dunning, foreman; Jimmy Mercer, Octopus—John Young, foreman; Alvin Laguna, Rolloplane—Keenan Smith, foreman, Tilt-a-Whirl—William Miller, foreman; Oliver Hall, Robert Russer, Spitfire—Otto Fictum, Betty Fictum, Frank Fictum, Mix-Up—Charles Rawlins, foreman; John Todd Kiddie Rides—William Jones, Marshall Williams, Howard Stone, Bobby Schoonover, Pony Ride—Jim Banks.

Ticket Sellers: Edith Jones, Jewell Miller, Geraldine Hall, Jessie Rush, grounds.

Shows: Ozark, "Doc" Sherwood, Snake, Marie and Frank Forrest; Side Show; Brownie Smith, manager; Jolly Josephine, Fat Girl; Vic Lopez, Magic and Emsee; Bennie Blaze, After Show; Kitty Kelly, Three-Legged Girl; Betty Young, Electric Chair; Anita Jordan, Sacrificial Mysteries; Bob Jordan, Torture, and John Taylor, tickets. Penny Arcade—Charlie Albright, owner; Jerry O'Brien.

Concessions: cookhouse, Charlie Austin; grab, Dick and Babs Schoonover; candy floss, Mr. and Mrs. Byron Kast; dice, Dora Carson; rat game, Dick Schoonover; penny pitch, Mrs. McClanahan; bingo, R. H. Gaspard, Dee Gaspard, Ralph Cramer.

Penacook Wants Carnivals

CONCORD, N. H., Aug. 20.—Residents of Penacook, near-by suburb, are seeking a change in the Concord ordinance banning carnivals in public parks. In the complaint, the Penacook residents said the present law denies them outdoor shows because the village has no other suitable location other than a public park. At a hearing Monday (16) of the Capital City's Board of Aldermen, the Penacook petition was opposed by several property owners.

Rain First Three Days Hits Marks Galax, Va., Stand

GALAX, Va., Aug. 20.—Moving here Sunday (14) from the fair at Harrisonburg, Va., where business, despite some hot weather, proved surprising, the John H. Marks Shows, on the midway at the Galax Fair, were belted by rain the first three days, Monday thru Wednesday (15-17). Org closes its stand here tonight.

Paul Lane, lot superintendent, had a difficult time laying out the lot here, which, in addition to being small, was a sea of mud. Hundreds of loads of cinders and shavings were used.

Station WBOB, with a broadcasting booth on the lot, gave with plenty of publicity. Johnny Wise, comic, was featured on many of the broadcasts and Johnny Orenallas and Walter D. Nealand alternated at the mike.

Al Palmer is manager of the Laff House and also works the front. Walter C. Stoeffel's *Wild Life Exhibit* joined for the remainder of the season. Mrs. Henry P. Halder, Richmond, Va., visited her husband, org's secretary. Mrs. Joe Jarnegan, cookhouse cashier, celebrated her birthday Monday (15).

Louis D. Peyser, secretary of the Great Roanoke, Va., Fair, accompanied by Mrs. Peyser, visited here early in the week.

Nate Eagle Midgets In Surprise Wedding

BUFFALO, Aug. 20.—Donald S. Williams, believed to be the world's smallest Shriner, and Dorothy Wenzel, members of Nate Eagle's Hollywood Midget Movie Stars with the James E. Strates Shows, were married in the pastorate of the Christ Lutheran Church here August 12 by the Rt. Rev. John Strodel. The bride was given in marriage by her mother, Mrs. Anna Wenzel, Milwaukee. Mrs. Ella Williams, the groom's mother, also was in attendance. Mrs. Nate Eagle was the bridesmaid, with Nate Eagle as the best man.

Private ceremony came as a great surprise to members of the shows as the little couple asked the Strates press department to give it no publicity. Following the taking of vows, a dinner was served in a private dining room of Hotel Statler, with Mr. and Mrs. Nate Eagle, the bride and groom's mothers, Harry Klima, emcee; Marie Woods, and Frank Cucksey, singers; Mary Lou Kirkendall, singer and dancer; Ann Sholter, dancer; Nita Krebs, ballerina, and the bride's friend, Mrs. Hilda Swartz, who makes and designs Dorothy's wardrobe, as guests. Mrs. Swartz planed in from Milwaukee to make the bride's trousseau.

The newlyweds are honeymooning at the Hotel Statler here but will continue to work on the shows for the next three weeks at towns close by.

Hilderbrand and Van Dee Plan New Show Venture

GAINESVILLE, Tex., Aug. 20.—O. H. (Red) Hilderbrand, former owner of Hilderbrand's United Shows, and H. (Dutch) Van Dee, owner, Van De Luxe Shows, have combined forces in a new fund-raising enterprise which will cater to charitable organizations, Van Dee announced here this week.

Van Dee says the show will be framed so that it can be presented either indoor or outdoors. Hilderbrand, currently in Veterans Hospital, Los Angeles, recovering from injuries sustained in a recent auto accident, will join Van Dee here upon his release from the hospital.

Imprisoned by Japs 38 Months, Al Flint Was Saved by Showbiz

(Continued from page 47)

talents toward the production of other games.

For the two years the circus played the Islands, Al was getting the feel of show business as it pertained to the Pacific, which was to be invaluable for his future contacts. During this time he met Sally Brown, a trumpet player with the Fernandez all-girl circus band.

Game Clicks on Islands

Soon after they were married, Al received a bid to move on and play the Far Eastern Circuit with the Tait Shows. That year Al and wife made one trip thru the Southern Philippine Islands and the Dutch East Indies, learning that no matter how remote the date might be there were few natives who were not intrigued by the Mickey Mouse Race Track.

Upon returning from the tour Al was offered the job of managing the Eddie Tait-owned Co-Operative System Sales Company in Manila. In order to keep the game going with

the shows Sally Flint took it out while Al stayed behind selling novelties to other shows. Business was so good that, in the following year, Sally came into the organization as assistant manager.

Fire Engine Show

In the meantime, Al had received a fire engine game his father had built and he sent this out with the shows. This game proved to be an equally good grosser as the Mickey Mouse game in the Far East. (Incidentally, William Flint, now in his late 70s, is still building games.)

In those days there were enough fiestas continuously being staged in the Philippines that Al was always sending to the States for more novelties. Anything with a flash appealed to the natives. To Al it looked as if he was set for life in Manila. He and his wife owned property and were financially independent.

In Manila December 7

Then came the news that the Japs had pulled their sneak at Pearl Harbor. Those were stirring days in Manila, for the following night Nichols Field, not far from their home, was hit by a Jap bomber squadron. Business, however, continued as usual with both Al and his wife on duty at the store where they worked right up until Christmas Day, when the Japs ordered them to close.

It was the waiting that was the hardest, Al recalls, not knowing whether they were to be shot or imprisoned. Finally January 2, the Japs herded them into Santo Tomas Prison where they stayed 32 months. The worst months of their confinement was when Al and his wife were separated for almost a year. He was sent 40 miles south to Los Banos Prison. Finally his wife was allowed to join him there.

Wife Joined in Shows

During the first two years, he recalls, the only thing that kept them all from going insane because of the confinement and lack of food was the entertainment put on by 50-odd members of show business. While Al helped stage the shows, Sally resurrected the trumpet she had used in the Fernandez Circus and joined the prison band. There were many of the aforementioned hardships and uncertainties, but as long as it was possible to do so, shows were always put on for the other 2,000 prisoners.

During this time, Al went down from 180 to 105 pounds on a diet of a half of a handful of rice per day and tea brewed from mango leaves. Had another month elapsed before their rescue in 1945, Al doubts if he would have survived. His ankles had started to swell from beriberi.

During those three and one half years, Al made plans for the future, never doubting but what they would be eventually freed. There would be a bigger and better novelty house and more games to send out with the shows.

Took Big War Loss

But upon being released they learned that their games as well as the entire show had been scattered all over the Far East by the Japs, some of the equipment melted down for armament. Even their house was gone. For a while they toyed with the idea of trying to regain a foothold in Manila, but eventually gave it up, for the wrecked city would take years to rebuild.

As executive secretary with PCSA, Al hits the road at every opportunity, visiting fairs and carnivals and talking with his many friends on the midway. Altho he suffered at their hands, he bears no particular ill toward the Japs. But rice in any form, whether thrown at weddings or in a pudding will make him see red, and no wonder because it will be a long time before he forgets Santo Thomas and Los Banos.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Featuring **SID ALCIDO'S SKY ROCKETS** As a Free Attraction

FAIRS

Week Sept. 12, Bufts County Fair, Jackson, Ga.

Week Sept. 19, Spalding County Fair, Griffin, Ga.

Week Sept. 26, Coweta County Fair, Newnan, Ga.

Week Oct. 3, Rockdale County Fair, Conyers, Ga.

WANT

For Marietta, Georgia, Labor Day and all week. This should be one of the best Labor Day celebrations in the South. It is sponsored by the Veterans of Foreign Wars and over \$3000.00 worth of merchandise prizes will be given away, including a 1949 Deluxe Fleetline Chevrolet Sedan.

CONCESSIONS

Ball Games, Bowling Alley, Cork Gallery, Long Range, Fish and Duck Ponds, Hoop-La, Hi Striker, Novelties, Balloon Dart, Pronto Pups, Wonder Bars, French Fries, Jewelry, Pennants or any Merchandise Concessions.

AGENTS

Scott & McCaslin can place Spot the Spot Agents. Fred Cantrell can place Agents for Six Cats. Both Concessions work strictly for stock. Mrs. Mayo Tinsley wants to hear from French Crawford, Bill Young and Jimmy Almanac. Buddy Spain, contact us.

BINGO OPERATORS, NOTICE!

Can place Bingo for one week only at Marietta, Ga.

SHOWS

Would like to book high class Side Show, Monkey Circus or any up-to-date attraction catering to ladies and children. Minstrel Show Performers and Musicians for new show just completed. Mary and Jessa Brown, Willie, Pee Wee and Pop Eye, contact Fred Cantrell. Want Talker for Motordrome to join at once.

RIDES

Will book first class Boat Ride or any new Ride not conflicting with what we have.

* NOTICE—IN ADDITION TO THE ABOVE DATES WE HOLD CONTRACTS FOR *
* POSITIVELY THE LARGEST ARMISTICE DAY CELEBRATION IN FLORIDA AND *
* OTHER OUTSTANDING DATES IN FLORIDA UNTIL XMAS. *

JOHNNY T. TINSLEY SHOWS

All Address: Mayson-Turner & Ashby Streets, Atlanta, Ga., this week.

INTERNATIONAL DAIRY EXPOSITION

Indiana State Fair Grounds, Indianapolis, Oct. 8-15

We Hold Exclusive Show Midway Contract for This Event.

CONCESSIONS: Can place legitimate Merchandise Games of Skill, Lead Galleries, Photos, Basket Ball, Balloon Dart Games or other games that can qualify. Can use one or two more Carmel Corn, Candy Floss, Ice Cream or other catering Concessions. Space for two large Cookhouses.

SHOWS: Can place clean worth-while Shows. Ticket admission only—no inside pitches. Want Monkey, Large Animal Side Show, Arcade, Motordrome, Fun House, Glass House. Will consider placing one contract for back end, but must guarantee not less than ten shows.

RIDES: Can place major rides not conflicting. Have Wheels, Merry-Go-Round, Tilt, Octopus, Rolloplane, Roll-A-Whirl, Chair-A-Plane. Want Rock-O-Plane, Scooter, Looper, Caterpillar, Spit Fire. Can place one or two more Kiddie Rides. Have Auto, Whip, Train, Ponies.

Address all communications to

BAKER UNITED SHOWS

Frankfort, Indiana, this week, then as per route.

Permanent Address:

2257 Madison Ave., Indianapolis 2, Ind.

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LOROW BROS. WANT FOR SIDE SHOW

FREAKS AND WORKING ACTS. TICKET SELLERS WHO MAKE SECOND OPENINGS.

Pay every week. Answer. LOROW BROTHERS

ROYAL AMERICAN SHOWS

Minneapolis, Minn., until Sept. 5.

COMPLETE GIRL SHOW FOR SALE

The Most Beautiful Show on the Road. 45 ft. Front, 8 high class Pictorial Panels. 1 Center Panel, 1 Ticket Box, 2 Ball's and Bally Cloth; 20x40 Blue Top, all webbed, trimmed in yellow and green, with Proscenium 14 ft. Center; 9 ft. Blue and Green Side Wall. 14 ft. special built House Trailer with stage hinged on side. 2 Stroblite Lamps, Back Drops and Costumes, 2 Hogen Amplifiers, 2 Mikes, 3 University Speakers, Prop Boxes, Switch Boxes, Light Lines, Poles, Stakes, etc. All new this year and in clean, perfect condition. Complete show loads in trailer. All lumber is edge grain fir. Come and look it over. A real buy—\$2000.00 cash.

SAILOR KATZY, c/o WORLD OF PLEASURE SHOWS
MARSHALL, MICH., THIS WEEK; THEN WARSAW, IND.

MID-WESTERN EXPOSITION

WANTS "America's Sho' Beautiful"
RIDES—Pony Track, Tilt, Octopus, Caterpillar and any not conflicting. **SHOWS**—Managers and Talent for Girl, Athletic, Snake and Five-in-One. Office owned. Also will place Monkey, Life, Eat, Mechanical, Midget and any Grind Show of merit. **CONCESSIONS**—Palmistry, Diggers, Popcorn, Floss, Snow, Photos, Age and Weight, Shooting Galleries, Hoop-La Darts, Fish and Duck Ponds, Skilles, Count and Line-Up Stores. We work here. **HELP**—Foreman for Mix-Up, Managers for Cookhouse and BINGO, Agents for P.C. and Slum Concessions. Chuck or Lee Moss, wire. Remember this show opens in February and closes in December. Long season with regular show folks. No big shots here. Heading for the cotton in Texas. All wires and correspondence to **TED WOODWARD**, Owner and Gen. Manager, this week at Hawleyville, Iowa, Championship Rodeo, Emerson, Ia., to follow, with Fairs in Arkansas after.

GIVE TO THE DAMON RUNYON CANCER FUND

NEW LOW PRICE!
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\$1.50
Genuine band organ selections recorded in our studio—waltzes, marches, polkas, popular tunes. Records 10", double-faced. Write for list.

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RIPLEY, OHIO, FARMERS' FALL FESTIVAL

OCTOBER 20-21-22, 1949

OHIO STATE FOX HUNTERS' MEET & SHOW

OCTOBER 26-27-28

On Streets—Fields—Nights—Tobacco Warehouse. All Concessions open—acts closed. To be handled by the Old-Timers.

W. C. RICHEY, Concessions Chairman

ED L. CAMPBELL, General Chairman

We Want the Old-Timers Back. This will be a blue one.

—IT ALL GOES AGAIN—

WANTED

CONCESSIONS and SHOWS. Everything works. Especially want Bingo, Wheels, Skilles, Novelties, Cookhouse (no exclusives) for E. St. Louis, Ill., Aug. 22-28, John McKee's Rides booked for these dates. Contact:

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WANTED

Concessions—Fish Pond, Photo, Ball Game, Dart Game, Cork Guns, Guess Weight, any Concession not conflicting, for Firemen's Celebration, three miles from Peoria, at Bellevue, Ill., Aug. 24-28; Kingston Mines, Labor Day, Aug. 31-Sept. 5.

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SECOND-HAND SHOW PROPERTY FOR SALE

\$25.00 Wax Head Man, horn growing from forehead. Cheap Jungle Board and Wood Cane Rings. \$19.00 Wax Head Woman with cat eyes. \$125.00 Fortune Teller's Tent, 9x12 ft. Cost \$1800. \$7.50 Nets for Ball Game, 12x15 ft., fine cond.

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Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south. Atlanta, Georgia. **Fairfax 1626**

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Capable Chair Scale Man; must be able to repair. Six weeks' work at Riverview Park, Chicago, Ill. Chicago

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887 Bates Ave. CHICAGO 48, ILL.

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**BINGO BLOWER OF TOMORROW
HERE TODAY**

It's New—Portable—Fast—Efficient
Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.



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Supplies and equipment.

Write Today for Complete Particulars.

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PARK—CARNIVAL—FAIR

The most fascinating public hit in years—It's new—all new—100% skill—men, women and children all play—makes more money faster every day—low in cost and upkeep—liberal 15-day trial offer protects your investment and proves our point—send for free illustrated folders today.

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EZE-WAY CUSTARD MACHINE

20 Gallon Capacity; completely equipped; powered by 2-h.p. water-cooled compressor; single phase 110-220 voltage. Used less than year, flawless condition.

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Buddha Papers on
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MASTER OUTFITS
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Write for Complete List.

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DOERSAM'S BINGO

Agents wanted; must drive truck. All Celebrations and then South. Wire or call:

CHARLES DOERSAM

c/o Harlock Bros. Shows, Glenwood, Mo.,
Homecoming, Aug. 22 to 27.

WANT FOR ROY'S CIRCUS

Small Wild West Concert, also Performers for Big Show and Side Show. Salary every night. No Cookhouse. Show heading South. Write or wire: Washington C. H., Ohio.

BINGO CALLER

And Two Counter Men wanted for long season. J. Francis Smith, answer, or former agents.

PAUL EBERSOLE

c/o Veterans' United Shows, Alvia, Iowa, Aug. 18-21; Estherville, 22-24.

BUCKET AGENTS WANTED

Good Money Every Week for Agents Who Can Grind and Work According to Orders. Long Season and Only Two Grind Stores on Show. Wire Me Here or Will Be in Hannibal Sunday.

JERRY DONDINEAU

c/o Mound City Shows Waverlyville, Mo.

MIDWAY CONFAB

W. E. Jack, who suffered a broken leg a year ago when hit by a car in Huntsville, Ala., while employed as a biller for Imperial Expositions Shows, reports he hopes to be discharged from a Cincinnati Hospital about September 1. . . . Alberta Slim, featured with the Western Show on the Bill Lynch Shows, which tours the Maritime Provinces, recently authored a song, "When It's Apple Blossom Time in the Annapolis Valley."

Midway legal adjuster can solve any problem that can be settled with money.

Les Nichols has been playing banquets and night clubs in Boston since July 2 and is not a member of the Thompson Side Show on the King Reid Shows as was reported recently. . . . Zora Blaire and Jean Eugene were tendered a surprise party by Vickie LePage in Colby, Kan., recently. Guests included Sahara Rose, Margie Flyr, Sandra Lee Shawn and Jean Eugene's nephew, Douglas Hunt. . . . Jack Holliday, former showman, is operating the West Side Motors Company, used truck and bus firm, Atlanta. He says he recently visited the Johnny T. Tinsley Shows and renewed acquaintances with many old friends.

Best kind of rain, take it all in all, is the kind that comes at night when the midway is closed.

Cherise LaVerne reports from Dracut, Mass., that Terresita and Marcel have taken delivery on a new house trailer. They report a successful tour of Eastern resorts and plan to take their troupe to Canada this winter. . . . Zora Blaire, Girl Show operator, and Jean Eugene, annex attraction on M. A. Srader Shows, recently planed into Chicago to pick up new wardrobe. Eugene's nephew, Douglas Hunt, visited while the shows were playing Salina, Kan., where Jean took delivery on a new house trailer. . . . H. W. Anderson, former owner of Anderson's Greater Shows, has his Derby Racer booked on Dodson's Imperial Shows for the

Austin, Minn., Fair. Anderson also has several rides operating on the W. T. Collins Shows. He reports that he recently spent two days visiting with Johnny and Janet Wuetherick, of the Dodson org.

When an Englishman witnessed his first Geck Show he remarked, "I believe the creature is demented."

E. M. McIntyre and family, of Winchester, Va., recently visited the John H. Marks Shows in Harrisonburg, Va., where they renewed acquaintances with numerous friends on the org. They were entertained by Buster Morgan and family. The McIntyres plan to join the J. J. Perry Shows soon for that org's tour of Southern fairs. . . . Joseph Lehr reports that while working a spot store at the Flourtown, Pa., Fair for Patsy Rosania, concessionaire on the Morris Hannum Shows, Rosania took delivery on four more of the new type spot-the-spot boards. Lehr adds that six of the boards were shipped to Seymour Schlar, concession manager on Endy Bros.' Shows, for the opening of the Illinois Fair, Springfield. . . . F. J. Bligh, who talked on Charles Taylor's first Colored Show 16 years ago, is with Taylor again as talker for his No. 1 Unit on Royal Crown Shows.

If a customer knew the opinion some booth agents had of him, he'd apologize for being a customer.

Clyde Graham is in Room 4-B 37, County Hospital, Oklahoma City, where he is being treated preparatory to undergoing another operation. He expects to remain there about six weeks. . . . Lew Alters, Side Show operator, was host at a party to a group of friends recently in Oxford, N. C. Guests included Joe and Mable Searpel, Fred and Myrtle Maurer, Mrs. Raymond Lee Franklin, Susie Cole, Jack Perry and Georgie Spears Jr. . . . Maurice Duval, who closed with the Gulf Coast Shows recently, is in Sedalia for the Missouri State Fair and from there heads for the Michigan State Fair.

WHEELS

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

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CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY 6, MO.

SUNSET AMUSEMENT CO. WANTS

FOR NORTHEAST MISSOURI FAIR AT KIRKSVILLE, AUG. 30 TO SEPT. 2

Can place individually owned Shows. Age and Weight open, Coke Bottles, Ball Games and Hanky Panks. Ride Help who drive. Preston, Minn., Fair, this week; Kirksville next.

Fairs--PAGE BROTHERS SHOWS--Fairs

Want Diggers, Custard, Popcorn, Hit and Miss Ball Games, Jewelry, Arcade, Hanky Panks of all kinds, Swinging Ball, Count Stores, P.C. Must have two or more Hanky Panks. Want for Side Show Annex Attraction Grinder who can make second openings, one Freak to feature. RIDES—Will book one Ride not conflicting such as Rolloplane or Roll-A-Whirl. Don't wire, don't write, come on—we'll place you.
Hohenwald, Tenn., Fair—this week; Lafayette, Tenn., Fair—next week.

WANT WANT WANT FOR ROYAL CENTER, IND., 4-H FAIR, AUG. 23-27

Bingo, Ice Cream, Snow Ball, Jewelry, or any Legitimate Concession working for stock. Goldsmith, Ind., Old Settlers to follow. Send all replies to Royal Center, Ind.

PAUL DRAGO, Drago Amusements

GAMES

Not the Cheapest—the Best
WHEELS
SKILLOS
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BLOWERS
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SIX CATS
SOUP PEGS
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MILK BOTTLES
BIG DICE
SMALL NUMERAL
DICE
POINT CHARTS
RED MARBLES

Many Other Games.
If you are with it, Catalog Free.

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24"-30"-36"-
42"-48" sizes
Mdse. and Paddle
Wheels
"Big Six" Dice
Wheel, \$95.00.
Horse Race & Dice
Wheels in all sizes.
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Nos., \$2.00 Ea.
Write for Catalog

CARDINAL MFG. CORP.
Manufacturers of Carnival Wheels and
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CHICAGO, ILLINOIS

WANT DIGGER OPERATOR

Must understand Buckley Machines.
Must be sober. New custom trailer.
Long season, good deal if you can
produce.

JACK E. VINSON

Model Shows, Nashua, Iowa.

**FOR SALE BY OWNER
KIDDELAND AMUSEMENT PARK**

Chicago, Illinois
Miniature Steam Locomotive with 4 coaches,
Allan Herschell 2-Abreast Merry-Go-Round,
Kiddie Auto Ride with 10 cars, Kiddie Air-
plane Ride, Pony Tracks, Refreshment Stand,
Living Quarters, Stable and miscellaneous
Buildings.
Call before noon
Phone: Summit 1380W2

HELP—SIDE SHOW PEOPLE—HELP

Pin Cushion, Sword Swallower, One More Freak,
Woman to Handle Big Python, Girl for Headless
and Bally. Due to disappointment, good Ticket
Seller who can and will grind. No attraction too
big as we are out of the sticks and playing
proven Side Show Territory. Nine Fairs North
then winter's work in Florida. We never close.
Walter All, James Cochrane, Leo Palmer, come
on.

JOE E. HILTON'S
COMBINED CIRCUS SIDESHOWS
c/o W. G. Wade Shows Sandusky, Michigan

**WOULD LIKE TO HEAR FROM THE
FRIENDS OF THE LATE**

H. J. WASHBURN

(Natick Whitey)
who passed away July 19

MRS. H. J. WASHBURN

363 Elm St. (P. O. Box 90), Marlboro, Mass.

WANT PHONEMEN

Telephone directory for Massie Organization
in Chicago. Must be sober and reliable.
No money advanced. WRITE . . . State all in
first letter. Please do not misrepresent.

TOMMY SACCO

203 N. Wabash Ave. Chicago 1, Ill.

WANT CARNIVAL

for 30 days in August or September. Elec-
tric or steam music. Six Major Rides, 25 to
50 legitimate Concessions for Mount Rose
Stadium, Port Acres Road, Port Arthur, Texas.
Write
325 W. Thomas Blvd. Port Arthur, Texas
Phone 2-1866

... Before leaving Gem City Shows at Davenport, Ia., to open in Chicago at the Italian Festival, Linda Lopez, Side Show operator, took delivery on a new car.

Charles (Tiny) Elliot, who has been off the road for sometime, reports he recently joined Fats Usher's Side Show on the C. A. Stephens Shows. ... R. V. and Shirley Ritz report they are retiring from the Motordrome business, returning to their home in Pontiac, Mich. The Ritzes opened the season on Dodson's Imperial Shows May 2, in Birmingham, and left at Green Bay, Wis.

From statements of cookhouse financial experts, one learns that unemployment is not yet serious to the midway profession except in towns where there are unemployed.

San Antonio notes: Dave Stevens is operating a set of rides and concessions on local lots. ... Hippo Deneke, formerly with the Alamo Exposition Shows, has been on the sick list for the past few months. ... Charles Schubb, formerly with the Royal American Shows, continues to do business at his downtown tavern, which is the mecca for many outdoor show people. ... Ben (Lefty) Block, former carnival concessionaire, has opened a new furniture store here. ... Louis (Blackie) Ringol, former carnival general agent, is doing good business with his root beer-popcorn trailer in the heart of downtown San Antonio. ... A. (Booby) Obadal is busy going between El Paso, Tex., and Lawton, Okla., in which cities he has rides in amusement parks. He also operates Riverview Park here. ... Playland Park, under the management of Jimmy Johnston, has been enjoying good business. He added a new Roller Coaster to his ride line-up. ... Mr. and Mrs. Barney Gerety are back at their Kerrville, Tex., home after an extended vacation trip, during which they spent two weeks in the Lake of the Woods country in Ontario, Can.

Friday no longer has the bad reputation among midway jinx hunters as it is the last work day of the week and payday, which puts spenders on lots.

In the July 30 issue of The Billboard, the Final Curtain Depart-

BUDDY WAGNER

Contact me at once. Important!

R. E. GILSDORF

Dick's Greater Shows

Columbia, Pa.

EDDIE MILLER WANTS

Man with one girl to work VENUS SHOW; good proposition. Also one Dancer and Girls for Posing Show. LaFreda, Jean Martin, contact me at once.

c/o HAPPYLAND SHOWS
CARO, MICH.

WANT RIDE HELP

On Merry-Go-Round and new Space Ships. Booking Concessions, Rides and Shows not conflicting.

HAGENSICK'S RIDES

Minneapolis, Kansas, Fair, Aug. 23-26.

SOL KANE WANTS

TWO AGENTS FOR AGE AND SCALE

Address: c/o CETLIN & WILSON SHOWS
Bay City, Mich.

FOR SALE

COMET AND 7-CAR TILT-A-WHIRL

Also other Rides

BOX 287

The Billboard, 188 W. Randolph St., Chicago, Ill.

ment carried a notice on the death of Clarence Verhaar wherein it was stated that he was the brother of Speedy Babbs, which was incorrect. Verhaar was Babbs's partner and, before leaving the biz, formed the Motordrome riding trio with Robert Babbs and Speedy. ... George E. Walker, bingo caller, who recently married Mrs. Ann M. Smith in Chicago, has left for fair dates in Michigan. His wife will join him later for the remainder of the fair season.

VI Petka Monfils, convalescing from a major operation performed at Grace Hospital, Detroit, is at home, 8743 St. Paul Avenue, Detroit. ... Personnel of Jimmie Watts' Side Show on Wallace & Murray: Jimmie Watts, magic and juggling; Billy Etheridge, human blockhead and fire-eater; Helen Watts, tattoo; Coletta, glass dancer and electric chair; Carmen, mentalist; Jean Frank, torture chamber; Cleo Dulane, annex. Coletta, daughter of Jimmie and Helen Watts is getting ready for school.

"Strictly a mistake, strictly a mistake." alibied the agent when a concession manager caught him putting the course-notes in his hip-kick.

Grady B. Lynn, well known in outdoor show circles, is at the Kimball House, Atlanta, recovering from a broken leg sustained recently. He'd like to read letters from friends. ... Mr. and Mrs. Charles Roth played the Flourtown, Pa., Fair with their spot-the-spot concession.

When the Bill Lynch Shows played Halifax, N. S., Owner Bill Lynch and Superintendent George Cavanaugh were hosts to underprivileged children from Protestant and Catholic institutions. Performers from various shows on the carnival also went to Rainbow Haven, camp for crippled children, to give a show.

Some managers have trouble remembering names. Others can't place faces. But when a midwayite blows while \$5 on the nut and comes back 10 years later—they peg him immediately.

Fred Miller, cookhouse operator on the W. G. Wade Shows No. 1 Unit, is making plans to take his eatery on a Southern tour following the wind-up of the fair season. ... Mr. and Mrs. Sam Rothstein are vacationing in New Hampshire. ... Joe Hilton joined W. G. Wade Shows No. 1 Unit with his Side Show at Mason, Mich., with Joe Banner handling the front. ... Harry E. Wilson, recently resigned as press agent of Lawrence Greater Shows, reports he had his over and under at the Home-Coming and Horse Show in Oakville, Ia. He also assisted Robert Miller in promoting the event. The two-day event, Wilson says, drew an estimated 4,000. ... Joining the W. G. Wade Shows No. 1 Unit at Mason, Mich., were Porter (Teebone) Bynun and C. Hollingsworth, with concessions; Findlay (Deafy) Clark and Eddie Bennett, the latter with novelties.

Among the visitors on the Gooding Amusement midway at the Ashtabula County Fair, Jefferson, O., were Frank Bland and Ed Treon, circulation manager and member of the editorial staff, respectively, of The Daily Times, Niles, O., and Mr. and Mrs. George Gilbert, of Girard. Gilbert is a conductor on the Erie Railroad.

Mrs. Mary Waite, who has been ill at her Davenport, Ia., home, was much improved when her daughter, Mrs. J. C. (Ethel) Weer, paid her a surprise visit August 10. J. C. Weer, of the Johnny J. Jones Exposition, then playing Fort Wayne, Ind., motored to Davenport, where he joined his wife and his son, J. C. Weer Jr. He then drove them and his mother-in-law to Indianapolis, where the trio boarded a plane for Miami, where they will spend several months. It was the first plane trip for the 83-year-old Mrs. Waite.

BULLOCK AMUSEMENT CO.

Lean entertainment for the whole family

MT. GILEAD, NORTH CAROLINA, THIS WEEK
LATTA, SOUTH CAROLINA, WEEK OF AUG. 29

In the Heart of the Tobacco Section
Main Street Location

Want Grind Shows, Legitimate Stock Concessions.

Open Midway, No Exclusives Except Cookhouse, Popcorn and Bingo. Good Opening for Milk Bottles, Pitch-Til-You-Win, Bumper, Slum Spindle, Dart Joint, Scales, etc.

John Murray wants Concession Agents.

No Gate. No Racket. No Glass Pitches.

JOHN S. BULLOCK, Manager
JOHN MURRAY, General Agent

CENTRAL AMUSEMENT COMPANY

CAN PLACE FOR THE FOLLOWING FAIRS

Pembroke, N. C., Big Robeson County Indian Fair, held on State College Campus, Sept. 5-10. One of the best in N. C., followed by Whitakers, Murphysboro, Seaboard, Windsor, Scotland Neck, Robersonville, all N. C.; Loris and Andrews, S. C. Want Kid Rides other than Train and Auto. Organized Minstrel, will furnish complete outfit. Willie Ballow, contact. Want Free Act. Have complete Side Show Outfit, 100 ft. Banner Line, liberal percentage to man who can put something in it worth while. Want Ride Help, prefer semi and truck drivers. All Legitimate Concessions open, Long and Short Gallery, Candy Floss, Jewelry, Scales and Age, Fish Pond, Balloon Dart, Ball Games, Pitch to Win, Penny Pitch, Hoop-La, French Fry and Custard. Good opening for Bingo, Harold Raley, contact. Mitt Camp, Cooper, write. Charles Saunders and all others who have been with me and know these spots. A few P.C. open. This show booked solid until Dec. 10 and these Fairs are all proven spots as I have played them for the past 10 years.

All Contact Myrtle Beach, S. C., Until September 1st;
Then Pembroke, N. C., Fair
SHERMAN HUSTED, Manager

CAN PLACE LEGITIMATE CONCESSIONS

OF ALL KINDS FOR MUNCIE, IND., FAIR

AUG. 28-SEPT. 5 — LABOR DAY

Photos Open—Eats and Drinks

WANT—Foreman for Hi-Ball Ride,
Octopus, Little Dipper.

Capable Man To Handle Train Ride

"Brownie" Lunsford, Contact Al Wagner.

CAVALCADE OF AMUSEMENTS

RICHMOND, IND., THIS WEEK



RIDE HELP WANTED—Can place Foreman on Tilt and Spitfire. Also Second Foreman for Twin #5 Wheels. Can place Second Men who drive semis.

CONCESSIONS—Will sell X on Custard, Chocolate Dip and Novelties. Can place several Concession Agents, Ball Game Workers and Percentage Dealers.

Boerne, Tex., all this week; San Marcus, Tex., next week. Don Franklin, Mgr.

WANT

Shows—Snake, Monkey, Wild Life, Animal or any other Show not conflicting. Concessions—Scales, Balloon Dart, Diggers, High Strikers, Photo, or any 10-cent Concession. Have 10 Real Spots for this fall. Rides—Rolloplane, Kid Rides or any Ride not conflicting. Will give special offer to Shows as these spots have not had any Shows in five years. I show Florence, Ala., one block from Courthouse, week August 29. Have two Stock Shows and four Fairs, all uptown.

KELLIE GRADY SHOWS

FLORENCE, ALA.

COLEMAN'S STATE SIDE SHOWS

Want for New Troy, Mich., this week; Porter, Ind., August 29 to Sept. 5, Big Labor Day Celebration. Want SHOWS... Monkey and Mechanical. Want Hanky Panks, Snow Cone, Ball Games, Ice Cream, Photos, Scales and Age, Pitch Till You Win, Cigarette Gallery (Frank Hearn, contact, letter returned), String, Custard or any others not conflicting. Privilege \$17.50 a week. RIDES—Rolloplane (Mr. Constable, contact), Octopus, Roll-a-Whirl and Kiddie Auto. Committee Money and Taxes only. Can use Bingo Counter Man and P.C. Agents for #5 Ell Wheel. No drunks. No flummies. We go South after Labor Day.

DOWNRIVER AMUSEMENT CO. WANTS

For CROSWELL FAIR
NORTH BRANCH FAIR
FOWLerville FAIR

RIDES not conflicting.
CATERING Concessions—Eats and Juice
Outfits.
HANKY PANK Concessions of all kinds.
SHOWS of merit.

Port Sanilac Fiesta, Aug. 23-28
Croswell Fair, Aug. 29-Sept. 1
North Branch Fair, Sept. 2-5
Fowlerville Fair, Sept. 6-10

We have from fence to fence on all Fairs.
DOWNRIVER AMUSEMENT CO.
10138 W. Jefferson, River Rouge, Mich.

WANT OPERATORS

FOR SCALES AND GUESS YOUR WEIGHT

FOR ST. PAUL FAIR

Get in touch by phone or wire with

Nick Anapolitano

now in Milwaukee doing Wisconsin State Fair.

Call Milwaukee: Locust 2-5431, or care of

Wisconsin DeLuxe Co.

1902 N. Third St. Milwaukee 12, Wis.

FOR SALE

16-Car Allan Herschell Kiddie Auto Ride, in excellent condition, with new fireproof red, white and blue top. Ride has been completely overhauled and now operating, and can be seen. Ride can be delivered to buyer after Labor Day. Price, \$1200 cash. A real bargain.

MAX GRUBERG

Jackson Hotel Long Beach, L. I., N. Y.

Paul's Amusement Co. WANTS

Concessions for Webster Co. Fair, Marshfield, Mo., and the rest of the season; all legitimate Concessions. Can place Shows with own outfits, good proposition. Agents for Ball Game and Penny Pitch. Have Lockwood, Mo., Fall Festival, on the streets, Aug. 22-27; Marshfield, Webster Co., Fair, Aug. 29 to Sept. 3; Greenfield Fair around the square, Sept. 5-10; Ozark, Ark., Franklin Co. Fair, Sept. 12-17, and more to follow. Then downtown Pine Bluff for the winter. P. A. SCRIMAGER, as per route

Burdick's Greater Shows WANT

Independent Shows. Place one or two more Major Rides. Place Concessions, reasonable privilege. Merry-Go-Round Foreman for 32-foot Herschell, also Tilt-A-Whirl Man. Caldwell, Texas, Up Town, Aug. 22-27 or BURDICK'S SHOWS as per route

FOR SALE

1948 Dodge Truck, 4,000 miles, 2 speed axle, long wheel base, beautiful aluminum body, ready for living quarters, 4 trailer windows, 2 ventilators, small side door, wide back door, 2 lift-up panels, excellent for rigging or concessions. 2 possum bellies, ready for quick sale. Also 120-foot high-act rigging, complete, single pole and ladders.

MRS. DONNA LANNING
Box 242 Minnesota, Minn.

2 RIDES WANTED

Old Home Celebration
SEPT. 3-4-5, MORRIS, PA.

J. TRESS

723 Madison Ave., Elmira, N. Y.

WANTED

Grab, Fish Pond, Candy, Mitt Camp, Cork Gallery, any Concession that doesn't conflict, some P.C. Also Rides for Lions Club Jubilee at Bippus, Ind., Sept. 1-2-3, '49. A real one with plenty of hands and free acts. Three more good ones to follow.

DONALD LANE

R.R. #1, Box 3 Bluffton, Ind.

WANTED

Agents for Sium Stores, Ball Games and Percentage. Two celebrations a week. Long season south after Labor Day. Wire or come on.

WENDELL R. PIERCE

c/o American Eagle Shows
New Boston, Ill. Aug. 22-24/ Salem, Ia.,
Aug. 26-27.

FROM THE LOTS

Prell's Broadway

BUTLER, Pa., Aug. 20.—First fair date of the season at Bedford, Pa., was big for the shows, with the fair registering a gain of 35 per cent over 1948 in attendance and gross receipts. Fair opened Monday (8), and during the six-day run the midway played to bigger crowds and spending than at any previous stand this season.

Since Joe Prell and Allan A. Traversers have gone over to Prell's World's Fair Shows, No. 2 Unit, which opened in Frederick, Md., August 8, Prell's Broadway Shows are being capably handled by Ben and Abe Prell, who are assisting their father.

Prof. Vadalía's Harlem to Broadway Revue, topped the shows, while second and third money went to the revues of Jake Oughtman and Georgie Ward. High-Ball led rides, with Caterpillar and Ferris Wheels following in that order. All other rides also grabbed their share.

Visitors included Herb Shive, general agent, Lawrence Greater Shows; Dick Gilsdorf, of Dick's Greater Shows, and Lou Reilly, of the Dumont Shows.—ALLAN A. TRAVERS.

Southern Valley

MANSFIELD, Mo., Aug. 20.—The 225-mile jump from Macon, Mo., was made in good time and all rides, shows and concessions were up in time for the opening of the fair. The Tilt-a-Whirl truck skidded off the highway en route here but damage was slight. Harold Tireman, ride superintendent, and his crew are doing a good job, getting all rides up in time at every spot. McGee, Merry-Go-Round foreman, has the ride shining like new. Bobby Moran, Loop-o-Plane, and his crew of two report the ride is getting its share of the money.

Free acts here included Roberts, magician; Harold Lodger, trampoline; Harold Walker, slack wire; Armstrong's Crazy Ford, and Selden the Stratosphere Man.

Mrs. Glenn Revelle was guest of honor at a shower on the show here. Mrs. Eddie Moran was hostess, assisted by Mrs. Jim Moran and Mrs. Reese. Attending were Mr. and Mrs. Eddie Moran, Mr. and Mrs. Fred Lassiter, Mr. and Mrs. Al Master, who have the cookhouse on the show; Gene Bruth, Mr. and Mrs. Tackey Duncah, Sammy and Carol Reese, Mr. and Mrs. Billie Adams, Mr. and Mrs. Leroy Jones, Mr. and Mrs. Leroy Mackey, Mr. and Mrs. Frank Bromell, Mr. and Mrs. Buck Tireman, Bobby Moran, Mrs. Fay Lutz, Mr. and Mrs. Pat Wilson, Gertrude Pines, Mrs. Lue Moran, Mr. and Mrs. Sid Brown, Jim Moran, Mr. and Mrs. J. D. Martin, Mr. and Mrs. Jack Foster, Mr. and Mrs. Walter Karnes, Colleen May Strall, Dutch and Zina Loeber, R. L. and Jessie Jobe, Mr. and Mrs. Edward Hall, Mr. and Mrs. Bill Haynes, Mr. and Mrs. Berry, Mulligan Spriggs, Susie Brumlee, Eddie Fleming and Rosalee Martin.

CARNIVAL WANTED

SEPT. 1-5

RALSTON, OKLA., HOMECOMING

Contact

BRADSHAW & SPAULDING

RALSTON, OKLA.

I WISH TO PURCHASE

GOOD USED ELECTRIC ALLAN HERSHELL MERRY-GO-ROUND, TWO OR THREE ABREAST—Late Model preferred. State Age, Horse Power, General Condition. Will Pay Cash.

A. C. PRATT

215 POST

SPOKANE, WASH.

7-Days 7-Nights
MONROE COUNTY FAIR
ROCHESTER, NEW YORK
AUG. 30-SEPT. 5

6-Days 6-Nights
ONEIDA COUNTY FAIR
VERNON, NEW YORK
SEPT. 13-18

MOOSE CELEBRATION
OSWEGO, NEW YORK
SEPT. 7-11

4-Days 4-Nights
HEMLOCK, NEW YORK
SEPT. 21-24

Hanky Panks of all kind, Photo, Age, Scales, Glass Pitch, Hi-Striker, Bumper, Add-'Em-Up Darts, French Fry, Grabs, Cook Houses at all fairs. Fun or Glass House, Motor or Monkey Drome, one more Flat Ride, Girls for Girl Show. Office owned.

B & C EXPO SHOWS

This week, ADDISON, NEW YORK.

L.B. "JUST A GOOD CLEAN SHOW" FAIRS
CELEBRATIONS Lamb SHOWS

FAIRS FAIRS
WANT FOR WEBSTER CITY, IOWA, FAIR, SEPT. 5-8
BEST LABOR DAY SPOT IN IOWA, FOLLOWED BY
6 ALABAMA AND 4 FLORIDA FAIRS

WE HAVE CONTRACTS FOR MARIANNA AND PANAMA CITY, FLA., FAIRS. SHOWS with own equipment that do not conflict with Slide Show, Girl Show or Minstrel. RIDES—Can use one Flat Ride and Dark Ride. CONCESSIONS—Fish Pond, Duck Pond, String Game, Block Pitch, Heart Pitch, Bowling Alley, or any Hanky Panks. Age and Scales open. Will sell X on Ice Cream. Some percentage open if you have other outfits. Joe Sparks, get in touch. GIRLS—Can place Dancing Girls. RIDE HELP—Must drive Semi and stay sober.

ALL WIRE:

L. B. LAMB

Hampton, Ia., Fair, Mon., Tues., Wed., Osage, Ia., Fair, Thurs, Fri., Sat., Sun., this week.

SCHAFFER SHOWS

WANT WANT WANT

CONCESSIONS—Fish Pond, String Game, Dart Concession and What-Have-You. Write. Can use Whip, Tilt-a-Whirl, Fly-o-Plane and Ferris Wheel for Double Wheel. SHOWS—5-in-1, Snake Show with own outfit. Charlie Amerson, Dock Meyers, contact Harry Bestland. Need Agents on Pea Pool, Best the Dealer and Under and Over 7. We have some of the best Fairs in Texas, including Highland Park Fair, Mesquite, Waxahachie, Mt. Vernon and Emory, Texas. All contact

MRS. W. A. SCHAFFER, 130 W. 9th St., Dallas, Texas, or
H. L. BESTLAND, 5230 Bryan St., Dallas, Texas

WILL PLACE OR SELL

COMPLETE SCOOTER

17 1942 CARS—OVERHAULLED
8 1949 CARS—LIKE NEW

ELECTRICAL EQUIPMENT
ALUMINUM PORTABLE CEILING
STEEL PLATES

SANDY'S SCOOTER

126 Boulevard Revere, Mass.

FOR SALE

Gasoline Driven Train, complete with over 800 ft. of track. 2-Abreast Merry-Go-Round. Chairplane, complete with fence, in good condition. 1 10-Car Kiddie Auto Ride. 1 10x12 new Frame and Top. 1 12x12 new Frame with Fly. 1 Jack Pot Penny Pitch Board. Also complete Ball Game and Cork Gallery. 1 Novelty Stand, complete with stock. 1 High Striker, 1 Tractor and Trailer, in good condition. This is not a buy, it's a steal at \$5000.00.

O. P. FOX

Exposition Park AURORA, ILL.

WANT WANT WANT

HAGENSICK'S RIDES

Rides—Octopus, Mix-Up, Kiddie Rides not conflicting. Shows—Snake, Mechanical, Fun House Concessions—Fishpond, Coke Bowties, Bumper, Short Range Gallery, Novelties, Hanky Panks (one of a kind). Route as follows: Ottawa County Fair, Minneapolis, Kansas, Aug. 23-26; Appleton City, Mo., Fair, Aug. 29-Sept. 2; Fairland, Okla., Reunion, Sept. 8-10; Weir, Kan., Reunion, Sept. 15-18; the big one, Newton, McDonald County Fair & Harvest Show, Neosho, Mo., Sept. 19-25; Kincaid, Kan., Fair, Sept. 28-Oct. 1.

GRANGERS' PICNIC AND FREE FAIR

WILLIAMS GROVE PARK
Aug. 29 to Sept. 5, Inc.

"This is one of the best spots in the State for shows"—and we can also place legitimate Concessions. Write—Wire—Phone

ROY RICHWINE

MECHANICSBURG, PA.
(Phone 437)

EXPERIENCED MERRY-GO-ROUND FOREMAN WANTED

Must be sober and reliable.

FOR SALE

Octopus—late model, 16-car, with or without trailer. A-1 condition.

DELGARIAN AMUSEMENT COMPANY
2302 North Melvina Ave. Chicago, Ill.
Ph: Berkshire 7-7964

AT LIBERTY SEPT. 1 W. E. JACK

Just released by doctor after one year confinement with broken leg and various operations on same. Want employment for the balance of this season as Special Agent or Secretary. Also invite offers for 1950 as Publicity Agent. Union Biller. Address:

W. E. JACK
R.R. No. 1 Care Parmales
Cleveland, Ohio

Batesville Fall Festival

Batesville, Ind., Sept. 30 to Oct. 4. ON THE STREETS. Can place legitimate Concessions and small Shows. Have booked Gooding's Rides. Address:

FRED WAGNER
Supt. of Concessions Osgood, Ind.

ROLL-A-WHIRL

FOR SALE

Due to sickness will sell 1949 Model, good condition. Pick-Up Mike, Amplifier and Speaker. Used two months. Price, \$2,000.00. Can be seen at 1322 Kienlin Ave., St. Louis, Mo.

MRS. IDA DAVIS

Phone: Fireside 6943

WE TRY TO MOVE PLASTER

Come and Get It. Large 15c.

DECK BROS.

2840e Ashland, St. Louis 7, Mo.
(Phone) Newstead 3088

MORRIS MANDELL
announces
that the
BIG 6 WHEEL
AND OTHER CARNIVAL WHEELS
are ready
for delivery
SEND FOR CIRCULAR!
MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone ORegon 3-5912

Virginia Greater
SALISBURY, Md., Aug. 20.—Business at Easton, Md., the show's preceding stand, was satisfactory, weather proving ideal altho very hot in the daytime. Active co-operation of sponsoring committee of the Knights of Pythias and the Dokies, plus location of the lot in the heart of the town, were big assets.
Wallace Goodrich, of Suffolk, Va., with his daughter and son-in-law, on hearing of the death of concessionaire Eddie Curtin August 9, made a hurried trip to Easton to attend the funeral. Jerry Paige joined from New York to take over the *Parisian Girl Revue*. Jimmy Flannagan is no longer connected with the show. Bob Coleman is back in harness after being laid up a week thru a sick spell.

Visitors included Johnny Keeler and his crew from the Modernistic Unit Shows, as well as several members of the Cambridge, Md., Ladies Auxiliary of the VFW. Harry Heller, whose show was playing Cambridge, and members of his org visited the show the early part of the week.

Children's matinee last Saturday afternoon (13) was satisfactory. Friday evening, just before opening, a heavy thunderstorm came up and killed off most of the night's business.

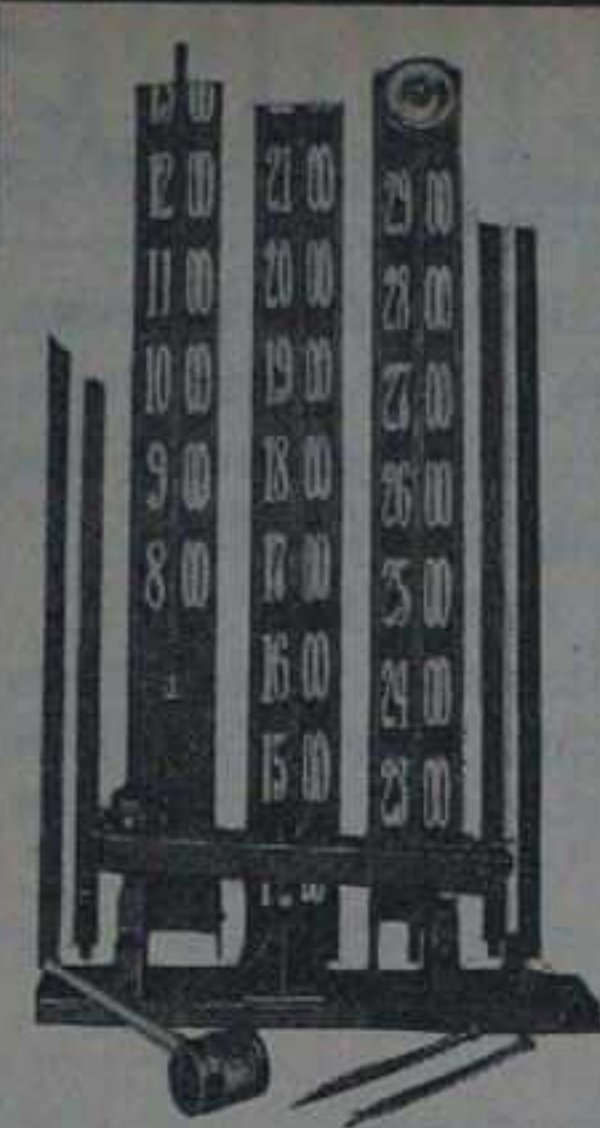
20th Century

HASTINGS, Neb., Aug. 20.—Org moved here from Trenton, Neb., a distance of 178 miles, to be in readiness for the Monday (8) night opening of the Adams County Fair. Annual yielded excellent business, with Wednesday (10) providing the biggest day.

Glen Gibson's Circus Side Show led the shows, with the *Follies* a close second, and the other shows did good business. The twin Ferris wheels paced the rides, followed closely by the Tilt-a-Whirl and Spitfire.

The Boat Ride was the top money-getter among the eight kiddie rides. The Little Dipper also did good business.—FRANK GASKINS.

EVANS'
HIGH STRIKER
A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maui, tool-steel nickel-plated chaser, 2x4 braces.
SEND FOR CATALOG
H. C. EVANS & CO.
1528 W. ADAMS STREET
CHICAGO 7, ILLINOIS



FOR SALE
TILT-A-WHIRL
1937 Model, 7 Tub
Operating every day in amusement park. Can give delivery at end of park season. Will accept best offer. Will show by appointment.
BOX 199, c/o BILLBOARD
390 Arcade Bldg. St. Louis, Mo.

FOR SALE
7-CAR TILT-A-WHIRL
Completely reconditioned. Looks like new ride.
\$4,750.00
Can be seen in Fair Park, Little Rock.
T. A. FUZZELL
3300 Edgewood Road Little Rock, Ark.
(Phone: 37280)

EUGEN FERRARI
You will be informed of very pleasant news if you supply your address by letter to
E. P.—Box D-231
c/o The Billboard Cincinnati 22, O.

W.G. WADE
Shows
HURON COUNTY FAIR, August 29-September 3
BAD AXE, MICH.
FEW CHOICE LOCATIONS FOR LEGITIMATE CONCESSIONS
Early reservations advisable
Contact W. G. WADE SHOWS
Sanilac Co. 4-H Free Fair (Sandusky, Mich.), all this week; Lapeer County Fair (Imley City, Mich.) follows Bad Axe.

Want . . . Want . . . Want—For the Del-Mar Park, Killeen, Tex.
Rides, Shows, Concessions for amusement park at Killeen, Texas. Largest soldier camp in U. S. A. Home of Camp Hood, one and a half million dollar pay roll. Soldiers get paid twice a month. Three big jobs opening up. Park will be open twelve months a year, seven days a week. Fourteen acres for the location. First booked choice of location. Write or wire what you have. Want four or five major Rides: Wheel Swing, Mix-Up, Scooter, Tilt-a-Whirl, Octopus or any Rides for permanent location. Concessions, all hanky park and stock. No gambling, everything open, and only one of a kind. Corn Game, Arcade, Snow, Pop Corn and Peanuts, Candy Apples, Custard, Grab, Hoop-La, Glass Pitch, Slum Spindle, Dart, Fish Pond, Bumper, String, Coca Bottle, Milk Bottle, Whiskey Bottle, Punk Rack, Sling Shot, High Striker, Cigarette Shooting Galleries, Penny Pitch, Pistol Number, Hoop-La in Line-Up, Pitch Till You Win, Hucky Buck, Country Store. Any outfit that works for stock. "Project in pay mine." Anyone who knows me, wire or write what you can book. Pay your wires, I'll pay mine. Anyone I talked to last fall or winter, get in contact at once. Ray Martin, of Salina, Kansas; Slim Anderson, contact. Want to buy twenty Top Shetland Ponies and Scooter.
D. R. "SHORTY" THOMPSON, MANAGER OF DEL-MAR PARK
c/o Chuck Wagon Cafe, P. O. Box 33, Killeen, Texas

MERIT SHOWS' FAIRS
Opening UNION, ME., Aug. 23-27; BLUE HILL, ME., Sept. 5-7; SOUTH PARIS, ME., Sept. 12-17; FARMINGTON, ME., Sept. 20-24; NORTH WATERFORD, ME., Sept. 30-Oct. 1; TOPSHAM, ME., Oct. 10-15.
I can use a few clean Concessions. No gift. One or two clean Shows. Several Girls. Contact Larry Saunders for Latin Casino.
HENRY FINNERAL, 215 Lincoln St., Lowell, Mass.

MOTOR STATE SHOWS
"MICHIGAN COMMITTEES"
Have open week Aug. 29-Sept. 2. Also week Sept. 15-17.
5 Rides, 2 Shows, Concessions, Eaton Rapids, Mich., Aug. 30-31; Lock us over. Alpena Fair, Sept. 5-10. Legitimate Concessions, come on.
JOE FREDERICK

Free—FIRST ANNUAL—Free
TOWN, FARM & HOME EXPOSITION
ANGOLA, IND., SEPTEMBER 5-10
Downtown location—streets & lot. This event sponsored by Chamber of Commerce with local merchants and civic organizations taking part. Featuring merchant and farm exhibits, contests, races, fireworks, band competition, parades, etc.
Will Book—Exclusive Bingo, novelties, Ice Cream, French Fries, Floss, Snowballs, Photos, Eating and Drinking Stands, Taffy and Merchandise Stands such as Ball Games, Pitch-Till-U-Win, Cigarette Gallery, Cane Rack, Hoop-La, etc. No Flat Stores.
Also want one or two neat Grind Shows.
C. SCHAFER, Supt. Concessions
P.O. BOX 312 ANGOLA, IND.

WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY
Warsaw, Ind., Free Fair, Aug. 29-Sept. 3
WANT—Motor Drome, Glass House, Animal, Iron Lung, Wild-west, Fat Show, Minstrel, Midget, Walk Thru, and other money getting attractions. Especially want large flashy Side Show. Also Penny Arcade.
CAN PLACE—Fly-o-Plane, Spitfire, Dark Ride, Rolloplane, Rollo Whirl, and other non-conflicting rides.
JOHN QUINN
Marshall, Mich., Fair until Aug. 27

AMERICAN EAGLE SHOWS
ATTENTION, ALL RIDE OWNERS
Due to disappointment will give good proposition to Eli Wheel. Also book any major Ride not conflicting with what we have. Will book Concessions of all kinds. Need Scales, Axe, Long Range Gallery, Bumper and others. We hold contracts for New Boston, Illinois, Annual Fish Fry; Salem, Iowa, Old Settlers' Day; Prairie City, Illinois, Annual Homecoming, Sept. 1-3; Colchester, Ill., Labor Day Celebration; Maries County Fair, Vienna, Missouri, Sept. 7-10. Our Southern route of Fairs starts with New Albany, Mississippi (White Fair), week of Sept. 19. Southern route furnished to interested parties. Write, wire or come on.
DANNY ARNETT, Sole Owner and Manager
FRANK "WHITIE" VASULKA, Business Manager
NEW BOSTON, ILL., AUG. 22-24; SALEM, IOWA, AUG. 26-27.

WANT FOR SEVEN FAIRS
Starting Aug. 23rd at Buffalo, Wyo., and including the Wyoming State Fair, Aug. 29-Sept. 3, Shows, Rides and Concessions. X has been sold on Floss, Popcorn, Scales, Diggers, Mitt Camp, Bingo, all Kid Rides, Octopus, Wheel, Roll-O-Plane and Girl Shows. Contact as per route, wire, no phone calls.
V. C. JOHNS, c/o Standard Shows
Harrison, Neb., Aug. 24-27

EDDIE'S EXPO SHOWS
WANT
STONEDORO FAIR, Sept. 1-5—80,000 People MEADVILLE FAIR, Sept. 6-10
Shows—Wild Life, Unborn, Iron Lung, Mechanical City, Illusion.
This week **EDDIE DIETZ**, Mount Jewett, Pa.

PIONEER SHOWS

—high class midway attractions—

Fulton County Fair, McConnellsburg, Pa., Aug. 30-Sept. 3rd; Newton-Hamilton, Pa., Firemen's Celebration, Sept. 5 to 10, Labor Day Week, Mammoth Parade, 33 Fire Companies, 25 Bands and Drum Corps, Three Night Fireworks, Other Events; Then McClure, Pa., Bean Soup, Sept. 14 to 18.

DON'T MISS THESE RED ONES

WANT LEGITIMATE CONCESSIONS — Custard, Floss, French Fries, Apples, Sno Cone, Popcorn, Novelties, Jewelry, Age, Scales, Long and Short Range Galleries, Demonstrators.

WANT SHOWS—Girl Shows, Shows of Merit.

WANT—Kiddie Rides.

Ange Desire wants Razzle Agents.

Bob Cunningham wants Slum Skillo Agents.

Answer by Western Union this week, Troy, Pa.; then McConnellsburg, Pa.

MICKEY PERCELL

HELP WANTED

FOR

CALIFORNIA STATE FAIR
SEPTEMBER 1-11, SACRAMENTO
LOS ANGELES COUNTY FAIR
SEPTEMBER 16-OCTOBER 2, POMONA, CALIF.

RIDE FOREMEN FOR FOLLOWING RIDES

Skooter, Caterpillar, Roll-o-Plane, Spitfire, Wheel, Merry-Go-Round, Pretzel. Report to Roy Shopherd, Aug. 25, Fairgrounds, Sacramento. Extra salary for truck and semi drivers to Los Angeles.

Can Also Use Second Men, Ticket Sellers and Talkers for All Rides and Shows. Need Cookhouse and Grab Joint Help, Candy Apple and Floss Agents.

Report to **ROGER WARREN**, Aug. 30, Fairgrounds, Sacramento.
LONG SEASON TO FOLLOW—CLOSE NOV. 15

ADDRESS

CRAFTS EXPOSITION SHOWS

7283 BELLAIRE AVE.

NORTH HOLLYWOOD, CALIF.

Phone: SUNSET 2-3131, or as per route.

WANTED FOR

SOUTHERN STATES SHOWS

ANNUAL TOUR OF SOUTH GEORGIA AND FLORIDA
RIDE HELP

First-class Wheel Man, also Merry-Go-Round, Octopus and Single Loop Man. Also Second Men to operate Kid Rides and sell tickets during the week. You must drive truck and have or get driver's license. Drunks, chasers, agitators, disorganizers and thrill seekers, save your time.

CONCESSIONS

All Concessions open except Peanuts, Popcorn, Snow Balls, Apples, Floss and Penny Pitch. Positively no P.C. or Flats. No Mitt Camps.

SHOWS

Will book money-getting Shows with own outfits and transportation. No Girl Shows. ONE SENSATIONAL FREE ACT IF PRICED RIGHT.

Season ends here at the Beach Labor Day. Opening stand and route furnished to interested parties only. Address all communications to

JOHN D. DAVIS, MGR., SOUTHERN STATES SHOWS
LONG BEACH RESORT, PANAMA CITY, FLA.

DODSON'S IMPERIAL SHOWS

CAN PLACE NOW AND FOR BALANCE
OF SEASON—CLOSING NOV. 20

TWO FIRST-CLASS LIGHT TOWER MEN.

THREE FIRST-CLASS TRACTOR DRIVERS.

TWO FIRST-CLASS CANVASMEN.

SECOND MEN FOR SEVERAL RIDING DEVICES

Wire, don't write

DODSON'S IMPERIAL SHOWS

Aberdeen, S. D., this week; Fargo, N. D., August 29-September 3

COTTON IS KING!!

United Exposition Shows Are Going South To Gather Cotton

WANTED—All kinds of Hanky Panks, 6 Cats, or what have you? (Marion Thompson and White Nollie, come on.) Iola, Kans. (Fair), week Aug. 29—4 Days; then the big one—Labor Day, September 5, Pittsburg, Kansas—the best in the Southwest. Then Arkansas and Texas Fairs. Wire as per route.

C. A. VERNON, Mgr., Greenfield, Ia., this week

FROM THE LOTS

Tivoli Exposition

CARLISLE, Ind., Aug. 20.—Business at the fair here, thru Friday night (19), was good. With a break in the weather today this may prove a red one. This is the last Indiana fair of the season for this org, show moving into Illinois, Arkansas and Mississippi from here.

First fair of the season was in Elnora, Ind., August 2-6, where business was good the five nights. A still date in Washington, Ind., booked at the last minute when one of the fairs was canceled because of the polio scare, proved a blooper.

H. V. Peterson, org's general manager, plans to business trip to Joplin, Mo., while the show plays the fair in Roseville, Ill. B. J. Collins, general agent, will be in charge during Peterson's absence. Collins recently took delivery on a new Buick Roadmaster. Basketball Whitey took a brief vacation but is back on the show.

Sally Burnette reports business with her two Girl Shows good. Joe Richardson has the Side Show. Albright's Monkey Show is getting plenty of green.

Concessionaires include Margaret Hoffman, cork gallery, pitch-till-you-win and fish pond; Charlie Elder, bingo, penny pitch, basketball; Walker Osborne, ball game, glass pitch, slum spindle; T. H. Lowe, popcorn; A. J. Bardonner, ice cream; B. J. Julian, snow cones; Mr. and Mrs. Bright, penny arcade, diggers, candy floss; Mr. and Mrs. Chism, rat game, cork gallery; Mr. Beck, balloons; Jack Perry, lead galleries, blower, high striker; Mr. Reed, scales, novelties; Carl Kopp, cookhouse.

Ride men are Bal Pilger, foreman, Merry-Go-Round; John Jakubovich, foreman, Rolloplane; Frank Mathews, foreman, Ferris Wheel; Dewey Spradling, foreman, Caterpillar; Paul Dobson, foreman, Tilt-a-Whirl; Jack Armstrong, foreman, pony ride. There are eight kiddie rides.—

WOODY WARD.

Playland

MARINE CITY, Mich., Aug. 27.—Good business marked shows stand at the Mardi Gras Celebration here, according to Owner-Manager Jack Gallagher, who reported that the concession business for the season is up 25 per cent over last year. Rides are down 20 per cent and shows 30 per cent, he said.

Bill and Helen Kellman report their kiddie ride business excellent. Bob Venner, bingo op, has a new Cadillac. Jimmy Gallagher is lot and advance man, along with being official interviewer and operating his concessions. Jack Quinn, Merry-Go-Round foreman, is back on the shows. Mr. and Mrs. Red Ellis have taken over the cat rack for the fair season. Don and Rose Campbell are handling the mail and acting as *The Billboard* sales agents, in addition to managing candy floss and the short range gallery for Jimmy Gallagher. Louis Stone built a new blower, giving him four concessions. Eddie Parker is adding a 28-foot Over Twelve and a 32-foot toy wheel to his line-up. Mrs. E. H. Parker, of Chicago, visited.

Motor State

OSSIAN, Ind., Aug. 20.—Org moved here from Norwalk, O., where the show drew a total blank. Rain and lack of co-operation from the sponsors contributed greatly to the poor biz.

Pat Davis joined with several well-flashed concessions. L. G. Turner has returned home to recuperate from a recent accident.

Large exhibit tents are up on the streets here and preparations have been made for the arrival of the governor, mayors of near-by communities, and Miss Indiana. Rain closed the midway opening night, but the outlook is bright.—W. H. (BILL) ROWELL.

Douglas Greater

LONGVIEW, Wash., Aug. 20.—The Kackle Klub met recently, with Maureen Douglas and Mary Lou Eurlingham as hostesses. Twenty-seven members and six visitors were present. The club also gave a picnic for the entire show, with Helen Henn as hostess. The ladies' team won a ball game from the men by a 16-4 score. Midge Holding was the umpire, and Dorris Douglas, the winning pitcher. All proceeds of the bingo, which climaxed the picnic, went to the Ladies' Auxiliary of the Pacific Coast Showmen's Association.

Maureen Douglas was given a surprise party on her sixteenth birthday. Recent visitors were Eddie and Marie Tait, and Mr. and Mrs. Al Flint, of the Pacific Coast Showmen's Association.

The Silver Jubilee Celebration is in full swing here and 50,000 people are expected in the city during the week. Maud and Ray Hedges came in with their cookhouse, and A. J. Budd arrived with "Slitzie," an addition to the Side Show. Superintendent Pop Russell is building a new 110-foot main entrance for the show.

Garden State

TOWER CITY, Pa., Aug. 20.—Org played to fair biz in its stand at the Sussex County Farm and Horse Show. Rain and grandstand attractions killed the midway. The Wheel and the Tilt topped the rides.

Several trucks broke down during the move here, but hard work on the part of the ride crew had the show up and running for Monday night. Ace Ackerman, lot man, did a good job of laying out a difficult lot.

Professor Maguire is luring large crowds to his Garden State Revue. Rajah Rabold joined with his Side Show for the fair dates. R. H. Miner Sr. reports good biz on the part of the entire ride unit.—HIP ROBERTS.

JACK NORMAN

WANTS

GIRLS

FOR

JAMES E. STRATES SHOWS

Enlarging for Fairs

WANT GIRLS FOR HULA SHOW WHO DO HULA, STRIP HULA, ETC. ALSO TWO CHORUS GIRLS FOR REVUE. (Specialties preferred.) Red Rogers, contact me. Also want to hear from Mickey McGee, Beanie, Josephine Reynolds and those who have worked for me before. Wire LOCKPORT, N. Y., this week; then per route.

NEW MODERN RIDES

Equipped with fluorescent lighting. Available for winter booking in Park, November 11 to April 1st. Ferris Wheel, 36 ft. Allan Herschell Merry-Go-Round, Roto Whip, Kiddie Rocket Plane and Roll-A-Whirl. Also have Popcorn, Cotton Candy and Photo Gallery. Bill Harrington, write. All replies:

JACK KELLY

c/o Carnival, Pekin, Ill., Aug. 21-26/
Glenview, Ill., Aug. 27-28.

AT LIBERTY

W. H. "BILL" LAMBERT

Past three years as General Agent and Legal Adjuster Rogers Greater Shows. Address: BOX 5785, INDIANAPOLIS, INDIANA.

EARL R. LONG

Please contact

R. C. BRYAN

608 Tampa St.

TAMPA, FLA.

Liberty

COSMOPOLIS, Wash., Aug. 20.—Three-day still date here proved the best of the season so far. Org plays two spots per week.

The Tilt-a-Whirl garnered top money among the major rides, with the Little Skipper first among the kiddie rides. The 10-In-One set the pace for shows, with bingo, glass pitch and the blower topping stock stores. The big six led the percentage tables.

Johnny Dillon has all percentage stands, also owns the blower. Frank Foltz manages the blower and Jim Harrington is agent. Blackie Martin has over and under, Buck (Pop) Clayton, beat the dealer; Connie Martin and Jockey West, pan game. Office-owned bingo is managed by Curley Stewart, with Joe and Phil Moran, counterman. Bill Shupe manages the glass pitch, with Jean and Alice Parks as agents. Hank Mallory has the Tilt-a-Whirl. Vaughan Gardner has the Little Skipper and Gus Dicker is manager of the 10-In-One.—**GEORGE SARGENT.**

W. G. Wade No. 1

MASON, Mich., Aug. 20.—Org moved in here this week after a successful stand at Shiawassee County Fair, Corunna, Mich. Manager W. G. Wade reported gross receipts far ahead of any year for the org in Corunna.

A heavy flack program, covering a radius of 30 miles, and several strong promotions helped hypo attendance and spending. Featured were a 9-cent grandstand show and a kiddie bicycle giveaway. Jack Raum's *Cavalcade of Stars* line-up put on a special program over a local radio station, and a queen contest was sponsored by *The Corunna County Journal* and the Corunna Chamber of Commerce. The winner will be given a free trip to the Michigan State Fair in Detroit.

Mrs. Mildred Miller purchased a Kiddie Train from the King Amusement Company, Mount Clemens, Mich. Harry Mammag purchased a twin Octopus, truck and semi. . . . Chet Garwig booked his Roll-o-Whirl. . . . Sandy MacPhee, drums and pipes, augmented by Reeser's one-man band, keeps activity at a high pitch at the front. Freda Merritt and Winnie Woznick finally got in a day's fishing. . . . Bobby Smith is around again and Howard Jakewood is still the chef at Fred Miller's cookhouse. Lee Miller has replaced Chester Boyles as cookhouse manager. Forrester Poole has the rotaries and S. A. (Smiles) Yauruan has a new popcorn trailer. W. (Pop) Davis has the trailerites buying donuts each night. Lorretta McCarter is on the over and under and Mickey Davis, H. (Tiny) Heller and John McCarter hold down the razzle dazzle.

Steve Davis took delivery on a new coach. Jimmy (Buckshot) Davis is on the floss concession. Pop and Mom Burr are all smiles again because they are back in Michigan. . . . Ruth Vitale can't figure why Dean Spooner has 101 strings on the string game. Hazel Bousho is the all-day grinder on the Funhouse. Jim Mullholland's Monkey Show is the first to open and last to close. Florence Schafer is back on the Merry-Go-Round ticket box after a short holiday.

Mike Miller has completed his re-vamping program on the *Parisian Follies*. Freebus Colter booked his freak animal show. Herman Weiner, who changes suits at least three times daily, deserves his title of the best dressed man on the midway. . . . Ben Cramer is with Parker's ice cream. Jim and Betty Kelly have age and scales. Wilmena (Dutch) Shamsak is on the ticket box of Lloyd Burges' Kiddieland. Dick Everhardt is foreman on the Twin Octopus and John Cash is second man. Bertha Everhardt has the ticket box on the Dipper. Edna (Choo-Choo) Henry is lost without her wrist watch. . . . General Representative D. Wade visited briefly.—**WALTER A. SCHAFER.**

WANTED

RIDES, MERRY-GO-ROUND, FERRIS WHEEL
And One Other Flat Ride And Concessions
For Italian Fiesta, Joliet, Illinois
On the Streets

Cookhouse, Bingo, Big Six, Over and Under 7, Beat the Dealer already booked. All other P.C. open. Percentage \$35.00, \$5.00 cut in. Popcorn, Cotton Candy, Snow Cones, Jewelry, Ice Cream Bars, Novelties. Want to hear from those who were with me in the past years.

This is a Friday, Saturday and Sunday night affair. However, one can get off the nut in the first few days. This spot in the past 15 years was always a red one. What have you? Address:

FRED A. POTENZA

741 N. Wolcott Chicago 22, Ill.

MOSHER'S SHOWS WANT

Cotton Candy, Scales, Cork Gun Gallery, Any Stock Concession. Will book Wheel, Roll-O-Plane, Train, Otter Lake, Mich., Home Coming, Aug. 25-28; Rogers City, Mich., Next.

RIDES FOR SALE

1947 Fly-o-Plane and Looper, excellent condition, have never been on the road. Also 24-Car Caterpillar, completely overhauled, has usable tunnel, blower and new 22 h.p. Novo engine. Rides now in operation until Labor Day and must be sold to make room for building. They are priced to sell and will make terms to responsible parties.

Griffen Amusement Park

Phone 4741 Jacksonville Beach, Florida

FOR SALE SILVER STREAK

This Ride is in perfect condition, can be seen on location on Boardwalk. Price \$5,750.00

MODERN AMUSEMENT CO.

P.O. Box 57 Seaside Heights, N. J.

ARMSTRONG CO. FAIR, FORD CITY, PA.

AUGUST 30-SEPTEMBER 5

ALWAYS A BIG LABOR DAY SPOT

B. Ward Beam Thrill Show Wednesday and Thursday; Special Children's Day Friday. Horse Racing and Free Acts. Work Sunday. Will book all kinds Legitimate Concessions, Eating and Drinking Stands. Write or wire:

BEAM'S ATTRACTIONS

FAIR GROUNDS, DAYTON, PA.

Want Second Man for Wheel and Jenny; also Concession Agents.

LAST CALL

CHARLESTON, W. VA., FAIR

SEPTEMBER 3-11

OPENING FOR A FEW MORE STOCK CONCESSIONS

(Except Custard, Popcorn and Novelties)

WANT: Well Framed Arcade, also Lead Gallery, Striker, Photos, String Game, Bumper, Jewelry, Eating, American Palmistry, Buckets, Blower, 6 Cats and Others That Work for Stock. (No Count Stores or Swingers)

JONES' GREATER SHOWS

ASHLAND, KENTUCKY

WANT FOR

PANA, ILL., TRI-COUNTY FAIR AND LABOR DAY CELEBRATION, AUG. 30-SEPT. 5
CROSS COUNTY FAIR, WYNNE, ARK., SEPT. 12-17
RED RIVER PARISH FAIR, COUSHATTA LA., SEPT. 20-24
VERNON PARISH FAIR, LEESVILLE, LA., SEPT. 26-OCT. 1
SABINE PARISH FAIR, MANY, LA., OCT. 5-8
DE SOTO PARISH FAIR, MANSFIELD, LA., OCT. 12-15

Place Custard, Shake-Ups, Ice Cream, Photo, Scales, Novelties, Cork Gallery, Clothes Pin, Darts, String, Watch-La, Hoop-La, Long or Short Range Lead Gallery, Bumper, Water Games, Basketball, High Striker; any legitimate Stock Concession.

SHOWS—Place any worthwhile show with own equipment, such as Snake, Athletic, Jig, Revue, Posing, Hawaiian, Illusion, Monkey or Wild Life, Motor Drome, Glass, Mechanical or Fun House. (Have 30x20 Top if you have something to put inside.)

HELP—Place Second Men on Wheel, Merry-Go-Round, Roll-O-Plane, Octopus; Foreman for Roll-A-Whirl and Kiddie Airplanes. Must be licensed semi drivers. Place wives on tickets.

All the above are Bona Fide State Aid Fairs. Show booked till Thanksgiving in Southern Louisiana. No racket, no gypsies. Free Gate.

All Reply:

J. L. (Jimmie) HENSON SHOWS

PLYMOUTH, ILL., This Week; PANA, ILL., Next

GARDEN STATE SHOWS

WANT FOR

LUZERNE COUNTY FIREMEN'S CELEBRATION WEEK OF AUGUST 29 THRU SEPT. 3, PRINGLE, PA.

Mammoth Parades, Fireworks, Bands, Contests, Every Nite a Special Event—This is the Big One!

Now booking a few choice Wheels, etc.; Hanky Panks of all kinds. SHOWS and RIDES not conflicting. Those joining now will be given preference of choice locations at Lehighton to follow!

Sept. 5-10—The Great Carbon County Fair, Lehighton, Penna., Diamond Jubilee Year—Sept. 5-10

75th Anniversary—Eastern Penna.'s Greatest Labor Day Celebration—75th Anniversary. NOW booking Concessions of all kinds! SHOWS of all kinds with own outfits! RIDES of all kinds! All Ride Operators who have already contracted, please confirm at once! NO EXCLUSIVES FOR THIS ONE. SPACE GOING FAST.

This show positively going south after Lehighton and will be out until the 15th of December, closing in Florida, and opening in Florida the 15th of January; route will be supplied to reliable parties upon request. Watch The Billboard for further announcements for Southern tour.

Can place Ride Help for No. 2 Unit at once.

All Address:

R. H. MINER JR., Gen. Mgr.—Ligonier, Pa., All This Week—J. E. TIERNAN, Bus. Mgr. STANLEY ROBERTS, Gen. Representative

P.S.: Jimmy Tiernan can place Count, Pin and P.C. Agents; Agents for Ball Games, also one good Man to handle equipment. Also capable Beat the Dealer and Under and Over Agents; must be competent. No drunks; reason for this call.

FOREST PARK FREE FAIR

HANOVER, PA., SEPT. 5-11 INCLUSIVE

WANT SHOWS AND CONCESSIONS

We are the only Free Fair in York County. 18 Miles from York. York Fair follows us.

We have 10 Rides, Fireworks, Free Acts. Write, Wire, Phone:

A. KARST

(Forest Park, Hanover, York County, Pa. Phone 3-5288.)

ALAMO EXPOSITION SHOWS

Want for 9 more Fairs going south. Want to join at once: Good Side Show Annex Attractions. May Jo, contact John Hutchens, Other Side Show Acts contact at once. Want Custard to join for balance of season. Illusion and other shows of merit that do not conflict. Also Second Men on Rides. We hold contracts for the 1950 Battle of Flowers at San Antonio, Texas. Will book Novelty Show. All contact:

JACK RUBACK, MGR., Alamo Exposition Shows

Vinita, Oklahoma, Fair, August 22-27; then Salina, Kansas, Fair, August 29-Sept 3; then Perry, Oklahoma, Fair, Sept. 5-10.

HEART OF KANSAS SHOWS

WANT FOR STRING OF FAIRS AND CELEBRATIONS

Athletic Show Manager with talent. Will book Monkey Show, Animal Show, Small Grind Shows of all kinds. Acts for Side Show. Want Talkers and Drivers for same. Will book Boat Rides, Miniature Train, Octopus Ride Help for Baby Ride, Autos and Swing. Ride Foreman and Second Men, come on, will place you.

Agents for Ball Games, Bowling Alley.

Independence, Kansas, now; Wellington, Kansas, follows; then Enid, Okla., and Stillwater, Okla. Address Harry Craig

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000

\$27.00

10,000 \$ 9.00

20,000 11.00

50,000 17.00

JOHNNY J. DENTON SHOWS

TEN MORE BIG FAIRS TO GO

Russellville, Ky., this week, followed by Fulton, Ky., Fair

CAN PLACE - - - CAN PLACE

SHOWS—Have complete outfit for Side Show. Good opening for Penny Arcade, Monkey Show, Single-O Girl Show. CONCESSIONS—Sell "X" on Novelties, Long Range Gallery. All other legitimate Concessions open.

WANT — FOR #2 SHOW — WANT

Buchanan County Fair, Grundy, Va., week Aug. 29, followed by Clintwood, Va., Fair. CONCESSIONS—Cookhouse, Ball Games, Scales, Pea Pool, Pan Games, Over and Under 7. Will book four Grind Stores. SHOWS—All Shows open. Book any Show with own equipment, 15% to office. All replies to

JOHNNY J. DENTON

RUSSELLVILLE, KY., FAIR, THIS WEEK.

John FRANCIS Shows

WANT FOR FOND DU LAC, WIS.

STARTING THURSDAY, AUGUST 25, TO SUNDAY, AUGUST 28, INCLUSIVE

(BIG PICNIC AND CELEBRATION)

PLYMOUTH, WIS., THURSDAY, SEPTEMBER 1, TO MONDAY, LABOR DAY, SEPTEMBER 5.

(PLYMOUTH FAIR AND BIGGEST LABOR DAY CELEBRATION IN WISCONSIN)

GARY, IND., SEPTEMBER 9 TO SEPTEMBER 21 INCLUSIVE.

(Two \$1,500,000 Pay Days) THEN FOUR FAIRS in the SOUTH

Can place a few clean concessions that work for stock. Want ride men who can drive semis.

All address **JOHN FRANCIS, Mgr.**

Fond du Lac, Wis., until Aug. 28; then per route above.

FLEMINGTON, N. J., FAIR, August 30-September 5

NORTH HAMPTON, PA., FAIR, September 7-8-9-10

WANT

Merchandise Concessions. Motordrome, Snake Show, Arcade.

Replies to

MORRIS HANNUM

Kutztown, Pa., Fair now.

BAKER United SHOWS

WANT for GEORGETOWN, ILL., FAIR & LIVE STOCK SHOW, August 29 to September 3

Concessions—A few Merchandise Concessions open. Want Cook House or Grab. Will sell Pop Corn exclusive. Shows—Can place Shows for this Fair and other Celebrations to follow. Can use Girl Show at Georgetown. Ride Help—Want Tilt and Octopus Foremen to report at once. Frankfort, Indiana, this week; then as per route.

ALL-AMERICAN MIDWAY SHOWS

WANT FOR FAIRS

Lorimer, Iowa, Aug. 22d to 25th; Pleasanton, Kansas, Aug. 26th to 29th; Caldwell, Kansas, Sept. 1st to 3d; Sapulpa, Okla., Sept. 5th to 10th; Shawnee, Okla., Sept. 12th to 17th; then Fairs in Arkansas and Texas to follow. We stay on road until New Year's. CONCESSIONS—Pop Corn, Apples, Snow Cones, Lead Gallery, Glass Pitch, Novelties, Six Cats and others. Special deal to someone with 8 or 10 Hanky Panks. Can use one Mitt Camp if you stay out of town. HELP—P.C. Dealers, Grind Store Agents. Jimmie Casey needs Agent in Bowling Alley. Jimmie Gattis needs Cookhouse Help. RIDES AND SHOWS—Sorry, have plenty office owned. Contact HERMAN REYNOLDS, Mgr., as per route above.

"Make Hay With Triple AAA"

A PROMOTION—A CELEBRATION—A FAIR, OR NOT THERE.

Booking Shows of merit, legitimate Stock Stores; sober, reliable Ride Men; Juice and Grab. Route: Boone, Ia., Free Fair, Aug. 22-24; Aurelia, Ia., Streets, 26-27; Sumner, Ia., Streets, 29-31; Mineral Point, Wis., Fair, Sept. 2-5, inclusive; Birmingham, Ia., Streets, 8-10; Tiptonville, Tenn., 9th Annual, 13-17; W. Helena, Ark., County Fair, 19-24; Lafayette Co. Fair, Oxford, Miss., Sept. 26-Oct. 1; many more top spots for a Bicycle Show follows. CLIP AND SAVE.

Contact

DYER'S GREATER SHOWS

WANTED

Talker for front, Annex Attraction. Always use Freaks and Side Show Acts. Long Season.

WENDELL (PROPS) KUNTZ

Care O. C. Buck Shows, Malone, New York.

CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York

NEW YORK, Aug. 20.—President Emeritus George A. Hamid has returned from an extensive fair trip and reports every one is doing fine. Fred C. Murray, year book chairman advises that ads for the 1949 annual are coming in rapidly. Gerald Snellens, who recently recovered from an accident, is getting his share of Year Book advertising.

Secretary Phil Isser is sponsoring William Brodie and William J. Cornish for membership. Club sent its sympathy to Harry Illions, whose father died last week.

On the sick list are Ben Rosenberg at Beth David Hospital, New York; Harry Mirsky, French Hospital, New York; James Cox, True Perkins, Irving Udowitz, Mack Harris and John O'Rear.

Letters were received from Jack Gallagher, Joseph E. Horan, Sol N. Alper, Sam Kessler, Isidor Rubinstein, Meyer Rappaport, Robert K. Parker, Al Martin and Harry A. Field.

Recent visitors included Arthur Campfield, Tom Coffey, Sam Levy, Matty Burns, Sam Stillman, Sam Miller, Al Janpol, David Brown, Edward Cohen, Harry Levine, Mack Brooks, Sidney Herbert, Henry Kaufman, Sam Weisser, Morris Black and Stanley Wathon. Have you sent in your dues?

Showmen's League of America

400 So. State St., Chicago

Ladies' Auxiliary

Mrs. A. L. Filograsso, chairman of the ways and means committee, and her co-chairman, Mrs. Henry Belden, are working on plans for the fall bazaar. Mrs. Carmelita Horan donated a hand-made apron. Donations should be sent to either Mrs. Filograsso or Mrs. Belden.

Mimi Garneau, writing from Honolulu, sends best wishes to Elsie Miller, Nan Rankine and all other members.

Myrtle Hutt Beard's father continues on the critical list in Fargo, N. D.

Mr. and Mrs. Horan and daughter, Sharon, are planning an auto trip to Oklahoma.

The membership drive closes September 1.

Steblar Greater Show

WANTS WANTS

Merry-Go-Round for balance of season, good proposition; any other Rides not conflicting with what I have. Want small Cook House, Mitt Camp and Concessions of all kinds. Want Shows with own outfits. Have for quick sale Cook House on trailer, everything complete, \$1,000 cash. Want Ride Help on Ferris Wheel and Chairplane. McGill, come on. Address all mail to

STEBLAR GREATER SHOW
Heath Springs, S. C.

CRYSTAL SHOW

CAN PLACE FOR EAST TENNESSEE COLORED FAIR, Knoxville, Tenn.; MONROE COUNTY FAIR, Madisonville, Tenn.; SCOTT COUNTY FAIR, Dungannon, Va., with Six Georgia Fairs and Two Florida Fairs to follow.

Side Show or any Grind Show with own equipment; good opening for Snake Show. Will place Roll-o-Plane or one other major Ride for our Fairs. Want Ride Superintendent and Mechanic. All Grind Concessions open. No grift. Will sell exclusive on Diggers, Snow Balls, Candy Apples, Jewelry, Novelties, Pan Game and Beat the Dealer. Want Agents for office-owned P.C. and Grind Stores.

W. E. BUNTS

Lake City, Tenn., this week; then Knoxville, week August 29.

WANT

For Taxewell County Fair, Taxewell, Va.,

August 29-September 3

Legitimate Concessions of all kinds. Geo. Kelly wants Hanky Pank Agents.

SHAN BROS.' SHOWS

Harlan, Ky., fair this week; then Taxewell.

WOLFE AMUSEMENT

Randleman, N. C., this week, with BIG V-J DAY CELEBRATION at Aberdeen, N. C., Aug. 29-

Sept. 3; also LIONS' CLUB ANNUAL LABOR DAY CELEBRATION in Spencer, N. C., Sept. 5 to 10

Want Concessions—Fish Pond, Cigarette Gallery, Bumper, Penny Pitch, Pan Game, Clothes Pin Pitch, Lead Gallery, High Striker, any Stock Concession, Mitt Camps, Bowling Alley. Want Shows—Have complete panel front Girl Show, very flashy; want 2 or more Girls and Front Man. Illusion Show, Fun House or any Grind Show. All wires:

BEN WOLFE

RANDLEMAN, N. C., THIS WEEK

NEW AMUSEMENT PARK

in British Columbia, Canada

Wants Carnival Manager to supply complete Midway on exclusive 5-year contract.

Must be able to finance deal and guarantee First Class Attractions.

Contact at once:

WM. WALKER

905 Holden Building, Vancouver, B. C., Canada.

CAN PLACE AT ONCE COUNT STORE AGENTS

Ness City, Kansas, Fair, August 22 Through 25; Ransom, Kansas, Fair, 26 Through 27. Agents joining now will be given preference this winter. We work the year around. Wire.

SCOTT LAMB, as per route, Pike Amusement Co.

7 DAYS WANT 7 NITES
FOR RHODE ISLAND STATE FAIR
STARTING AUG. 30, ENDING SEPT. 5

Custard, Ice Cream, Popcorn, Apples, Floss, Grab, Ball Games, Lead Gallery, Fish Ponds, String Games, Hoop-La, Merchandise Stores of any kind, French Fries, Scales, Hi Striker, Photo, Hanky Panks and all kinds of Skill and Science Games. Hurry, Hurry—as space is going fast. Positively no grift; no gypsies; all legitimate Concessions wanted; no X.

High class Cookhouse, 10-in-1 Show, Motor Drome, Monkey Show or good clean Revue with own equipment. All replies:

CONN. CARNIVAL SUPPLY CO. or BELL-FORM SHOWS
 35 Winthrop St. Bristol, Conn.

No phone calls—wire or write D. P.

FOR SALE—SPITFIRE, with transportation, \$3,500.00; FUNHOUSE, \$800.00

PENN PREMIER SHOWS
worlds • cleanest • midway

Wanted—GREAT MANSFIELD, PA., FAIR—Wanted CONCESSIONS—Can place Fish Pond, Hoopla, Hi Striker, Palmistry, Demonstrators and all kinds of legitimate Concessions.

SHOWS—Can place Wild Life, Arcade or any Show not conflicting.

WANT—Manager for Minstrel Show with People. Must have complete show. We have top and front.

HELP—Can place useful Help on all Rides who drive semis.

Notice—Ida Groaner, wire me. Have valuable information for you. Address all mail and wires to **Lloyd D. Serfass, Gen. Mgr., Penn Premier Shows** Huntingdon, Pa., this week; Mansfield, Pa., Fair next week. Remember, we still have 12 more fairs to follow.

VIRGINIA GREATER SHOWS
 The Show With The Proud Reputation

WANT AT ONCE

FOR BIG KELLER, VA., FAIR, AUG. 29-SEPT. 3, AND SIX FAIRS FOLLOWING

Want Short and Long Range Gallery, all Hanky Panks open. Want at Once—Ten-in-One Manager, top is in the air. Will add Ike and Mike Midgets, Wild Life Show or any Grind Show. We have all tops.

Focomoke City, Maryland, this week. Mail and wire to

WM. C. "BILL" MURRAY

Wanted—C. A. STEPHENS SHOWS—Wanted

JOHNSON CITY, TENN., THIS WEEK; PENNINGTON GAP—NO FAIR FOLLOWS

CONCESSIONS—Eating and Drink Stands, Custard, Sno, Novelty Jewelry, Age, Scales, a few choice stores open.

RIDES—Train, Pony or any major ride not conflicting.

SHOWS—Grind Shows with own equipment; Mechanical, Monkey, Animal.

WANT

Grind Store Agents, Skillo Agents, Stock Store Agents, Ball Game Agents. **SHOWS**—Man to take Monkey Show, Man to take Snake Show, Man to take Girl Show, must have Girls. Want Octopus Foreman, Second Men for all rides, must drive semi tractors. Pampa, Texas, this week.

Wire **D. S. DUDLEY**

WANT—CAPELL BROS.' SHOWS—WANT

FOR GIANT LABOR DAY CELEBRATION—HENRYETTA, OKLA., NEXT WEEK TO SEPTEMBER 5

PARADES—BANDS—FIREWORKS—FREE ACTS, ETC.—EIGHT MORE FAIRS TO FOLLOW Want Stock Concessions of all kinds. Will sell "Ex" on Age and Weight. Reasonable privilege. Wire or come on. Want Ride Help for ten Rides. Address:

DOC CAPELL, Mgr.

Shawnee, Okla., this week; Henryetta, Okla., next week; then per route.

P.S.: Yes, we worked at Anadarko and didn't buy any Yeepees.

TWIN STATES SHOWS

Want for **BIG LABOR DAY CELEBRATION and All Week ROSEBORO, N. C.**

Can place **CONCESSIONS**—Fishpond, Ball Games, Bowling Alley, Cigarette Gallery, Penny Pitches, High Striker or any other Hanky Panks. Also Bingo and Sit-Down Grab. **SHOWS**—Girl Show, Ten-in-One or Five-in-One, Fat Show, Fun House, Glass House, Snake Show or any other Shows with own outfit. **RIDES**—Kiddle Auto, Train, Boat Ride. Will also place one Flat Ride, Rolloplane, Tilt-a-Whirl, Caterpillar, or what have you? **WANT GOOD FREE ACT** FOR ROSEBORO AND BALANCE OF SEASON. Can place Ride Help on Merry-Go-Round, Ferris Wheel and Swings. Address: All this week, Whitakers, N. C.

C. C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
 FEATURING THOROUGHbred ENTERTAINMENT

WANT WANT WANT

HOPKINS COUNTY FAIR, MADISONVILLE, KY., WEEK AUGUST 29

followed by

PRINCETON, IND., ANNUAL LABOR DAY CELEBRATION SUNDAY & MONDAY, SEPT. 4 AND 5

And a Continuous Route of Bona Fide Southern Fairs.

CONCESSIONS

Can place Legitimate Stock Concessions and Hanky Panks of all kinds: Root Beer, Hot Dog on Stick, Wonder Bar, Ice Cream Sandwich, Diggers (exclusive for balance of season), also can place Cookhouse that caters to show folks for balance of season, Derby Racer, Basket Ball and Short Range.

SHOWS

Snake, Midget, Fat Girl, Fun House, Side Show or any other Show with own transportation that caters to women and children. Have special proposition for same.

RIDES

Can place Spitfire, Roll-o-Whirl, Fly-o-Plane, Flying Scooter, Dark Ride, Kiddle Auto, Boat Ride and Pony Ride.

HELP

Have opening for first-class Foremen on Merry-Go-Round and Rolloplane who can drive and have chauffeur's license. Drunks, stay where you are. Want Dancer for Single Girl Show; wardrobe furnished. Also Front Man and Second Man for Till.

Address all wires and mail to

C. C. GROSCURTH, BLUE GRASS SHOWS

Bridgeport, Ill., this week; Madisonville, Ky., next week

MARKS SHOWS

MILE LONG PLEASURE TRAIL
 THE GREAT ROANOKE FAIR, Roanoke, Va., week of August 29th;
 CAMPBELL COUNTY FAIR, Lynchburg, Va., week of September 5th;
 and all Fairs until the middle of November.

RIDES: Spit Fire, Fly-O-Plane, Dark Ride or any novelty ride.

SHOWS: Any show of merit with or without transportation.

CONCESSIONS: All legitimate Concessions open. Good opening for American Palmistry.

Can always use reliable Ride Help.

ALL PROVEN MONEY FAIRS

All replies to

JOHN H. MARKS

LEWISBURG, WEST VIRGINIA, THIS WEEK;

ROANOKE, VIRGINIA, NEXT WEEK

NOW BOOKING FOR CALIFORNIA STATE FAIR

SACRAMENTO, SEPTEMBER 1-11

LOS ANGELES COUNTY FAIR

POMONA, SEPTEMBER 16-OCTOBER 2

Shows, Concessions and Fun House. Also Rides that do not conflict. Other Fairs to follow. Long season. Close November 15.

Address:

CRAFTS EXPOSITION SHOWS

7283 BELLAIRE AVE.

Phone: SUNSET 2-3131, or as per route. NORTH HOLLYWOOD, CALIF.

QUEEN CITY SHOWS

CAN PLACE

Hi-Striker, Fish Pond, Ball Game, Dart, Huck

Or Any Other Legitimate Concession.

Kingston, Ohio, On the Streets, This Week.

Bill Hopkins, contact me.

CURLY LITTLE

Hamilton, Mo., Aug. 31-Sept. 4

Hamilton, Mo., Aug. 31-Sept. 4

TWIN CITY SHOWS

Want all kinds of Concessions for Big One, American Legion Fair at Hamilton, Mo. 5 big days and nights, Aug. 31-Sept. 4. Will book Mitt Camp. 80,000 attendance last year. Will book any Rides not conflicting, Kiddle Rides, Pony Ride. What have you? Have Octopus and Eli Wheel. Would like to book on show after Sept. 9, having bona fide Fairs and Celebrations in Arkansas. Contact Geo. Crable or Sam Wells, Hamilton, Mo., Aug. 31-Sept. 4; Unionville, Mo., Sept. 4-7.

W. C. KAUS SHOWS

WANT FOR PENNSBORO, W. VA., FAIR, FOLLOWED BY WISE, VA., FAIR

Cook House, Photo, Short and Long-Range Gallery.

SHOWS—Girl Show, Side Show, Animal Show, Fun House.

Will book Tilt or Caterpillar.

We also play Zebulon, Asheville, Cherokee, Rutherfordton and Ashboro, N. C., Fairs with more to follow in South Carolina. Contact

RUSS OWENS

Morgantown, W. Va.

BARNEY TASSELL UNIT SHOWS

WANT FOR WHITE STONE, VA., FIREMEN'S FESTIVAL (DON'T LET SIZE OF TOWN FOOL YOU)

WEEK AUGUST 29

Fireworks, Free Acts, Contests, etc. Auto given away and other large prizes.

RIDES, SHOWS AND CONCESSIONS

followed by my tobacco festivals and then my annual Florida tour.

Wire Quantico, Va., this week.

P.S.—Can place Help in all departments. Must be able to drive semi trailers.

FOLK CELEBRATION SHOWS

Want for SAM LUIS VALLEY FAIR, Aug. 31-Sept. 5 Inclusive and other celebrations and fairs to follow, including NEW MEXICO STATE FAIR, Sept. 25-Oct. 2 Inclusive, Albuquerque, N. M., and EASTERN NEW MEXICO STATE FAIR, Oct. 4-8 Inclusive, Roswell, N. M.

Can place first-class Penny Arcade. Shows—Want Motordrome. Can place Shows; write or wire what you have. Rides—Will place any Ride that we do not have. Write or wire what you have. Concessions—Can place first-class Cookhouse. Can place legitimate Concessions of all kinds. Positively no grift. Ride Help—Can place capable Ride Help. Want first-class Builder and Sign and Scenery Painter.

Beau Festival & Rodeo, this week, Aug. 23-28, Inclusive, Mountainair, New Mexico.

Write or wire

CAPITAL CITY SHOWS

ALL FAIRS

Larue County Fair
Hodgenville, Ky.
Aug. 29-Sept. 3

Hardin County
Fair
Elizabethtown, Va.
Sept. 5-10

Legion Fair
La Grange, Ga.
Sept. 19-24

Tri County Fair
Manchester, Ga.
Sept. 26 to Oct. 1

Barrow County
Fair
Winder, Ga.
Oct. 3-6

WANT CONCESSIONS

Legitimate Stock Concessions of all kind. Good opening for Custard, Jewelry, Chocolate Dip and Hanky Pankies of all kind. Hopy Chapman, contact me.

SHOWS

Mechanical, Wild Life, Monkey, Big Snaks. Lee Houston, contact. Talker for Drome. Charlie Vincent, contact.

RIDES

Tilt, Spitfire, Pretzel, Roll-a-Whirl, Looper. Will lease No. 5 Wheel to twin with ours. Ride Help who can drive semis. All replies:

J. L. KEEF

Knox County Fair, Barbourville, Ky., this week. P.S.: Shorty, Dick and Don, contact Joe at once.

ALL FAIRS

Gwinnett Co. Fair
Lawrenceville, Ga.
Oct. 10-15

Jasper County Fair
Monticello, Ga.
Oct. 17-22

Ben Hill Co. Fair
Fitzgerald, Ga.
Oct. 24-29

Dodge County Fair
Eastman, Ga.
Oct. 31-Nov. 3

Crenshaw County
Fair
Luverne, Ala.
Nov. 7-12

Polio Publicity Slashes Gate At Springfield

(Continued from page 46)

jumped his show out from the East at a heavy railroad move cost and must jump it back. Besides he is giving up a staggering percentage to the fair.

For the engagement here, Endy had augmented his own line-up with independent rides and shows. Some few of these pulled stakes after the first few days.

The games concessions are away off from last year. To begin with, the State's attorney long before the fair announced that certain games which have operated in the past would not be okayed. And the State's attorney carried out his edict, shuttering even bingo.

The midway layout at the outset, none too impressive by past standards, was made even less impressive by the pulling out of some few shows and rides and by the reshifting of some games concessions to fill gaps left by others which folded early.

Republicans Pull Out

The bulk of the blame for the drop-off goes to the polio publicity, but there are those who insist that feuding between the local and county administration, which is Republican, and fair administration, this year changed over to the Democrats, had a share in it.

One thing was certain. The cancellation of the Republican Day slated for Wednesday (17) slashed that day's attendance. The G. O. P. day for years has been one of the big ones of the fair. Reason given for the cancellation was the polio situation here, but this reason was looked upon with some degree of suspicion by many, who pointed out (1) that there was a split in the G. O. P. ranks and thus the party wasn't eager to carry thru its regular day and (2) that the cancellation was calculated to embarrass the Democratic fair administration.

The grandstand patronage has held up remarkably well in the face of the attendance drop. Only the opening night bill, a Horace Heidt unit, failed to draw well. The WLS show Saturday (13) pulled an excellent stand, and the Barnes-Carruthers show, in starting Monday for five nights, also played to good crowds.

Delay Hartford Vets' Protest

HARTFORD, Conn., Aug. 20.—Planned protest by veterans' groups of New Britain, Conn., against action of that city's Common Council Committee on Ordinance and Salaries, barring sponsorship of carnivals in that city by veterans' organizations, was delayed until September 13. Committee's August meeting was cancelled because some of its members are on vacation. Proposed ordinance would restrict future sponsorship of carnivals in New Britain to church organizations. The ordinance now in effect allows local veterans' organizations such sponsorship.

Family Affair

WARREN, O., Aug. 20.—Playing the Trumbull County Fair here is getting to be a habit for employees of the Gooding Amusement Company.

When the Rene Rippel unit of the Gooding org played the 104th annual fair here August 8-13, it marked the 60th year that either Charlie Martin, cookhouse operator with the org, or his late father, had played the stand. For Leslie Rodgers it was his 50th year, and No. 40 for George Emerson.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Aug. 20.—Visitations last week included the Strates Shows and Jones Concessions, both then showing the Delavan and Filmora avenue lot, Buffalo, and the Ferris Shows at Medina, N. Y., where the latter was auspiced by the police and fire department. Jones Concessions at Sea Breeze, N. Y., also were visited, and additional personnel membership cards were issued.

Standings in the personnel membership race follows: Endy Bros. Shows, 301; James E. Strates Shows, 251; B. & C. Exposition Shows, 55; Al Boxall's Concessions, 51; Gaiety Shows, 45; J. J. Kirkwood Shows, 36; L. T. Shows, 34; Carl Ferris Shows, 22; H. W. Jones Concessions, 21, and Beam's Attractions, 14.

A research service has furnished the association with information on many new items of interest to the industry. They include a disposal unit for fluorescent tubes, a combined paint primer and finish, a compact Diesel electric plant, a new type of stapling hammer; a new type dimmer for theatrical lighting, capable of handling up to 850 watts, and a new type lightweight folding card table.

We have on file considerable information with reference to the government program for a more intensive audit of income tax returns and the levying of assessments in such cases where taxes are found to be owing.

The U. S. Commerce Department has furnished the association with information on a new set of specifications issued by the National Bureau of Standards covering wire rope. Members interested can obtain the information by writing the association.

Figures released by the government indicated that the admission tax receipts for the second quarter of 1949 were \$125,000 below receipts for the same period in 1948.

Turner Scott is a patient in Halifax Hospital, Daytona Beach, Fla., where he underwent surgery recently.

WILL CONTRACT

Large Top and Minstrel, Drama, Skating Rink, etc. Heart of 250,000 people. No gate, grift, passes, panic, polio or competition.

T. L. DEDRICK, Mgr.
New American Legion Amusement Park
Fayetteville, N. C.

TALKER WANTED

FOR CECIL DeMILLER'S ARABIAN NIGHTS

Illusion and Mystery Show to join on James E. Strates Shows now. Wagon Front, 80 foot, with neon. All big fairs. Will pay \$ per cent. References required. Wire

KARA-KUM

Care James E. Strates Shows, Lockport, N. Y.

WANT AGENTS

Joe Zeno, Slim Kelley, Tex Conway and all others who worked for me before, contact

JACK MURPHY

c/o Ohio Valley Shows, Assumption, Ill., this week.
Little Mike Peasman, contact John Kelley.

OMAR'S GREATER AMUSEMENTS

WANT

For Fall River Dam Dedication and Labor Day Celebration, Sept. 3-4-5.

Independent Rides, Shows with own equipment, Concessions of all kinds. Would consider small Carnival. Howard, Kansas, Fair, this week. P.S.: James Parker, Pat Patterson, Sam Lamb, Jeff Dunn, contact Chuck Parker.

OHIO VALLEY SHOWS

Want Popcorn, Cookhouse, Grab, Mitt Camp, Stock Concessions, Rides and Shows not conflicting. Address:

RONIE HARRIS

Assumption, Ill., this week

EDDIE L. WHEELER

Call or wire at once . . . URGENT

HARRY BANTA

Cumberland Valley Shows, McMinnville, Tenn.

JACK'S GREATER SHOWS

WANT FOR CHASE CITY, VA., WITH EMPORIA, VA., TO FOLLOW THEN OUR FAIRS STARTING AT WAVERLY, VA., SEPT. 12

Can place Concessions of all kinds. Good opening for Diggers, Custard, Floss and Novelties. Want Razzle, Skillo, Rolldown, Coupon Stores, also some Percentage. Want Cookhouse that caters to show people. Have complete outfit for organized Minstrel Show. J. B. Boyd (Pocket Book) Harris, Wm. Floyd (Lightning) Johnson, Johnny Riddick, get in touch. We have three of the best Colored Fairs in the South. Want Working Acts for Side Show, also Half and Half for Annex. Have complete outfit for Girl Show with two or more Girls. Want Free Act for balance of season. Aerial Millers or Jaydee, get in touch.

All Mail and Wires to

FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr.
Chase City, Virginia, this week; then as per route. Good opening for two Mitt Camps.

WORLD of TODAY SHOWS

TWO SHOWS COMBINED IN ONE

WANT MANAGER FOR TWO GIRL SHOWS

Must be capable and have at least seven girls for two shows.
Act fast as fair season is on!
Would consider two separate managers, one with four girls, one with three.
Furnish your own Sound and Wardrobe. We have the best of Equipment for you. Girls must be young and presentable.
In Girl Show Territory Now.
Going South for the Fall—Wire at once—Can join Mason City, Iowa, next week. *All address*
L. C. REYNOLDS, Mgr., SIOUX FALLS, SOUTH DAKOTA, This Week

PRELL'S WORLD'S FAIR SHOWS

WANT FOR CUMBERLAND, MD., FAIR,
August 29-September 3
ROCKYMOUNT, VA., FAIR to follow

WANT Age and Scales, Eating and Drinking Stands, Photo, all kinds of new Merchandise Stands, P.C. Agents. Want to book #5 Wheel, Spitfire, Rocket, Tilt-a-Whirl, Fly-o-Plane. Will book Snake Show, Girl Show, Unborn, Wild Life, Penny Arcade. Want Ridee-O Foreman, Second Men for all Rides. Semi drivers given preference. Dutch (Radcliffe) Whiteside wants Wheel Agent. Address all answers to

MORRIS VIVONA or JOSEPH PRELL
TAPPAHANNOCK, VIRGINIA

PEPPERS ALL STATE SHOWS

Want for Hopkinsville, Ky.—40,000 soldiers pay day
Then heading South for the Cotton Belt. Out until January 1
CONCESSIONS—Want Bumper, String Games, Buckets, Darts, Ball Games, Spindles, Jewelry. What have you? Will sell "X" on Mitt Camp, Custard, Photos, Penny Arcade and Diggers. Want Agents for P.C. and Grind Stores. Want Rolloplane Foreman and Kid Ride Foreman. All Ride Help please keep in contact with us. Due to fire will book Merry-Go-Round for season. Everyone contact
JOHN REED, Mgr., PEPPERS ALL STATE SHOWS
Barren County Fair, Glasgow, Ky., this week.

LAWRENCE GREATER SHOWS

WANT FOR WEST UNION FAIR AND 10 CAROLINA, GEORGIA FAIRS TO FOLLOW
Cookhouse for Show. All Eating and Drinking Stands open. Can use Arcade, HI Striker and all Hanky Panks open. Need Bucket Agents and Agents for all office-owned Concessions. Need Flyoplane Foreman and Second Men on Rides. Want Electrician who understands Diesels. Want capable Office Secretary. Must know all tax forms.
WEST UNION, IOWA, THIS WEEK.

WANT—MAJESTIC GREATER SHOWS—WANT ALPENA, MICHIGAN, FREE FAIR SEPTEMBER 5-10

RIDES—CATERPILLAR, DARK RIDE, ETC. CONCESSIONS OF ALL KINDS. SHOWS—SIDE SHOWS, MOTOR DROME, GIRL SHOW, FUN HOUSE.
All replies SAM GOLDSTEIN
2772 EAST 75TH ST. CHICAGO, ILLINOIS

MRS. WILLIAM COWAN WANTS

BINGO COUNTERMAN WHO CAN DO RELIEF CALLING. Good salary—wire or come on.
MORRIS FRIEDENHEIM WANTS ONE WHEEL MAN, ALSO GENERAL HELP. Address:
c/o DOBSON'S IMPERIAL SHOWS
ABERDEEN, SO. DAK., THIS WEEK.

WANT FOR FORKSVILLE FAIR

Long and Short Range Gallery, Pea Pool open, Hanky Panks of all kinds. Shows with own outfits. Schuylkill Haven, Pa., this week; then Forksville Fair, Forksville, Penna.
W. R. PRICE, JOLLYTIME SHOWS

WALLACE & MURRAY SHOWS

Want for Mountain City, Tenn., Bean Festival and Fair Combined, Aug. 29 to Sept. 3.
Want legitimate Concessions of all kinds, Pitch-Tilt-U-Win, Cigarette Gallery, Long Range Gallery, Jewelry, Novelities of any other legitimate Concessions at reasonable privilege. Good opening for Custard. Will place any Shows and Rides not conflicting. Can use an A-21 Truck Mechanic who understands Rides.
AL WALLACE, Sole Owner & Mgr.; DeWITT HUDSON, Bus. Mgr.
This week, Greeneville, Tenn., Fair; next week, Mountain City, Tenn., Bean Festival.

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

WANT for 2 BIGGEST FAIRS IN WESTERN PENNSYLVANIA
INDIANA, WEEK OF AUGUST 29-SEPTEMBER 3,
and EBENSBURG ALWAYS STARTS LABOR DAY,
SEPTEMBER 5-10 — 13 LARGE FAIRS TO FOLLOW

WANT

Novelties, no exclusive; age and scales, eats and drinks, all kinds of grind stores, photo gallery, wild life—Stoffel, please apply. Can use a few grind shows. Can place a few major rides. Also ride men, semi drivers preferred.

All answer

SAM E. PRELL, Meyersdale, Pa., Fair, Meyersdale, Pa.

GLOUCESTER COUNTY FAIR PAULSBORO, N. J.

SEPTEMBER 5 TO 10 inclusive

HORSE RACING AND BIG GRANDSTAND PROGRAM

TROY, NORTH CAROLINA, FAIR

Sept. 12 to 17

Followed by six weeks of Fairs and Celebrations in North Carolina.
CAN PLACE all legitimate Merchandise Concessions. Eating and Drinking Stands, Grind Stores of all kinds. Guess Your Age. Some Percentage open. FROZEN CUSTARD. WILL SELL X ON NOVELTIES. WANT Ride Help, semi drivers. CAN PLACE any worth-while Grind Shows; Walk Thru, Wild Life. Also ROLLOPLANE. WANT ELECTRICIAN WHO CAN HANDLE G.M.C. PLANTS. Address this week:

DICK'S GREATER SHOWS

R. E. GILSDORF, Gen. Mgr.
COLUMBIA, PA.

FOR SALE—18 CAR CATERPILLAR

Streamlined, Just Completely Overhauled by the Factory. With or Without Transportation.

ALSO C-CRUISE, LOOPER AND FLYING SCOOTER

All Rides in Perfect Condition, All Up and Running at Crown Point, Indiana, Fair. Will Sell With or Without Transportation. Price Very Low on All Rides. Come and See Some Real Rides For Sale.

WANTED

Concessions of All Kinds. Also Girl Show. For Kentland, Indiana, Fair Next Week.

ADDRESS:

L. I. THOMAS, Mgr., Thomas Joyland Shows
Crown Point, Ind., This Week; Then Kentland, Ind.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Lafayette, La., Aug. 22-27; Bunkie, La., Aug. 29-Sept. 3

Can place sober, reliable Ride Help on all Rides. Want Chairplane Foreman and Electrician. Can place legitimate Stock Concessions. Shows with own outfit. Agents for Penny Pitch, Ball Game, Ticket Sellers. Colored Minstrel Show, have complete outfit for same. Alexander Tolliver, answer. Replies to ED GROVES, as per route

WANT CONCESSIONS

WILLIAMS GROVE GRANGERS PICNIC AND FAIR

Opens Sunday, August 28; closes Labor Day—Nine Days, Nine Nights.
Can place three Hanky Panks, one Ball Game, Pan Game, Rat Game, one Merchandise Wheel. Positively no racket. Wire
JOE SHERMAN, Berkshire Hotel, Reading, Pa.

LIONS' CLUB LABOR DAY CELEBRATION

SEPT. 2-3-4-5—PEARL BEACH, MICHIGAN—Suburb of Algonac, Mich.
Want Concessions of all kinds. Want Octopus, Tilt, Rolloplana. Money spot of Michigan.
Want Merry-Go-Round Foreman.
Wire or Phone: Webster 30689.

ROYAL EMPIRE SHOWS

1419 DECATUR

DETROIT 27, MICHIGAN

RALPH DECKER presents
JOSEPH J. KIRKWOOD SHOWS
 AMERICA'S BEST ADVERTISED MIDWAY

With the One and Only EMANUEL ZACCHINI
 SHOT OVER TWO FERRIS WHEELS

WANTS FOR TEN BONA FIDE FAIRS STARTING LYNCHBURG, VA., NEXT WEEK, AUG. 29 TO SEPT. 3; WITH VIRGINIA STATE FAIR, STAUNTON, LABOR DAY WEEK, THEN NORTH AND SOUTH CAROLINA FAIRS TILL ARMISTICE WEEK AND SIX FLORIDA SPOTS TO FOLLOW

RIDES—Can place Little Dipper, Kiddie Boat Ride, Whip, Tilt, Rocket, High Ball. SHOWS—Want to hear from organized Minstrel Show; I have the spots if you have the Show. Place Motor Drome, Glass House, Monkey Show, Wild Life, any new or novel Show. CONCESSIONS—Want Grab, French Fries, Pop Corn, any and all Eating Stands, Age, Scale, Novelties, Photos, Palmistry, Jewelry, Duck Pond, Pitch Till Win, Hoop-La, Ball Games, any and all Hunky Panks, Stock Wheels, Clothes Pin, Blower, some P.C. if you have Side Concessions. Joe and Ruby Kane, wire. No exclusive our Fairs, but contact first, as do not overbook. HELP—Can place useful Carnival Help, Ride Men, Semi Drivers, Canvas Men, Ticket Sellers and A-1 Front Man for Side Show, Dancing and Posing Girls for Paradise Revue. Address:

RALPH DECKER
 Richmond, Virginia, this week; then per route. Phone King Carter Hotel.

GAIETY SHOWS COMBINED WITH B AND C WANT

For Rochester, Monroe County Fair, Aug. 29 to Sept. 4

WANT Concessions of all kinds, Dart Balloons, Add 'Em Up Dart, Short and Long-Range Galleries, Bucket Pitches, etc. Also all Eats open. Don't miss this one, biggest county fair in State, over 150 thousand tickets sold in advance to all leading industries in area plus 10-mile race featuring star drivers as Bill Holland, Murrie Rose, etc., and numerous other features. Wire to

ANTHONY SANTILLO, GAIETY SHOWS
 Fairport, New York.

GEORGE CLYDE SMITH SHOWS

WANT

Ball Games, Custard, Pitch Till You Win, Buckets, Swinger, Penny Pitch, Photos, Hoop-La, Spot the Spot, Siring Game, Fish Pond, Huckley Buck, High Striker, Penny Arcade, Six Cats, Darts.

WANT Side Show, Monkey Show, Jig Show, Half and Half, Pony Ride.

BARNESBORO, PA., V. F. W. CELEBRATION, WEEK OF AUGUST 29
FIVE COUNTY FAIR, FARMVILLE, VA., WEEK SEPT. 19
HENDERSON, N. C., COLORED FAIR, WEEK OCTOBER 3
TIDEWATER COLORED FAIR, SUFFOLK, VA., WEEK OCTOBER 17

All replies to
GEORGE CLYDE SMITH SHOWS
 Six Mile Run, Pa., this week; Barnesboro, Pa., next week.

Want-GRACELAND GREATER SHOWS-Want

FOR NEW LONDON, MO., STREET FAIR THIS WEEK, AUG. 24-27; CANTON, MO., LEGION CELEBRATION NEXT WEEK; BIG EAST ST. LOUIS LABOR DAY CELEBRATION

CONCESSIONS—POPCORN AND STOCK CONCESSIONS OF ALL KINDS. RIDES—KIDDIE RIDES, ROLL-D-PLANE, OCTOPUS. SHOWS—MOTORDROME, MONKEY SHOW, FIVE OR TEN-IN-ONE. RIDE HELP—CAN USE RIDE HELP ON ALL RIDES. MUST BE SOBER AND WANT TO GO SOUTH. ADDRESS:

HARRY ALKON, New London, Mo., Aug. 24-27

VETERANS' EXPOSITION SHOWS
 PLAYING THE CREAM OF THE SOUTH

WANT CONCESSIONS of all kinds. Now booking for best Labor Day Celebration in Dixie. No X. ST. SIMON ISLAND, 30,000 people last year. Can use Bingo and 2 Kiddie Rides. This week, Fair, Jessup, Ga.; next week, Colored Fair, Brunswick, Ga.

All replies to **JOHNNY CARUSO** or **O. O. "BUD" POINT**

AGENTS WANTED

For Buckets and Six Cats. Also want BINGO RELIEF CALLER. Bill Chastine, wire me.

ABE BELL
 6 1/2 Gulf Coast Shows, Louisiana, Mo., this week.

T. AND J. SHOWS

Want—Stock Concessions. Good opening for Grab Outfit, privilege \$12.50. Ride Help wanted. This show has 5 office-owned Rides.

Lakeland, Ga., this week. Wire

TEX ROLLINS

CARNIVAL ROUTES
 (Continued from page 54)

Hagen's Am. Co.: (Fair) Minneapolis, Kan., 23-28; (Fair) Appleton City, Mo., 29-Sept. 2.
 Hale's: Osceola, Neb., 23-25.
 Hannum, Morris: (Fair) Kutztown, Pa.; (Fair) Flemington, N. J., 30-Sept. 5.
 Happy Attrs.: Bellairs, O.; Ferrysville 30-Sept. 3.
 Happyland: Caro, Mich.
 Harry's Greater: Peru, Ind.
 Hartsock Bros.: Glenwood, Mo.
 Hawkeye State: Lovilla, Ia., 23-27.
 Heart of Kansas: Independence, Kan.; Wellington 29-Sept. 3.
 Hennies Bros.: (State Fair) Des Moines, Ia., 24-Sept. 2.
 Henson, J. L.: Plymouth, Ill.; Pana 30-Sept. 5.
 Heth, L. J.: (Fair) Dickson, Tenn.; (Fair) Onelda 29-Sept. 2.
 Hiawatha: Saugatuck, Mich.
 Hill's Greater: (Fair) Sundance, Wyo.; (Fair) Rapid City, S. D., 29-Sept. 3.
 Home State: (Fair) Canby, Minn., 22-24; (Fair) Appleton 25-28; (Fair) Henning 30-Sept. 1.
 Hottel, Buff.: (Fair) Olney, Ill., 21-25; Jackson, Mo., 30-Sept. 3.
 Howard Bros.: (Fair) Marion, O.; (Fair) Caldwell 29-Sept. 3.
 Howard Bros. Attrs.: (Fair) West Union, O.
 Imperial: (Fair) Fairbury, Ill.
 Imperial Expo.: Newport, Ore.
 Jack's Greater: Chase City, Va.; Emporia 29-Sept. 3.
 J. & B.: Hillside, Md. (P. O., Capitol Heights, Md.).
 Johnny's United: Danville, Ind.; Covington 29-Sept. 3.
 Johnson: Schuylkill Haven, Pa.; (Fair) Forks-ville Aug. 29-Sept. 3.
 Jones, Johnny J., Expo.: (Fair) Sedalia, Mo., 22-28; (Fair) Keokuk, Ia., 30-Sept. 3.
 Karas, Gus, Greater: (Fair) Onawa, Kan.; (Fair) Missouri Valley, Ia., 29-Sept. 3.
 Kaus, W. C.: Morgantown, W. Va.
 Keystone Expo.: Bluff, N. C.
 Kirkwood, J. J.: Richmond, Va.; Lynchburg 29-Sept. 3.
 La Cross Am.: (Fair) Newport, N. H.; (Fair) Canaan 30-Sept. 1.
 Lagasse Am. Co.: (Fair) Hartland, Vt., 24-26; (Fair) Lancaster, N. H., Sept. 2-5.
 Lamb, L. B.: Hampton, Ia., 22-24; Osage 25-28.
 Lane, Sammy: (Fair) Ellington, Mo.; (Fair) Piedmont 30-Sept. 5.
 Lawrence Greater: (Fair) West Union, Ia., 22-26.
 Magic Empire: (Fair) Rising Sun, Ind.
 Maine Am.: (Fair) Dover-Foxcroft, Me.
 Majestic Greater: (Fair) Marne, Mich.; Romeo Sept. 3-5.
 Manning, Ross: Ithaca, N. Y.
 Marion Greater: Darlington, S. C.
 Marks, John H.: (Fair) Lewisburg-Ronceverte, W. Va.; (Fair) Roanoke, Va., 29-Sept. 3.
 McKee, John: (20th & Bond Sts.) E. St. Louis, Ill.
 Meeker's: The Dalles, Ore.; (Rodeo) Ellensburg, Wash., 30-Sept. 5.
 Merriam's Midway: (Fair) Oakland, Neb.; (Fair) Columbus 30-Sept. 2.
 Merit: Union, Me.
 Midway Expo.: Ogalalla, Neb., 22-24.
 Midway of Mirth: Greenville, Ill.
 Midwest: (Fair) Cambridge, Idaho; (Fair) Tremonton, Utah, Sept. 1-3.
 Midwestern Expo.: Coon Rapids, Ia., 22-24; Hawleyville 25-27.
 Mighty Hoosier State: (Fair) Sunman, Ind.
 Mighty Page: Bristol, Va.
 Model: Nashua, Ia.
 Model Shows of Canada: Ayers Cliff, Que., Can.
 Moore's Modern: (Fair) Albion, Ill.; (Fair) Newton 28-Sept. 2.
 Mosher's: Otter Lake, Mich., 25-28; Rogers City 29-Sept. 3.
 Motor State: Eaton Rapids, Mich., 24-28.
 Mound City, No. 1: Wellsville, Mo.
 Mound City, No. 2: Stonefort, Ill.
 Myers: Moultrie, Ga.
 Nelson, George W.: Ottosen, Ia., 23-24; Thornton 25-27; Hanlontown 30-31.
 Nessler's: Steelville, Ill.
 Northern Expo.: Miles City, Mont., 25-27; Sidney 28-31; Glendive Sept. 1-3.
 Ohio Valley: Assumption, Ill.
 Omar's Greater Am.: (Fair) Howard, Kan., 24-26.
 Pacific State: (Fair) Wallis, Tex.
 Page Bros.: (Fair) Hobenwald, Tenn.; (Fair) Lafayette 29-Sept. 3.
 Palmetto Expo.: Nichols, S. C.
 Parada: Paola, Kan., 24-26.
 Paul's Am. Co.: Lockwood, Mo.; Marshfield 29-Sept. 3.
 Peck Am. Co.: Lyons, Ind.; Fisher 29-Sept. 3.
 Peck Am. Co. (Illinois unit): Kempton, Ill., 22-24; Piper City 25-27; (Fair) Peotone 30-Sept. 1.
 Peerless Celebration Am.: Mt. Savage, Md.
 Penn Premier: (Fair) Huntington, Pa.; (Fair) Mansfield 30-Sept. 3.
 Peppers All-State: (Fair) Glasgow, Ky.
 Perry, Jack J.: Luray, Va.; Woodstock 28-Sept. 3.
 Pike Am.: (Fair) Ness City, Kan., 21-24; (Fair) Ransom 25-27; (Fair) Scott City 30-Sept. 3.
 Pioneer: Troy, Pa.; McConnellsburg 28-Sept. 3.
 Playland: West Branch, Mich.
 Playtime, No. 1: (Fair) Marshfield, Mass.
 Powelson Expo.: Scio, O.; Folk Sept. 1-3.
 Powelson Greater: (Fair) Moundsville, W. Va., Johnstown, O., 30-Sept. 3.
 Prael's Broadway: Meyersdale, Pa.; Indiana 29-Sept. 3.
 Prael's World's Fair: Tappahannock, Va.; (Fair) Cumberland, Md., Aug. 29-Sept. 3.
 Queen City: Kingston, O.
 Raltery, James M.: Newbern, N. C.
 Raines Am. Co.: St. Paul, Ark.; West Tulsa, Okla., 29-Sept. 3.
 Raney United: Alexandria, Minn., 22-25; Her-man 26-28; Marshall 30-Sept. 2.
 Reid, King: (Fair) Sandy Creek, N. Y.; (Fair) Ballston Spa 29-Sept. 3.
 Rocco: Proctor, Minn., 22-24; Iron River, Wis., 25-28; Webster 29-31; Cloquet, Minn., Sept. 1-5.
 Rockwell, Mike: Broken Bow, Neb.
 Rogers, A. B.: Valatie, N. Y., 22-25.
 Rogers Bros.: (Fair) Pine River, Minn., 22-24; (Fair) Mora 25-27; (Fair) Two Harbors 31-Sept. 3.
 Rogers Greater: (Fair) Terre Haute, Ind.; Vandalia, Ill., 30-Sept. 2.
 Rose City: (Reunion) Roaring Springs, Tex.; (Fair) Bridgeport Aug. 31-Sept. 1.
 Rosen, H. B.: London, Tenn.
 Royal American: (State Fair) St. Paul, Minn., 25-Sept. 5.
 Royal Crown: (Fair) Albert Lea, Minn., 22-28; Quincy, Ill., 29-Sept. 3.
 Royal Expo.: Claxton, Ga.
 Rumble Am. Co.: Old York, Ill.
 Schafer's Just for Fun: Tyler, Tex.
 Shan Bros.: (Fair) Harlan, Ky.; (Fair) Tazewell, Va., 29-Sept. 3.
 Shorter's: Ringsted, Ia., 25-27.
 Siebrand Bros.: Boise, Idaho.
 Silver Slipper: (Colored Fair) Gallatin, Tenn.; (Fair) Burkesville, Ky., 29-Sept. 3.
 Silver Star Attrs.: Carey, Ohio.
 Smith Am. Co.: (Fair) Mountain View, Okla.; (Fair) Apache 28-Sept. 3.
 Smith, George Clyde: Six Mile Run, Pa.
 Snapp Greater: Sturgeon Bay, Wis., 25-28; Oshkosh 29-Sept. 2.
 Southern Valley: Mountain Grove, Mo.
 Sparks, J. A.: LaCenter, Ky.
 Strader, M. A.: (Fair) Goodland, Kan.; (Fair) St. Francis 20-Sept. 3.
 Standard, No. 1: (Fair) Harrison, Neb., 24-27; (Fair) Douglas, Wyo., 30-Sept. 3.
 Standard, No. 2: Buffalo, Wyo., 24-26.
 Star Am. Co.: Carlisle, Ark.
 State Fair: (Fair) Weeping Water, Neb., 23-28; (Fair) Eureka, Kan., 29-Sept. 2; Cedarvale, Kan., 5.
 Steblar Greater: Heath Springs, S. C.
 Stephens: Downing, Mo., 23-24; Shelbyville 26-27.
 Stephens, C. A.: Johnson City, Tenn.; (Fair) Pennington Gap, Va., 29-Sept. 5.
 Strates, James E.: (Fair) Lockport, N. Y.; (Fair) Cortland 29-Sept. 3.
 Stumbo, Fred R.: Sheldon, Mo.
 Sunset Am. Co.: (Fair) Preston, Minn., 25-28; (Fair) Kirksville, Mo., 30-Sept. 3.
 Tassell, Barney: Quantico, Va.
 Tatham Bros.: Lacon, Ill.
 Taylor Bros.: Seneca, Md.
 Thomas: South Bend, Ind.
 Thomas Joyland: Crown Point, Ind.; Kentland 29-Sept. 3.
 Thomas, W. A.: Central City, Neb., 23-24; Fairfield 26-27; Seward 29-31; York Sept. 1-3.
 Tidwell, T. J.: Horger, Tex.; Pampa 29-Sept. 3.
 Tinsley, Johnny: Atlanta, Ga.
 Tip Top: Bloomer, Wis., 26-28.
 Tivoli Expo.: (Fair) Roseville, Ill.; Rantoul 29-Sept. 3.
 T. & J.: Lakeland, Ga.; Statenville 29-Sept. 3.
 Twin City: Hamilton, Mo., 31-Sept. 4.
 Twin State: Whitakers, N. C.
 Turner Bros.: (Fair) Greenup, Ill., 22-26; (Fair) DuQuoin 28-Sept. 5.
 United Expo., No. 1: (Fair) Greenfield, Ia., 22-26; Iola, Kan., 29-Sept. 3.
 United Expo., No. 2: New Virginia, Ia., 22-24.
 United States: (Fair) Clay, W. Va.; (Fair) Sutton 29-Sept. 3.
 Utah Expo.: (Fair) Murray, Utah.
 Veterans Expo.: (Fair) Jessup, Ga.; Brunswick 29-Sept. 3.
 Veterans United: (Fair) Estherville, Ia., 23-24; Battle Creek 25-27; (Fair) West Point, Neb., 29-Sept. 1.
 Victory Expo.: (Fair) North Platte, Neb.; (Fair) Liberal, Kan., 30-Sept. 5.
 Virginia Greater: (Fair) Pocmonoke City, Md.; (Fair) Keller, Va., 29-Sept. 3.
 Vivona Bros. Combined with Prael's Show: (Fair) Tappahannock, Va.
 Volunteer: Murfreesboro, Tenn.
 Wade, W. G., No. 1: (Fair) Sandusky, Mich.; (Fair) Bad Axe 29-Sept. 2.
 Wade, W. G., No. 2: (Fair) Argos, Ind.; Laketon 30-Sept. 3.
 Wallace Bros.: Manitowoc, Wis.
 Wallace Bros. of Canada: (Fair) Three Rivers, Que., Can., 22-25; (Fair) Sherbrooke 28-Sept. 2.
 Wallace & Murray: (Fair) Greenville, Tenn.; (Fair) Mountain City 29-Sept. 3.
 W. E. Attrs.: Collinwood, Tenn.; Clifton 29-Sept. 3.
 West Coast: (Fair) Gresham, Ore., 22-29; (Fair) Medford 3-Sept. 5.
 Williams Am. Co.: West Jefferson, N. C.
 Williams, John, & Sons Rides: Greensboro, N. C.
 Wilson Famous: (Fair) Princeton, Ill., 23-28; Deer Creek 28-30; (Fair) Mason Sept. 3-8.
 Wilson Greater: (Fair) Castele Dale, Utah.
 Wolf Greater: (Fair) Garden City, Minn., 22-24; (Fair) St. Peter 25-28; (Fair) Caledonia 30-Sept. 3.
 Wolfe Am.: Randleman, N. C.; Aberdeen 29-Sept. 3.
 World of Mirth: Ottawa, Ont., Can.
 World of Pleasure: (Fair) Marshall, Mich.; (Fair) Warsaw, Ind., 29-Sept. 3.
 World of Today: Sioux Falls, S. D.; Mason City, Ia., Aug. 29-Sept. 3.
 Young's, Monte: Logan, Utah.
 Ziegler: Vancouver, B. C., Can., 24-Sept. 8.

TIVOLI EXPOSITION SHOWS

Want for Rantoul, Ill., Annual Fall Festival

August 29-Sept. 3rd and 9 Big Fairs and Celebrations to follow, in Illinois, Arkansas and Mississippi. Legitimate Concessions that work for stock. Capable P. C. Dealers. Ride Help who can drive semis. Join now, don't wait. Contact:

H. V. PETERSEN, Mgr.
 OR
B. J. COLLINS, Gen. Agent
 Roseville Fair, Ill., this week; then the Big One, Rantoul, Ill.

AMERICAN LEGION AMUSEMENT PARK

CENTER OF 250,000 SOLDIERS & CIVILIANS

No Gate, Grift, Grps, Panics or Strikes. Open Sept. first. Want RIDES—Major and Kiddie: SHOWS—Funhouse, Arcade, Minstrel, Animal, Sayre, Hamilton, Bill Hartman, answer. Concessions all open. Park approved by all officials. Permanent. All replies:

T. L. DEDRICK, Gen. Mgr.
 Phone 2527, Thompsons Court Fayetteville, N. C. This is it.

WANTED TO BUY

Good used Reentrant Trumpets or Weather Proof Bell Housings for Dynamics, quote prices.

ROBT. TAYLOR
 214 Second St. Portsmouth, Ohio

FOR SALE

Kiddle Ferris Wheel and Kiddle Chairplane. Box Office and Fencing for same. Rides in A-1 condition. Electric motor driven, can be seen in operation. Also 54 Slap-Up Concessions, all new canvas.

2 Bingo Stands, 8 14x14, 4 10x12; 3 Big Six Wheels and everything that goes with a Carnival, in fact, everything but Major Rides.

Reason for selling—Serious illness. Must get out of business.

Slap-Up Stores and Equipment rented to committee all year round. Indoor spots in winter. Can turn this committee to you if you want to play this part of the city. Will sell separate if desired. Best canvas and frames around here. Ask anyone who knows me. Everything priced for your interest.

Also a complete Casino Equipment of high class professional fixtures including Crap Table, Black Jack Table, Roulette, Big Six, Poker Tables, Registered Chips (2,000), Chip Box, Gold Braided Panna Satin Bally Cloth. For all this equipment—everything that goes for an indoor doings. Will turn over my committee to you. Priced reasonable. Address:

Address:

FRED POTENZA

741 North Walcott Chicago 22, Ill.

SAMMY LANE SHOWS

CAN PLACE

Diggers, Watch-La, Cork Gallery, any Hanky Pank that doesn't conflict. We book one of a kind. Can place a couple Grind Shows. The fellow that called us about the Arcade at Branson, can place you now. Curly Ganote, contact us. We have all Fairs to Oct. 1st, others pending. We will play the cotton. Ellington, Mo., Fair, this week; Piedmont, Mo., next. Agitators, drunks, chasers, stay where you are.

LAST CALL

Angelica, N. Y., Fair

Next week, Aug. 30-Sept. 3.

Want Fly-o-Plane, Roll-o-Plane, Octopus, Spitfire, Rockplane. Want Wild Life, Girl Show, Animal Show, Snake Show.

Perry Smith

BUFFALO SHOWS

Franklinville, New York, this week

WANT CARNIVAL

FOR WEEK SEPT. 19 TO 25

For week Sept. 19th to 25th. Under auspices Our Lady of Guadalupe Church Building Fund in conjunction with Navajo County Fair and Rodeo. Have your agent contact me; wire, phone or in person.

Rev. Clement A. Hageman
P. O. Box 38 Holbrook, Arizona

WANTED AGENTS

For Games of Skill, commencing August 25 at Des Moines, Iowa, State Fair, Aug. 22-Sept. 5.

CLIFF AND BETTY BAMEL

c/o Hennies Bros.' Shows

FOR SALE—PENNY ARCADE

40 Machines, 24x40 Top, 30 Ft. Front.

GEORGE HURNEY

243 Republic St. PITTSBURGH, PA.

WANT TWO CARNIVALS

For two big Labor Day Celebrations, or would consider Independent Rides and Concessions.

Address: E. G. BLESSINGER
c/o Center Township Assessor's Office
Phonics: 29219-6112 Muncie, Ind.

WANTED

Experienced, sober Ferris Wheel Foreman for Chicago lots.

SAM MENCHIN

11 W. Division St. CHICAGO, ILL.
Phone: Superior 7-7243

ROYAL EXPOSITION SHOWS

BULLOCH COUNTY FAIR, Statesboro, Ga., Sept. 19th to 24th; JEFFERSON COUNTY FAIR, Louisville, Ga., Sept. 26th to Oct. 1st; HANCOCK COUNTY FAIR, Sparta, Ga., Oct. 3d to 8th; MIDDLE GEORGIA FAIR, Milledgeville, Ga., Oct. 10th to 15th; PUTNAM COUNTY FAIR, Eatonton, Ga., Oct. 17th to 22d; AMERICAN LEGION FAIR, Pelham, Ga., Oct. 24th to 29th.

Now booking Shows, Rides and Concessions for above Fairs.
All Address: This week, Claxton, Ga.; then as per route.

J. P. BOLT, General Manager

P.S.: For Sale—12 Iron Claw Diggers, brand new blue top, frame, and trailer to haul.

Meyerhoff's Crescent Org Skips Shaunavon, Sask., Date

REGINA, Sask., Aug. 20.—Scheduled for the Shawnee Club Exhibition, Shaunavon, Sask., Henry Meyerhoff's Crescent Shows skipped the date and the club had to round up individual children's rides at the last minute.

Meyerhoff's explanation, according to *The Shaunavon Standard*, was he had canceled a showing at Weyburn, Sask., because of counter attractions, and because of rail connections, it was not practical to go to Shaunavon. He played Lethbridge, Alta., instead. The Shaunavon newspaper said a provincial government representative told Meyerhoff his shows would be banned from Saskatchewan next year.

DAILEY IN EAST CANADA

(Continued from page 60)

rival of the second section in Glace Bay was at 4:15 in the afternoon.

Quick Pitch

The show went up fast, however, and band leader Hank Werner and his crew sounded the fanfare for the first show at 7 o'clock. The first show drew a scant half house and the second session, at 9, did only slightly better. The explanation was that the coal mines of the district were closed for two weeks mass vacation and, altho the miners had been paid in full, they had already spent their wages.

The show finished the week with a two-day stand at Sydney. Then came a Sunday (14) run of 288 miles to Halifax, complete with more ferrying to return to the Nova Scotia mainland. Halifax stand was played Monday (15) and Tuesday (16).

Clear and warm weather during the Halifax date resulted in turnaway crowds. On Monday (15), when it became apparent that matinee would be a turnaway, starting time was advanced an hour and a second matinee put on.

Instead of one, show nightly, two performances were given on both days. There were full houses for the first matinee and the first night show Monday (15), but attendance dropped off at the other performances, which drew less than three-quarters capacity.

R-B TO CALIFORNIA

(Continued from page 60)

okay in some places but light in others.

Capacity at Night

At Grand Forks, N. D., Thursday (18), R-B had a three-quarter matinee and capacity at night. A heavy rain, shortly after the matinee got under way, mired the lot but folks came out at night despite the handicap. Duluth, Minn., Tuesday (16), gave with a near-capacity matinee and capacity night, the latter despite rain.

At Duluth, Samuel Clark, 70, Sarasota, Fla., resident employed by R-B, was stricken with a heart attack and moved to St. Mary Hospital where his condition was described as fair. Jean Sleeter escaped injury when she fell 35 feet into a net during a high act.

Marshfield Poor

Org gave only one performance in Marshfield, Wis., Monday (15), that being a matinee which drew less than half a house. A late arrival in Eau Claire, Wis., resulted in late matinee. Attendance at matinee and night shows was satisfactory.

Org registered a strong matinee and capacity at night in Madison, Wis., Friday (12), while at Appleton, Wis., the day before (11) it was a full matinee and overflow at night.

INDIANA STATE FAIR

September 1st to 9th Inclusive

Indianapolis, Ind.

READING FAIR

September 11th to 17th Inclusive

Reading, Pa.

CAN PLACE—All Legitimate Merchandise Concessions and Eating and Drinking Stands for all Fairs ending the middle of November.

WANT—Workmen experienced in all departments. Want Chairplane Foreman and Second Man, Octopus Foreman.

CAN PLACE—Worthwhile Grind Shows that don't conflict.

CAN PLACE—No. 5 Ell Ferris Wheel for Indiana State Fair.

CAN PLACE—Hi-Ball or any Ride not conflicting for long circuit of Big Fairs.

All Address This Week Bay City, Michigan, Fair; then as per route.

CETLIN & WILSON SHOWS

TURNER BROS. Shows

NOW BOOKING FOR DU QUOIN, ILL., STATE FAIR

Starts August 28 Thru Labor Day

STOCK CONCESSIONS—CATERPILLAR, DARK RIDE, MOON ROCKET OR ANY MAJOR RIDE NOT CONFLICTING. CAN USE SEVERAL RIDE FOREMEN.

Lot Will Be Laid Out Saturday Noon, Aug. 27. Deposit Required

Write—Wire—Phone (Mobile Phone Z. A. 52637)

Address: Greenup, Ill. (Fair) Aug. 22-25; Then Du Quoin.

WANT WANT WANT WANT

HOT SPRINGS COUNTY FAIR, MALVERN, ARK., WEEK SEPT. 5

First Fair since war on Fairgrounds with Monticello, Hamburg, Carthage, Texas, Huntville, Jacksonville, Kilgore and Gilmer Jamboree to follow. Closing Armistice Day and all winter in Valley.

Can Place Eating and Drink Stands, Popcorn, Peanuts, Apples, Floss, Sno Balls, Ice Cream, Custard, Jewelry, Fish or Duck Pond, Ball Games, Coke Bottles, Hit and Miss, Age and Scales. Hanky Panks all open. No X. Glass Pitch.

SHOWS with own equipment—Monkey, Snake, Mechanical City.

RIDES—Book one more Major Ride that doesn't conflict, nice Pony Ride.

FOREMAN for No. 5 Wheel, must be sober; Colored Performers and Musicians; Girls who can sing and dance, wire Doc Anderson (no collect wires). Address:

L. C. McHENRY, Mgr.; JESS WRIGLEY, Gen. Agent

Eldorado, Ark., this week; Warren, Ark., following; then solid route fairs.

Fidlers United Shows

WANT

Foremen and other Ride Help for our 15 Rides. Must drive semis. Want Agents for Hanky Panks of all kinds. Will book Stock Stores of all kinds. Aurora, this week; Calumet City, La Salle, Alton to follow, all Illinois; then Arkansas and Mississippi Fairs—out till the snow flies.

MAJESTIC GREATER SHOWS

ROMEO PEACH FESTIVAL — SEPTEMBER 3-5

On the Streets — Romeo, Michigan

ATTENDANCE LAST YEAR—150,000 PEOPLE.

CAN PLACE MERCHANDISE CONCESSIONS OF ALL KINDS, ALSO DEMONSTRATORS.

LEONARD GOULD

MARNE, MICHIGAN, THIS WEEK

JOHN McKEE SHOWS

WANT—FOR THE FOLLOWING FAIRS—WANT

Clarksville, Ark., Opening Labor Day; Russellville, Ark.; Paris, Ark.; England, Ark.; Haynesville, La.; then Kennett, Mo.

RIDES: Kiddle Rides, Major Rides that do not conflict. Want Foreman for Loop-O-Plane and Chairplane, must drive.

CONCESSIONS: Stock Concessions of all kinds, no "Ex." Want Penny Arcade. Want Bingo Caller, must be experienced.

SHOWS: Fun House, Mechanical, Side Show, Monkey Show or any Show of Merit.

Will Book Cookhouse, Good Proposition. Contact:

JOHN McKEE, Mgr.

East St. Louis, Ill., This Week

FOR SALE—FOR SALE—FOR SALE

Brand-new Merry-Go-Round, 3 weeks old, and a brand-new No. 5 Ferris Wheel. Practically brand-new Tilt-a-Whirl with 7 tubs. Brand-new Mix-Up, 5 months old, with 24 seats. A Double Looper Plane, one Kid Jeep Ride with 10 cars, one Kiddy Airplane Swing, one Electric Light Plant, one Dodge Truck with 30-Ft. Trailer; also one Mack Truck. All property mentioned above for \$15,000. This equipment has been in park since June. Can be seen in operation. Wire or call 9121.

JAY WARNER, Bay St. Louis, Miss.

Skating Is On the March; Box Office Boost in Year

By Perry B. Rawson, Rawson Laboratory, Asbury Park, N. J.

(Continued from last week)

As no operator in his right mind is going to scrap his entire equipment and plunge after will-o'-the-wisps, the turning of skate rooms into more versatile machine shops and doctoring equipment for the growing 5 per cent, as the need arises, is developing into a definite trend that will grow fast. Some spots are almost ready to report results. They may be heard from later. These reports will be favorable. Skate companies are getting ready to assist by doctoring at the factory if buyers care to order outfits doctored to order by the manufacturer. Some will go into full production of the doctored type of skate. Right here let me state that every skate in use at the Rawson laboratory is a doctored skate. Nearly all skates brought to the lab (amateur or professional) have to be doctored before we can proceed with the technique. Those of you who have been to the lab know this. There is no such thing as an all-purpose skate, roller or ice. Attempts to produce an all-purpose roller skate were doomed to failure before starting—the two systems, scooting and skating, being so fundamentally different. In fact, they have hardly anything in common. So, like rolling your own cigarettes, minority skaters have for years taken the majority skate and doctored it.

The lab has been at times an operating hospital, a doctoring school and a library of information on skate mechanics. Many operators have gone home into the skate room and report that they should have been there long ago. This skate-room spot will become more important than the box office as the minority grows. Right now it is rat hole No. 1. With the manufacturers getting ready to assist you, we can write off the skate problem as soon as you learn how to sell it. The 20,000,000 soon will have at hand the three vital ingredients needed to make a success of real skating—the instruction, the rubber and a skate adjustment of pliable rubber and flexibility—all rubber, no metal—and it will be narrow instead of wide.

To get and hold adults there can be no bind spot on the way to the stop spot. Great attention at the lab is given to pointing out the difference between the bind spot and the stop spot. This is one of the most sought-after demonstrations at the lab. Every vehicle of skate type has to have a stop spot. Even a wagon with a fifth wheel has to have a stop spot or it would upset. These vehicles, however, cannot afford a bind spot. A bind spot is a hold-up on the way to the stop spot. Doctored skates do not have the bind spot but do have the stop spot. Dimensions given here will automatically locate the stop spot about 1/8 inch away from the metal cushion retainer. Hundreds of thousands of adults are now in possession of skates of the rigid type, as scooter skates are sometimes called. Doctoring these skates and giving those lost adults a shot in the arm with some modern technique and some prewar rubber might be the means of teasing them back into rinks. Every visitor asks the same question, "Where are the adults?" To us at the lab the answer is as plain as A-B-C. To those who visit the lab on skates, the answer—when they leave—is also as simple as A-B-C.

Some spots are now doctoring rental

skates. Others wish to try it. How is the doctoring done? That is the biggest question of the year. It is the most intriguing demonstration at the lab and especially popular with visiting operators. Directions have been broadcast since 1940, but the reason for them was not fully understood. I have outlined the reasons above. I will now outline the doctoring process. The process will be cut into two divisions—the adjustment doctoring and the narrowing down operation. I will summarize the adjustment operation and pass over the narrowing down procedure, the latter requiring too much time—usually different wheels, threading and cutting of axles, cutting down trucks, etc., a job that is better done back home.

Let me also lay aside consideration of all high-cost skates and confine myself to low-cost models; simple, ordinary skates such as rental skates and those found on many popular shoe skate outfits. I do not advise monkeying with high-cost outfits. If action is not satisfactory it is best to consult the manufacturer.

How To Do It

In the flexing and adjustment operation there are three items: (1) shortening the action screw; (2) enlarging action screw holes, and (3) substituting soft-rubber cushions—a simple trio. First, the ordinary 1 3/4-inch long action screws have 1/8 inch ground off the end, reducing them to 1 1/2 inches. Next, the action screw holes in the trucks are enlarged. Quickest action is via drill press. A 7/16 drill is used for 5/16 action screws; a 1/2-inch drill for 3/8-inch action screws. Filing takes 10 times longer. Then soft-rubber cushions (prewar quality or better) are put in, a 5/16 hole cushion on 5/16-inch action screw; a 3/8 hole cushion on 3/8 screw. If time is short the visitor is loaned a pair of guest skates (doctored) and demonstration is made on separate sample trucks and bolts.

The effect of these three simple changes gives the customer—when on side lean—a rubber pliability all the way to the stop spot without intervention of a metal bind spot on the way there. The metal bind spot prevents side lean, and this lean is as important on a skate as it is on a bicycle. It is tied up with the holding-the-floor problem and it holds the secret of the powder problem.

(Continued next week)

Two More Eastern Spots Close Doors

NEW YORK, Aug. 20.—Two more metropolitan area roller rinks have joined the ranks of those shut down permanently as skating places. Both have been converted to other business enterprises. These are the tiny Palace Rink, which was operated by Tony Bannon, Leo Monte and Sidney Hirschfeld in Stapleton, Staten Island, and P. J. Farley's Morris & Essex Rink, Springfield, N. J.

The Palace bowed out July 25, with a free skating party. It will become a venetian blind factory. The Jersey arena which shuttered last week probably will become a furniture salesroom.

Careful Advance Program Panacea for a Successful Season, Says Fred Martin

DETROIT, Aug. 20.—A well-planned program of activities and policies for the fall should be prepared now by all rink operators, according to Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association (RSROA). Only thru careful advance work will a successful season be possible, Martin said, and went on to give detailed counsel on business management to rink men.

"Too many rinks plan events on the spur of the moment, which is all right for regular skaters, but only advanced planning will attract new people who would enjoy participating in such events. A month's planning is not too far ahead these days with radio, television, movies and many other new forms of entertainment competitors. This necessitates a far-reaching and well-planned seasonal program by the roller skating industry," he pointed out.

"Today rink men must look ahead and go after business," Martin said,

"since the time when people would 'roll' in is past. This is not a new condition and the enterprising rink operator who goes after business will cash in. The other fellow who is content to sleigh ride on the strength of another man's successful operation will be doing the same thing 20 years from now.

"Trying to get new business by shortchanging yourself in giving out millions of cut-rate tickets has never really proved successful. On the contrary, I have always found that such tickets bring in the undesirable and the chiseler type of customer, not the practical kind that I want to see as a steady patron. My advice is . . . don't use cut-rate tickets."

Substantial, pleasing and well-regulated musical programs are important factors to a rink's success, Martin said. Fancy dress, carnivals and shows on a semi-monthly basis plus the various legal holidays were recommended for getting business.

Classes Produce Skaters

"Your skating classes are necessary to produce skaters for you. Too many of us stress the importance of making a pattern skater, but we should concentrate more fully on the average skater, the beginner, to increase basic business thru a strong skating foundation class. The average skater is generally thrilled as soon as he finds that he can make a turn or execute one or two simple glide dances," Martin told operators.

Continuing on dances, he said, "This does not mean that you should ignore the bronze, silver, or the gold dances. Keep them on the teaching agenda, but do not let your pro go overboard on them! These dances are beautiful and create a show for you on the night's program. However, your investment calls for a continuous flow of patronage, and the only way to get it is thru the beginner. Special time or regular dance sessions will satisfy good skaters, but during the regular evening's popular skating program make their dance period shorter. The skater wants to skate; he does not want to watch others skate."

New Post Spot Christened With Luncheons and Parties

NEW YORK, Aug. 20.—New offices and showrooms of M. S. (Murphy) Post, Hyde Athletic Shoe Company representative here, were christened last week with luncheons and cocktail parties for the trade.

General sporting goods people attended Tuesday (9); rollerdrome ops, Wednesday (10); and bowling alley owners, Thursday (11). Post's new set-up includes a modern showroom, an office and large stock room.

9 Speed Records Fall by Wayside At RSROA Meet

DETROIT, Aug. 20.—Nine speed skating records were broken during the recent National American Championships at Riverside Stadium, Washington, under Roller Skating Rink Operators' Association (RSROA) auspices. In three cases, twin records were set by individuals Carol Sue Massey, Phyllis Markley and Nadine Montague.

New marks were: Intermediate Men — two miles—Joe Juchemich, Portland, Ore., whose time was 6:13.5, besting the record 6:15.6 set by Steve Hromjak, Cleveland, in 1947. Intermediate Ladies — 1/6 mile — Alice Plumb, Detroit, with 0:32.6, besting the record set by Louise Moore, Detroit, 0:33 in 1943, and Junior Girls — 1/2 mile—Carol Sue Massey, Springfield, Mo., with 1:01.7, topping the 1:04.4 record set by Janet Danner, Cincinnati, in 1947.

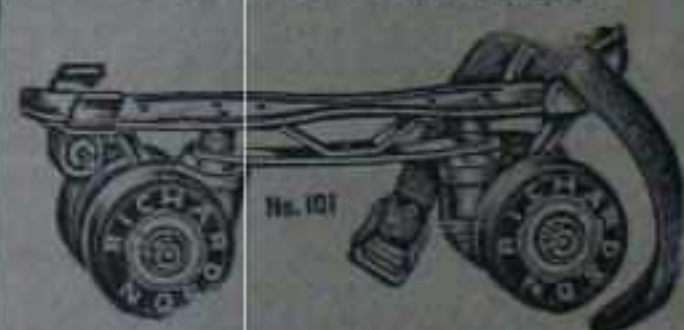
Junior Girls—440 yards—Carol Sue Massey, Springfield, with 0:47.0, bettering the record set by Maxine Rosser, Chicago, 0:48.8 in 1940; Juvenile A Girls—1/6 mile—Phyllis Markley, Dayton, O., with 0:32.6, besting the record set by Miss Massey 0:33.2 in 1948, and Juvenile A Girls — 440 yards—Phyllis Markley with 0:47.9, besting the record of Eileen Holzer, Cincinnati, 0:49.5 in 1947.

Concluding the records are: Juvenile B Boys—1/6 mile—Ralph Conrad, Pennsville, N. J., with 0:32.5 in the final heat after he lowered the record to 0:32.8 in the second heat, besting the 0:33.3 record set by Dale Godfrey, Detroit, in 1942; Juvenile C Girls—1/6 mile—Nadine Montague, Lawndale, Calif., with 0:34.5, beating the 0:37.0 mark set by Laurene Anselmy, Pontiac, Mich., in 1947; and Juvenile C Girls—1/12 mile—Nadine Montague with 0:18.8, topping the record of 0:19.7 set by Miss Anselmy in 1947.

Jacksonville Club Elects

JACKSONVILLE, Fla., Aug. 20.—Joe Lyons was elected president of the Ramblin' Rollers' Skating Club at Skateland here at the club's annual election of officers last week. Others elected to office included James Frazer, vice-president; Vera Fauson, secretary; Ernest Fauson, treasurer; Sonny LaHay, master at arms; Mildred Franz, chaplain, and Joanie Fauson, mascot. Gordon (Flash) Thomas is rink's organist.

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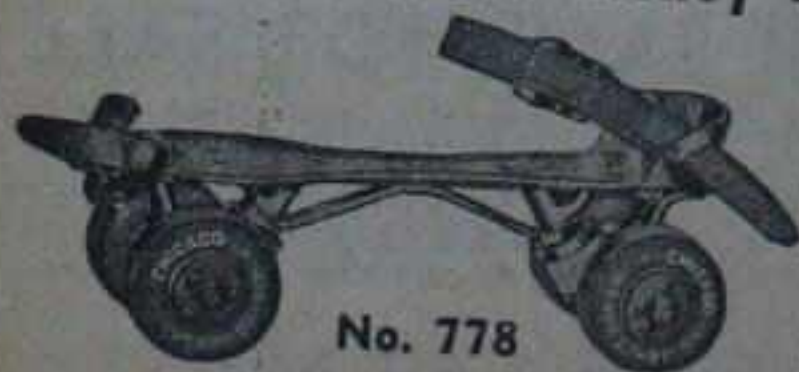
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Manufacturers of All Kinds of Roller Skates

Roller Rumbblings

Russ Flegle, who operates Skateland at Tiffin, O., has opened a second rink, Rollerland, in Alliance, O.

George N. White, Livermore, Calif., opened a rink under the name of Roller Haven—Garden of Allah, at Niles, Calif.

Frank G. Kastner has joined G. L. Small as a partner in Rollerland rinks at Oakland and San Jose, Calif.

Andrew P. Fisher has opened Fifth Avenue Roller Rink, Lemoyne, Pa. He formerly was with Skateland, Asheville, N. C.

Serious Local Pub Relations Program Brings Big Crowds

DETROIT, Aug. 20.—A serious program of community public relations thru personal contacts, service clubs and civic activities was urged upon rink operators by Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, in a statement at local headquarters.

Martin cautioned rink men to "become acquainted with your fellow city business man, the clergy, the heads of your community schools and church organizations. For a nominal fee you can join many of the businessmen's organizations. There are a million ways to popularize your roller skating business."

Martin said that many rink operators are more interested in saving a few dollars by using their valuable time doing work around the rink which a child could do. He admitted the financial saving, but added: "Did you ever stop to think that if you used that same time in contacting group leaders and other young people's organizations your time would pay dividends?" The operator can do the job of contacts much better than anyone else, he said.

HONG KONG FUNSPOT

(Continued from page 50)

stadium will be ready for next summer.

The property, under inflationary Hong Kong prices, is valued at \$4,000,000, Gray said. Shops and office rentals will help defray expenses. The British recently cut a road thru the fort hill so as to give access to the property. Gray, also part owner of Gray Brothers, contractors, is using his equipment to level the site. Already 300,000 cubic feet of earth and granite have been removed.

Before the war the Hong Kong population of 1,500,000 would not have been able to support a park due to the low standard of living. Today, every resident of Hong Kong is a potential customer, Gray believes. Illustrating the change in Hong Kong's economy, Gray points out that a carpenter worked for 75 cents per day in prewar years, whereas today he gets \$12 per day, Hong Kong money, which is approximately \$2.50 to one American dollar at the current rate of exchange. One billion dollars in new building is now going on in Hong Kong, Gray says. Altho there is inflation, the people have more purchasing power than ever before, he adds.

In addition to his other activities, Gray is said to control the night club business in Hong Kong.

From time to time shows and a Motordrome will be added to the park.

KING BROS.

(Continued from page 56)

Dick and Phyllis Darling are the featured dancers.

Don Beale renewed acquaintances at the Calgary Stampede, where he was a contestant for several seasons. Recent arrivals: Lee and Eva Hinckley, Jack Neville, Billie Burke; Fred and Dorothy Hawley, Joe Smiga, Marvin Dean, Floyd Shephard, William (Buddy) Geiss and Eddie Harris. —VICKI KING.

Contests Keep Interest Alive At Empire Rink

-BROOKLYN, Aug. 20.—Rink Manager Bill Opatrny is keeping summertime skating interest alive at Empire Rollerdrome with a lively series of contests.

First, he conducted a 14-step competition, open to all RSROA amateurs who had never placed in a State meet or better, then a formation 14-step contest for the same group, and then a graceful skating event open to any couple able to navigate the rink.

All three contests were conducted with eliminations on two successive Thursday nights with finals on the third. Trophies and medals were awarded in each case.

Goody To Manage Rogersville Spot

ROGERSVILLE, Mo., Aug. 20.—Louis E. Goody, former vaude performer and well known in skating circles, will manage the Rogersville Rink, which opens its season with a masquerade ball September 1. Owned by Mayor Charles V. Burks, the rink has a floor space of 13,000 feet, with hard pecan wood being used instead of maple flooring, Goody said.

Rink will use all Chicago Roller Skate Company skates and Stromberg-Carlson's heavy-duty sound system will be used. Rink will operate seven days per week and afternoons will be devoted to beginners. Current plans call for an admission fee of 45 cents, with a free gate for spectators except when special events are held.

Rink provides space for a cafe, owned and operated by Richard Miller. Staff includes Mr. and Mrs. Charles V. Burks, owners; Goody, floor manager; Marcelene and Barbara Ann Burks, cashiers; Mrs. L. E. Goody, music; Josephine Barnard, floor girl; Manford Smith, skate repair and maintenance; Kenneth Barnard, parking lot; Benny Peck, Rupert Loveland, Charles Dunn, John Tillman, Jimmy McCord and John Lane, skate boys.

POLACK BROS., EASTERN

(Continued from page 56)

and Mrs. Lee Allen Estes, Dr. William C. Huebener, Mildred Wilkymack, Chris Bernstein's mother; Irene Lafferty's sister and brother-in-law and Johnnie and Peaches King, all circus fans.

In Lexington, Ky., many of the personnel visited the Calumet and Keeneland farms, where world famous race horses are bred. War Admiral, son of Man of War, picked Adolph Delbosq up by his coat tail and tossed him around a bit.

The Flying Wards started to paint their trailer but the rains came each time. Mrs. Bob Porter and son left at the conclusion of the Lexington engagement.

Harry Bernstein was host at a party for his wife, Chris. Guests included Art, Henry and Claire Barrett, Nate and Marsha Lewis, Marie and Clara Delbosq, Claire Levine, Whitey and Edythe Boyd, Centa Randow, Betty Brasno, Irene Lafferty and her sister and brother-in-law; Mrs. Bernstein's mother, Mr. and Mrs. Dave Kind, Al Hyman, Henry Kyes, Bill Green, Terry Peers and Gene Randow.

Fragments: It rained so much in Lexington the race track was a sea of mud. Bobby Harrison's prop crew worked without shoes. The Aerial Charltons visited the Aerial Downies, who were playing a near-by park. Jeanette Mustafa's baby is now on the show. Maestro Kyes has his bandmen decked out in new blue uniforms. The elephants, clown alley, the Mustaffas, Marie Delbosq, Dwight Moore and his dogs, Henry Kyes, Whitey Boyd and Nate Lewis made a hospital show in Lexington. Mary Gardner will be back on the show soon. Art Barrett promoted 173 banners in Lexington. —BILLY BARTON.

2 Leagues for '49 AOW Roller Races

ELIZABETH, N. J., Aug. 20.—America on Wheels roller racing will be divided into two leagues when competition is resumed next month, it was revealed today by speed director Jack Edwards.

The Northern group will consist of the Boulevard, Capitol, Hackensack, Mt. Vernon, Paferson and Twin City clubs and the Southern of Bladensburg, Alexandria and National. Each league will race every second week.

Denver's Mammoth Garden Completes 20G Remodeling Job

DENVER, Aug. 20.—A \$20,000 renovation and remodeling program has been completed at Irving L. Jacobs's Mammoth Garden here. Major part of the work involved moving the rink's entrance from Colfax Avenue to Clarkson Street and the erection of a huge neon sign and marquee. Rink's lounge and refreshment area has been remodeled and the skate shop was rebuilt and relocated in the rear of the rink.

With the new entrance necessitating a realignment of service facilities, the wardrobe, skate room and club secretary were relocated. New arrangement provides for high-speed service and a minimum of congestion.

The lobby, lounge and entrance were repainted in a new green and coral color theme. New sign and marquee is brilliantly lighted with neon and flashing incandescent bulbs. New entrance also has a modernistic cashier's booth. Sign's display panel is equipped with interchangeable translucent letters to advertise special attractions.

The refreshment stand and skate shop were restyled in knotty pine, and the service counter is recessed from the main part of the lounge, thereby increasing the lounge's floor space.

Skate shop now has two large display windows, with shelves, counters and display cases all carrying a natural finish in keeping with the knotty pine theme.

INT'L DAIRY EXPO

(Continued from page 46)

ettes, Happy Harrison's Circus, Ten Karrells and Tien Tsi Liu troupe.

Front gate admission will be 60 cents, tax included. Advance tickets are being sold at 40 cents, tax included. The grandstand will be priced at \$1 for the matinee performances of the Lynch show while the Coliseum show at night will be scaled at \$1.20, \$1.80 and \$2.40.

Premiums aggregating \$42,500 are assured for the cattle classifications, and total prizes may hit \$59,000, according to Oscar A. Swank, general manager.

Official association international shows of three of the seven breed groups will be held in conjunction with the exposition. They are Ayrshire, Milking Shorthorn and Red Poll. International shows also will be held for the other four.

Program also includes an invitational national 4-H Club and Future Farmers of America junior dairy show, a producers show of commercial exhibits, and a festival of dairy and related foods.

Bergin Back in Business; Joins Norcross in Colorado

DETROIT, Aug. 20.—Fred J. Bergin, former orchestra leader and well-known skating figure, is returning to the skating field in association with J. W. Norcross as a partner in operation of Riverside Rink, Estes Park, Colo.

Bergin is also to be associated with Norcross and Sallee as a partner in Skateland Roller Rink, Pueblo, Colo.

30 Pros Attend Skate Clinic at Greeley, Colo.

GREELEY, Colo., Aug. 20.—Thirty skating teachers, representing nine States, attended the recent two-week Skating School and Clinic at Warnoco Roller Rink here. The school was held under the direction of Fred Bergin, dean of the Society of Roller Skating Teachers of America (SRSTA), and Arthur Russell, a member of the board of directors of that org.

School's success was such that it will be held regularly each summer, J. W. Norcross, Warnoco Rink owner, said.

In attendance at the meet were P. H. Carpenter, Cherokee, Ia.; W. A. Tatem, Shreveport, La.; Doyle Dixon and Mr. and Mrs. R. E. Goad, Plainview, Tex.; Mrs. L. W. White, Warrensburg, Mo.; Marvin Carstensen, Carthage, Mo.; Virginia Dean, Fresno, Calif.; Mr. and Mrs. Lawrence Urie, Lincoln, Kan.; Mr. and Mrs. Wendell Hilton, Leota, Kan.; Nola Carpenter and Mrs. Elvey Carpenter, Cherokee, Ia.; Mr. and Mrs. Bert Eye, Abilene, Kan.; Mrs. G. H. Hilton, Leota, Kan.

Frank Porter, Greeley; Porkey and Peggy Eye, Abilene, Kan.; Cynthia Hilton, Leota, Kan.; Irene Seigert, Omaha; Betty Crance, Colorado Springs; Marie Ofstad, Rapid City, S. D.; Mrs. Carl F. Johnson, St. Joseph, Mo.; Irene Porter, Greeley, and Hoyt Perry, Springfield, Mo.

John Niccolini, organist at Hartford (Conn.) Skating Palace, and Mrs. Niccolini are parents of a baby boy.

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FOR SALE

Sectional hardwood floor, 40'x100', used 8 months. 100 pr. Rink Skates, 10 pr. Shoe Skates, Sound System, Lighting Fixtures. Now operating at Washington and LaGrange Rd., Rte. 12, Hillside, Ill. Priced for quick sale.

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MIAMI'S LARGEST RINK

500 Pair Skates, Hammond Elec. Organ, B40 Speakers, Soda Fountain, Air Cooled Fans. Long Lease. Best offer for cash takes all. Come, see for yourself.

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Table listing items like Sun Glasses, Plastic Thimbles, Plastic Crosses, Crickets, Warblers, Blk., Brown & White Shoe Laces, Transparent Combs with prices.

NOVELTIES

Table listing novelty items like Paper Parasols, Plastic Parasol, Fur Monks, Acrobat Fur Monk, Celluloid Feather Doll, Dangling Skeleton, Rubber Lizard, Rubber Rat, Rubber Knife, Rubber Dagger, Saxookas, Straw Horse and Rider, Bamboo Pennant Canes, Bamboo Parade Cane, Maple Parade Cane.

GLASSWARE SECONDS

Table listing glassware items like Decorated Tumblers, Decorated Pitcher, Decorated Pitcher.

MECHANICAL TOYS

Table listing mechanical toys like Crawling Turtle, Robot Man, Crawling Babies.

CONCESSION SUPPLIES

Table listing concession supplies like Dart Balloons, French Weighted Darts, Worth Base Balls, Worth Latex Balls.

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SLUM

Table listing slum items like Wedding Rings, Finger Traps, Trick Fans, Ass'd Color Combs, Bangle Bracelets, Raffal Combs, Ass'd Charms With Strings.

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A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Sirohm Ave., North Hollywood, Calif. oc22

ARTISTS, VOCALISTS—"IT'S ALL OVER" IS going over; it has everything; copies limited; stamped addressed envelope. Oriola Music Publishing Co., 1321 Eimtree St., Baltimore 25, Md.

"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four 25¢-packed issues. Emcee, 1506-B. S. Homan, Chicago 23.

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MUSIC PRINTING! PROFESSIONAL WORK—Lowest prices; send manuscripts for estimate. Grimes Music Publishers, Shubert Theater Bldg., Phila., Pa.

AGENTS & DISTRIBUTORS

ABALONE, PEARL SEA SHELL JEWELRY—Italian Sea Coral and Inlaid Mosaic Jewelry, Florentine Novelty Spoons from Italy. Joseph Fleischman, 1535 Broadway, Tampa, Fla. au27

"AGENTS WANTED IN ALL CITIES"—Sensational Talking Christmas Card; pull tape and card will clearly say Merry Christmas; real money maker; retails only 25¢; send 25¢ for sample and prices; don't delay. Minns Mfg., 2003 Main St., Santa Monica, Calif.

AGENTS — PROFITABLE, PLEASANT SIDE-line (or full time) collecting for doctors by my unique, extremely successful persuasion method; money-back satisfaction guarantee; send for free details. Lamont Chubb, 1117-H DeVictor Place, Pittsburgh 6, Pa.

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas Cards; also 50 and 25 for \$1 with or without name; free samples; other boxes on approval, including entirely new, different deluxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 793 White Plains, N.Y. au27

AMAZING LIQUID, IGNITION AID, MOISTUREPROOF ignition systems; cars, trucks, gas engines; prevents drowning out of motors in the hardest rainstorm; guaranteed; sample and distributors' price, 50¢. Cundiff's, Bluford, Ill.

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COMMISSION—REAL NOVELTY MINIATURE Spraying Fountain made of copper with orange bisomed perfume water; good side line. J. Ranz, 1451 Broadway, NYC 18. se3

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EXCELLENT SIDE LINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Ralco," XL Roxbury, Boston 19, Mass. pp

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MAKE MONEY EASILY—NEW SPARE TIME plan; up to 100% profit; no experience; show unusual Christmas, everyday card assortments. Plastics, Glean and Glo, Kiddies' Cards, Wrappings; attractive gift items; bonus; special offers. Send today for free samples 30 different Christmas cards with name; 50 for \$1 up; Stationery, Coasters, Thomas Terry Studios, 100 Union Ave. Westfield, Mass. au27

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 355 W Jackson, Chicago 6. se24

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MYSTERIOUS CRUCIFIXES WITH "LUCKY" Stones inside; made entirely by nature from one beautiful sample, \$1 postpaid. Edison Sales, 514 E. Flora St., Tampa, Fla.

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NOVELTIES FOR "REGULAR FELLOWS"—Real money making fast sellers; 20 samples and lowest price list, \$1. Action Novelties, 12-B Churchlane, Philadelphia. se3

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Assorted Novelties of All Kinds
 5¢ items \$ 4.50 Gr.
 10¢ items 7.00 Gr.
 25¢ items 12.50 Gr.
 50¢ items 24.00 Gr.
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KICKJACKET, Box 53, Ravenswood, W. Va.

AGENTS & DISTRIBUTORS

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51-54 GAUGE FULL FASHIONED NYLONS—Our leader, \$6.50 per dozen; #2's, \$3.50 dozen, in individual cellophane envelopes and packed 3 pair to the box; 3 pair of each grade sent parcel post prepaid for \$3; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

\$2.25 DOZEN PLASTIC APRONS—OTHER quick-selling quality buys, including matching Tablecloth-Apron Sets, \$11 dozen; sample set, \$1.25; free catalog. Jole Fashions, 251B E. 119th St., New York, N. Y.

500,000,000 PAIRS OF HOSE WILL BE SOLD IN the next five months; we are back to 1930's prices with thousands of: Men's Rayon Short Socks, 85¢ dozen; Men's Rayon Regular Socks, 95¢ dozen; Men's Cotton Service Socks, 85¢ dozen; Men's Classy College Sports Socks, \$1.50 dozen; Boys' Classy College Sports Socks, \$1.05 dozen; Children's Anklelets, 95¢ dozen; Infants' Anklelets, 85¢ dozen; Full-fashioned Nylons by DuPont, #1, sheer, clear leg, \$6 dozen; Everyday Wear, \$3 dozen; Rejects, \$1.75 dozen; all fancy packed; rejects full-fashioned, inserted 13 to box, \$1.25 dozen; we have independent jobbers turning 600 dozen hose weekly; Underwear in men's cotton undershirts, cotton trunks and women's rayon panties or rayon briefs, assorted, first quality, \$3.50 dozen; they sell instantly; Bedspreads in all over Chenille Peafowl design, first quality, \$5.50 each, \$60 dozen; Chenille Bedspreads in rejects, \$2.50 each, \$30 dozen; all over Chenille House Robes for women, first quality, \$4.25 each, \$50 dozen; ready to go; we ship all C.O.D. or with deposit; postpaid on all cash orders; no inquiry is necessary; we ship same day or next; order in sample dozens or 1000 dozens, this ad. Sibert Jobbing House, 79 Shallowford Warehouse, Chattanooga 4, Tenn. Phone: 9-7949.

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ACTIVE HEALTHY BLACK DRAGONS, \$4.00 each; two for \$7.50. Reptile Gardens, El Paso, Tex.

ANIMAL BOARDED ANYTIME—20 ACRES, trees, trailer park; \$10 month. Magic Glenn Zoo, Rt. 1, Box 243, Clearwater, Fla.

ATTENTION SHOWMEN—3 TO 5 FOOT BOAS, \$1 foot; Rattlers, Gilas, Black Dragons, Racers, Blue Bulls, Mama Boa with 10 babies only \$15; send deposit for immediate shipment. Reptile Gardens, El Paso, Tex.

BABY AFRICAN LION CUBS, BEAR CUBS, Brazilian Capuchin Monkeys, Moss Monkeys, Java Monkeys, Spider Monkeys, Ringtail Monkeys, Giant Red Kangaroos, Pumas, Beavers, Fisher, Monkey Faced Owls, Horned Owls, King Vultures, Mynahs, Hornbills, Circus Mice, large Pythons, Anacondas; Snake Dens \$15, \$25, \$35. Chase Wild Animal Farm, Egypt, Mass.

BACK SOMERSAULT DOG, LARGE FOX TERRIER type male, year old; fast, willing worker, \$100. Leonard, 905 North Jefferson, Junction City, Kansas.

FOR PEPPY GAME MICE WRITE (DON'T telegraph). Can supply only old customers in 1950. No. C. O. D. Riverside Mousery, Avon, N. Y.

FOR SALE—TWELVE MINIATURE MULES, all colors; three months to three years old. Tex Watson, Columbia, Tenn.

FREAK 6 LEGGED COW—HEALTHY, 1000 lbs.; gentle; offer complete show or cow alone; open for offers. Victor Lucht, Thiensville Wis.

GOLDEN HAMSTERS—\$3 PAIR OR \$15 DOZ. Mrs. Wesley Siefert, Mt. Vernon, Ind., Route One.

NEW WHOLESALE CATALOG READY—HAMSTERS, dozen males, \$9; females, \$16.80; mice, \$3.50 dozen; Chameleons, \$1.80 dozen; Chains, \$2.50 hundred; 24" Alligator, \$5; 18", \$4; baby Alligator or Caiman, \$2.50. Quivira Specialties, Topeka, Kan.

PET ARMADILLOS—LARGE SIZE, \$5 EACH, \$9 pair; medium size, \$4 each, \$7 pair. Apell Armadillo Farm, Comfort, Tex.

SKUNKS, \$12.50; WILD CATS, \$25; LIONS, \$100; Civit Cats, \$12.50; Raccoons, \$6.50, etc. Magic Glenn Zoo, Rt. 1, Box 243, Clearwater, Fla.

SNAKES—HOT, ALL SIZES; DENS, \$10, \$15, \$25. Magic Glenn Zoo, Rt. 1, Box 243, Clearwater, Fla.

SOUTH AMERICAN PANTHER CUB, FIVE months, tame \$100; South American King Vulture in full color, \$35; Agoutis, \$20; Tame Skunk, \$12; Baby Ocelots, \$65; Baby Caurels, \$65; terms, cash with order or half cash, balance C.O.D. Don Compton, Box 93, Mt. Vernon, Illinois.

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Red green, yellow feathers Approx 13 inches long Packed 6 doz. to case 25¢ seller out of stores. Every grocery store, variety store, hardware, etc., are good buyers. Jobbers' prices \$3.90 dozen F.O.R.
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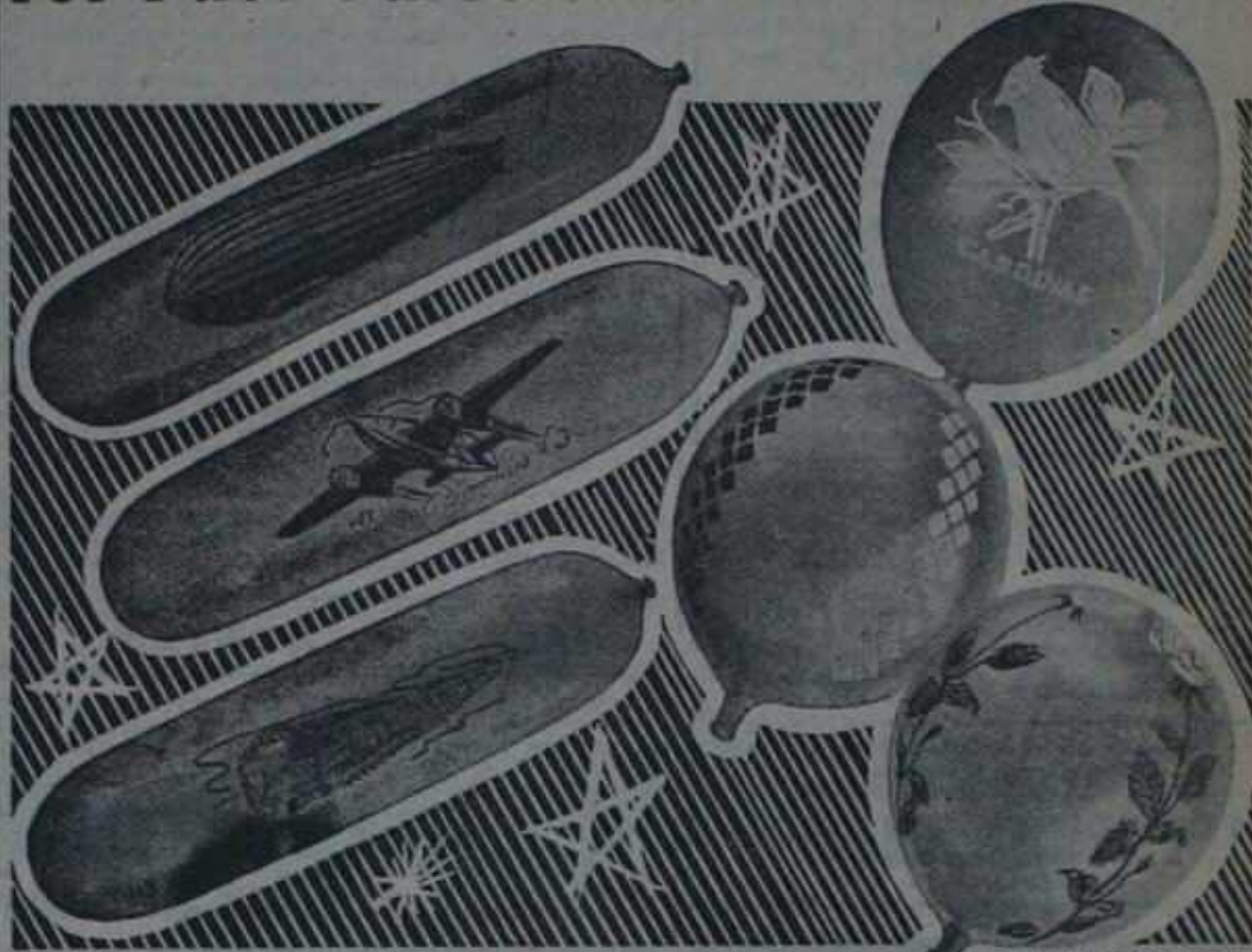
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RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE

Advertisement for Harry Mahren Ring Co. Includes images of engagement and wedding rings. Text: We have 42 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLI-TAIRES - BRIDAL SETS - CAMEOS - SIGNETS - BIRTH STONES - COCKTAIL RINGS-Set with brilliant White Stones and Red Baguette Combinations. They are just what you need for Depart-ment and Drug Store Dollar Ring Sales. Don't wait-cash in on these money-makers! Prices from \$1.00 Doz. up. Engagement \$2.63 Doz. Wedding 1.63 Doz. HARRY MAHREN RING CO. 303 5th Ave., N. Y. 16, N. Y. Red and White Stone Combination, \$2.50 Doz

COMPLETE LINE OF ALL CARNIVAL MERCHANDISE MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

PRICES REDUCED

FLASHY-14K Gold Plate
CASH IN ON THESE MONEY MAKERS



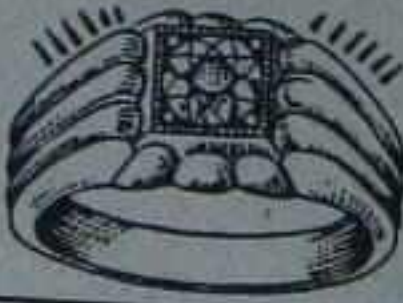
No. 227
\$2.25 Doz.

Ladies' 2-stone cocktail, flashy white stone & ruby color baguette.

No. 301

\$2.65 Doz.

Gents' - A real flashy round white stone and a big seller.



No. 708

\$2.65 Doz.

Gents' 2-stone cocktail. Brilliant round white stone and ruby red baguette.



Deposit on all C. O. D. orders. State your business. Above 3 samples postpaid \$1.00.

PROVIDENCE RING CO.
49 WESTMINSTER ST.
PROVIDENCE, R. I.

MAKE \$40 CASH A DAY
NO SALES TALK NEEDED
SPARE OR FULL TIME

JOHN B. GORDON
Pat. Pending

YOUR CUSTOMER'S NAME MOULDED IN BIG LETTERS
Lay this colorful giant size mat on the door step and pick up \$1.95 cash deposit for yourself. We deliver and collect balance. No competition—fast seller. Any name to 12 letters—Red, Blue, Green, Black—2 1/4 ft. long by 1 1/4 ft. wide—7000 live rubber fingers. **HAVE YOUR OWN BUSINESS NOW**—No investment, no stock, no deliveries. **BIG PROFITS! FAST CASH!**
YOUR SAMPLE MAT & SALES BOOK—Only \$3.00
Send name, state color wanted, enclose \$1—pay postman \$2 on delivery plus postage and C. O. D. **MAKE BIG CASH MONEY first day. MONEY BACK GUARANTEE—ACT NOW!**

Established 25 Years in Southern California
R. L. MITCHELL RUBBER CO. Dept. B-3
2116 SAN FERNANDO ROAD • LOS ANGELES 65, CALIF.

Imported Swiss Stop
CHRONOGRAPH
with 2 Push Buttons

In Lots of 100 **\$3.85**
Watch Only

In Lots of 6, **\$3.95**

SAMPLES, \$3.45.
Plastic Band, 10¢ Extra.
Tells Time, Stop Watch
Measures SPEED, Measure
DISTANCE.

"Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.
PLUS 8 BIG FEATURES
• Telemeter • Chrome Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark.
C. O. D. orders from non-rated concerns. 10% with order.

SARO WATCH, 1674 Broadway, N.Y. 19, N.Y.



BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC.
817-823 Broadway, Newark 4, N. J.

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps
Price List on request. Sample, \$1.00

ARGO PEN-PENCIL CO.
220 Broadway New York 7 N Y

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, four lines copy. \$2 postpaid; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. au37

BRIGHT GLOW COLOR POSTERS, CARDBOARD or Cloth, outstanding. J. P. Burger, 1813 Columbus Rd., Cleveland 13, O. se24

NOW! LOWER PRICES—FLASHY 14x22 WINDOW CARDS, \$5.50 hundred; write for illustrated folder; cards for all occasions, 24 hour service. Tribune Press, Earl Park, Ind. au27

OFFSET PRINTING—MODERN METHOD; NO cuts needed; low prices, fast service; artwork a specialty; samples free; write for literature. Maurice Fischer, 711 So. Boulevard, NYC.

RUBBER STAMPS, 3 OR 4 LINE, \$1 POST paid; Pads 50c. Smallwood, 2715 Vine, Cincinnati 19, O. se24

6x9 DODGERS REPRODUCED OFFSET, 5,000 prepaid, \$13; new copy add, \$3; 5,000 four page newspaper folders, 6x9, reproduced, \$27.50; new copy, add \$7.50. Hammonds, Box 1817, San Antonio, Tex.

500 ATTRACTIVE 2-COLOR LETTERHEADS OR Envelopes, \$3.50; prompt service; samples. Mailpress 1208 Front, Toledo 5, O. au27

SALESMEN WANTED

A-1 MEN OVER 40—MAKE A FORTUNE; NO investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open; requirements, car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 180 Chestnut St., Rochester 7, N. Y. (Mention Billboard) au27

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

DANCE ORCHESTRA MUSICIANS—TRAVELING and location. Long-term contracts. Advise detail particulars. VSA, 848 Insurance Bldg., Omaha, Neb. se3

COLOR RODEO PERFORMERS WANTED—Get in touch with Fred A. Young at once for full information. Write to 233 Jackson St., N. E., Atlanta 5, Ga.

COMMERCIAL MUSICIANS FOR SEMI-NAME Orchestra; doubling vocals preferred; weekly minimum salary guaranteed, work or not basis. Box 286, Billboard, 188 W. Randolph, Chicago.

GIRL MUSICIANS FOR RE-ORGANIZING THEATER and dance band; traveling required; experience secondary to personal traits; characters, save your time and mine; send photo with reply. Box C-421, Billboard, Cincinnati, Ohio.

GUITAR MAN DOING PANTOMIMES. Cocktail unit; leave Sept. 15 or thereafter. Leader, 321 E. High Lexington, Ky.

PIANIST WANTED—MALE OR FEMALE; Piano and Vocals with combo. A. B. Coleman, Ebony Club, 5th and Walnut Sts., Columbia, Mo.

PIANO MAN FOR COMMERCIAL UNIT—Must read and fake; steady location work. Bill Warren, 2005 Summer St., Burlington, Ia.

TRAPEZE GIRLS WANTED IMMEDIATELY. Long term contracts; top bookings, excellent salary. Worth 4-5741, NYC, 1-5 p.m. se3

WANT TOP-NOTCH AGENT TO BOOK FLASH Western Hillbilly Attractions in theatres, etc.; percentage proposition. Contact Tim Mix, General Delivery, Northumberland, Pa.

WANTED—TRUMPET MAN, POLKA BAND, steady job. Write or wire Viking Accordion Band, Albert Lea, Minn. se3

WANTED—ALL ROUND TEAM FOR PLAT-form Medicine Show, balance season, South; two week stands; both work sales; trailer preferred; wire, state lowest; other useful people contact: Eddie Gould, care show, Thomsom, Georgia.

WANTED—COOK HOUSE HELP, ALSO LADY to work Snow Balls. W. L. Borrer, care International Shows, per route.

WANTED—HOT FIDDLE MAN WHO CAN sing harmony in Western trio; also good Accordionist; home every night; state lowest. Johnnie Silvers, "Westward Ho!" Box 35, Central City, S. D.

YOUNG ATTRACTIVE FEMALE ACCORDION Player for lounge. Send photograph, references; state salary. P. O. Box 126, Biloxi, Miss.

ADVERTISING NOVELTY BALLOONS AND Plastic Windshield Ice Scrapers; every garage, gasoline station, etc. buys now; commissions paid in advance; sample kit, \$1, refunded on first order. Imperial, P.O. Box 1018, Milwaukee, Wis. se3

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 Halsted St., Chicago. CA-6-2544. au27

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mill Zeis, 728 Lesley, Rockford, Ill. se3

GENUINE PELICAN—BLACK, REGULAR OR concentrated; also other Pelican products at distributors' prices. Needles, 12 sharps, fine quality, \$5 per thousand. Joe Darpel, Hotel Victoria, Norfolk, Va. ocl

TATTOOING MACHINES—DESIGNS, COLORS. Needles, complete outfits; genuine German Pelican Black Tattoo Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3, ocl

WANTED TO BUY

AUCTION HOUSE OPERATOR NEEDS NEW and used merchandise, cash for accepted samples; unacceptables will be returned prepaid. W. C. Guyer, 1805 Greenwood Avenue, Trenton, New Jersey. se3

WANTED—WILL BUY OR PAY FOR SHORT loan of Zit's Theatrical Newspapers dated February-March, 1926; will appreciate any information regarding existence of such back numbers. Box A83, Billboard, 6000 Sunset, Hollywood, 28, Calif. se17

WRITE FOR NEW 1950 CATALOG ON WATCHES, JEWELRY & OTHER GIFT ITEMS

Division of MIDWEST WATCH CO. 1950

Men's Famous WRIST WATCHES

- Elgin 7-Jewel \$9.45
- Bulova 15-Jewel \$11.45
- Gruen 17-Jewel \$14.50
- Benrus Rhinestone Dial, \$1.75 Add.
- Waltham Comb Expansion Band, \$1.90 Add.
- Rhinestone Case \$2.00 Add.

New 1950 styles, square, round and rectangular plain cases with leather straps. Reconditioned and guaranteed like new.

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses;
MIDWEST WATCH CO.
5 S. Wabash Ave. Dept. 27 Chicago 3, Ill.

SPORS Wholesale Catalog No. 75

6000 Smash Hits—In 388 Page Wholesale Book

Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢ brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.

SPORS CO., 8-49 Lamont, La Center, Minn.

FOR THE LATEST IN JEWELRY THAT SELLS

WRITE TODAY TO **Harry Pakula & Company**
5 N. WABASH AVE. CHICAGO 2, ILL.
PLEASE STATE YOUR BUSINESS

Original - New - Novel **PEACH PIT KEY CHAIN**

Highly Lacquered. Price, \$3.90 per gross. Sample card (24), \$1.00 postpaid, returnable. Attention, Distributors and Jobbers. 10% with order—bal. C.O.D.

GEORGIA NOVELTY CO.
P. O. BOX 224 WALDEN, N. Y.

Store Route Plan PAYS BIG MONEY

SELL COUNTER GOODS Build good-paying business of your own. Call on dealers of all kinds, show nationally advertised Aspirin Cosmetics, Razor Blades, 200 other necessities. Big 5¢ and 10¢ retail packages. Free book gives facts.

World's Products Co., Dept. 8-W, Spencer, Ind.

HO! HO! It's New! It's Terrific! **The STRENGTH METER**

\$3.00 per doz. (min. order 1 doz.)
Samples 3 for \$1.
The latest and funniest joke item out.
Write for list of other HOT novelty items.
773 Wiloughby Ave., Brooklyn 4, N. Y.

MAIL SALES Mart

CHARMS—The Biggest & Best Assortment

NEW! 3/8" Treasure Balls with Tattoos.....\$12.50 M
with Free Stickers for your machines

- TREASURE BALLS**
- With Key Chain\$18.00 M
 - With Balloons 14.00 M
 - With Dice 12.50 M
 - With Bracelet 5.50 Gr.
- NEW!!! 500 CHARMS**
- #500 Bright Plastic\$3.00 M
 - #500M Metal Plated 5.75 M
 - #500C Color Plated 5.75 M
 - #500 24 Kt. Gold or Silver 6.75 M
 - #500 Metallic Plastic, Bronze or Silver 3.25 M
- #3 Asst. Small Plastic Charms\$2.50 M
#3M Asst. Small Metal Plated Charms 4.50 M

President Buttons — Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman\$6.00 M

KARL GUGGENHEIM, INC.
33 Union Square New York 3, N. Y.

CARNIVAL AND FAIR SPECIALS

- #9 Round Balloons\$2.25 Gr.
- Sailor Dolls 2.00 Dz.
- 4" Feather Doll80 Dz.
- 7" Feather Doll With Jewelry 2.00 Dz.
- Red, White, Blue Balloons 1.25 Dz.
- Lash Whip 1.10 Dz.
- Western Hat, Felt-Laced Brim 3.85 Dz.
- Cowboy Hats 3.00 Dz.
- Mexican Cholo Hats 2.00 Dz.
- Spanish Hats 2.50 Dz.
- Firemen's Hats 2.00 Dz.
- Sliding Trombones 2.00 Dz.
- Dangling Duck\$8.75 Gr.
- 12" Coolie Hats 2.00 Dz.
- Chinese Fur Dogs 1.50 Dz.
- Adjustable Plastic Rings\$1.00 Gr.
- Charms on String 1.00 Gr.
- Tweezers 2.75 Gr.
- Warbling Birds 4.00 Gr.
- Pocket Mirrors 2.75 Gr.
- Pocket Knives 3.25 Gr.
- Key Chains With Charms 3.25 Gr.
- Folding Fans 2.50 Gr.
- Carded Costume Jewelry 3.75 Gr.
- Rubber Daggers With Sheath75 Dz.
- Rubber Water Pistols70 Dz.
- Dangling Bug\$8.75 Gr.
- 16" Coolie Hats 2.00 Dz.
- Chinese Fur Rabbits 1.25 Dz.

25% Deposit With All Orders—Balance C. O. D., F. O. B. Chicago.
Open Sundays to 1 P.M.

NOVELTY MERCHANDISE CO. 804 W. ROOSEVELT RD. CHICAGO 8, ILLINOIS

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

AGENT, BOOKER-CONTRACTOR, PUBLICITY
Director; handle theatre, radio, schools, 25 years' experience; have car; state salary; join on wire. Circus Agent, 234 S. Winter St., Adrian, Mich. au27

BANDS AND ORCHESTRAS

MUSICAL MIX'S NOVEL WESTERN HILL-
billy Attractions for theaters, fairs, clubs; doubling fourteen instruments. Contact Tim Mix, General Delivery, Northumberland, Pa.

CIRCUS AND CARNIVAL

CONCERT BAND DIRECTOR AT LIBERTY
for industrial or civic band; also play Cello; 18 years experience as band director; write, Raymond Laughlin, St. Johnsbury, Vt. se3

MISCELLANEOUS

MECHANIC AVAILABLE AFTER AUGUST 20.
Have tools, sober; reliable; married; guarantee work. Write or wire John L. Sutton, Winchester, Tenn. au27

MUSICIANS

A-1 RINK ORGANIST—11 YEARS' EXPERI-
ence country's finest rinks; available for year-round operation; Eastern location only. Box C-429, Billboard, Cincinnati, Ohio.

ALTO AND CLARINET—BIG TONES, GOOD
intonation; play relaxed, some jazz; 21, sober, dependable, experienced; will travel but no sleeper buses. Tommy Smoot, R.R. 1, Rankin, Ill. au27

ALTO, TENOR CLARINET, ANY CHAIR—
Good lead and section work, plenty experience all lines; transpose at sight for tenor band; car; reliable, available now. Earl Clark, 2108 Howell St., Covington, Ky.

ALTO SAX-CLARINET—EXPERIENCED AR-
ranger, available immediately; will travel; 22 years, sober, neat; arranging experience with Tommy Ryan, others. Marty Forman, 1367 Sterling Place, Brooklyn, Hyacinth 3-0863.

AT LIBERTY—TENOR SAX MAN (DOUBLE
Clarinet); read, fake, transpose; experienced; prefer location commuting distance of Cincinnati. W. A. Catenaro, 9 Continental 1, Uniontown, Pa.

AVAILABLE IMMEDIATELY — ALTO MAN,
doubling tenor and baritone; experienced with semi name and name, society and commercial bands; will play on cut or no notice basis; bass man available, name experience. Contact Musician, Box 175, Industrial City, Mo. Phone 29309

GIRL VOCALIST—21, AVAILABLE IMMEDI-
ately; experienced, references. Sheryl Summers, 610 Appleton St., Appleton, Wis.

HAMMOND ORGANIST — AVAILABLE IM-
mediately experienced in rink, lounge work; your organ; can use piano and organ together; good library; pop and semi-classical; references; union; want steady job with sure pay, Warren Rambo, 1619-C Ave., Cedar Rapids, Ia. Phone 24358.

OLD TIME FIDDLER AND MANDOLINIST
wishes to join hillbilly group for dance, show or broadcast; for picture or reference write Fiddlin' Smokey, 534 First St., Baltimore 25, Md.

PIANIST, UNION, MALE, VETERAN 35,
single, neat appearance. At liberty Sept. 15, now on Jersey coast; trained, serious minded musician, all around professional experience, popular, classic, alone, orchestra, accompanist, soloist; also teach; state particulars; highest salary; travel or locate. Box C-419, Billboard, Cincinnati, Ohio.

PIANIST DESIRES CHANGE — SMALL COM-
mercial unit or alone, playing piano and Solovox; no hop; union, dependable; give details, Jimmy Moore, Hotel Cardinal, Columbus, Ga.

PIANO MAN — AVAILABLE IMMEDIATELY
for solo, jazz, combo or good commercial dance orchestra; good rhythm, versatile conception; go anywhere. Address Johnnie Hudson, Gifford, S. C. au27

PIANO MAN — EXCELLENT FOR SMOOTH
society band or combo; read, fake; classics, jazz, shows; experienced all lines; neat, 31, co-operative; all answers acknowledged; state all. Box C-412, Billboard, Cincinnati, O.

PIANO MAN—AVAILABLE IMMEDIATELY;
single, 21, read, fake, classical background; prefer sweet combo. Musician A. Adler Hotel, Memphis, Tenn.

RINK ORGANIST—PAST TEN YEARS THREE
city R.S.R.O.A. rinks; perfect metronomed rhythm; all skate dances; excellent library, modern; co-operative, reliable; state for salary; immediately available; also experienced hotels, clubs; go anywhere. Uelzen, Teresita, Mo.

TENOR, CLARINET AND ALTO—NAME EXPE-
rience; available at once; no one nighters, location only. Box C-413, Billboard, Cincinnati, O. au27

TENOR, ALTO SAXOPHONE AND CLARINET
Available immediately to travel or locate. Bob Reid, 204 Marion Ave., Punxsutawney, Pa.

SAX-MAN—TENOR AND ALTO, DOUBLE
Clarinet, also novelty whistling and group vocals; fair reader, excellent car, top-notch take-off work, large repertoire; experienced in and willing to play anything—jazz, mickey, bop, dixieland, hillbilly; single, sober, union; prefer location, but will travel anywhere in the world; experienced in playing shows and air shots and can do programming, script writing and announcing on latter; can do comedy, have few routines if needed; prefer combo work, but will honestly consider all offers; not a genius, fellows, but a reliable, conscientious worker; available immediately. Russel Wilson, Kegley Hotel, Cheyenne, Wyo., telephone 7064.

'THE NEW SOUND'—4 PIECE UNIT: BONGO,
Bass Fiddle, Guitar, Piano; union. Herby Cohen, 2765 Mathews Ave., Bronx, New York.

TROMBONE AVAILABLE SEPT. 8, READ,
fake, transpose; wide experience; cut any style, or no notice; have car. Howard Cooper, 218 W. St. Peter St., Apt. G, New Iberia, La.

TRUMPETER-VOCALIST—WANTS LOCATION
job in South, hotel or small band; can read, fake, good tone, age 30, neat. Rick Shorey, 63 Beacon St., Winthrop, Mass. Tel. Ocean 3-1878 W. se3

TRUMPET—READ, RIDE, FAKE, CUT SHOWS,
Union, have car, prefer small band. c/o "Ray," General Delivery, South Jacksonville, Fla. Branch P. O.

TRUMPET-VOCALS—SHOW, LEAD, SECTION,
name experience; go anywhere \$ in; reliable, single, sober. Musician, c/o Mr. Katsman, Drake Hotel, 1246 Library, Detroit 26, Mich.

TRUMPET MAN — SEMI NAMES; EXPERI-
ence; available immediately; single, sober; 23 years; will travel; references. Bob Schuenneman, 506 Lorraine Ave., Waukegan, Ill. Majestic 386.

TRUMPET—27, THOROUGHLY EXPERIENCED
along all lines; reliable and strictly business; good appearance; two years orch. leader, vaude, house; last 15 months with society combo. 3810 Newark Rd., Colmar Manor, Md. (Washington, D. C.)

PARKS AND FAIRS

ACCOUNT OF POLIO HAVE HAD FAIRS
canceled; some open time. Capt. Smiles O'Timmons and His Mammoth Balloons, Easton, Ind. se24

AT LIBERTY—YOUNG LADY, SINGLE TRAP-
ese, ladder, platform, rolling globe E. H. Gray, 671 Sweetser Ave., Evansville, Ind. au27

BALLOON ASCENSIONS, PARACHUTE JUMP-
ing; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. se3

FAMILY TROUPE—HIGH SCHOOL HORSES,
Gents, Docs, Lady Acrobats, Aerial and Ground Tumbling; finest wardrobe; own transportation. H. R. Miller, Wilton, Wis. se3

OUTSTANDING PLATFORM TRAPEZE ACT—
Available for celebrations, fairs, etc.; flashy act; for literature, particulars, address Charles La Croix, 1334 South Anthony, Fort Wayne 4, Indiana.

RUBE CLOWN FOR FAIRS AND CELEBRA-
tions, mingles with crowd and does free act from platform, juggling. Eddie Doyle, Worthington, Ind. au27

SENSATIONAL HIGH FIRE DIVE—OLD ES-
tablished standard attraction; never fails to "scare." Capt. Earl Macdonald, 456 Lamphier Pl., Warren, O. se10

1 FEARLESS STARS — WORLD'S HIGHEST
contortion trapeze act; beautiful costumes; gorgeous girls; flashy rigging; parks fairs, celebrations; for open time, contact Jerry D. Martin, Billboard, Cincinnati O. au27

VAUDEVILLE ARTISTS

AT LIBERTY—AVAILABLE SEPT. 15; HILL-
billy Team, husband and wife, do comedy, fiddle, guitar, bass and vocal; radio and stage experienced; sober, reliable, good stage appearance and personality; own transportation; prefer radio and shows; write all in first letter. Box 184, Milesburg, Pa.

AVAILABLE AFTER SEPT.—WESTERN UNIT
for radio, personal appearances and dances; instrumentation; Bass, Accordion, Spanish and Steel Guitar; trios, solos and duets; members of Local 77, Phila.; unit organized three years; free to go anywhere. Write: Tex Higgins and The Texas Drifters, 2041 Broadway St., Phila. 30, Pa. Phone: Locust 7-1387

BASS SINGER—SOLO, QUARTETTE, COMEDY
singles; middle age; long vaudeville, minstrel, stock experience. Pete Cameron, 118 S. Easton Rd., Glenside, Pa.

COMEDY TEAM FOR RADIO AND STAGE,
with guitar and bass; sing solos and duets. Western or hillbilly; wire or phone. Johnny Johnson, Phone 1884-R, Marietta, Ga. se3

HILLBILLY, WESTERN TEAM, MAN AND
wife. Solos, duets, comedy bits and monologues; good wardrobe; two guitars accomp. emcee; plenty experienced; prefer radio show work; union; consider all offers; name best offer. Write or wire Charlie and Mary, W.V.O.S., Liberty, N. Y. se3

NATIVE HAWAIIAN WILLIE KAIMAS OR-
chestra—Five versatile musicians; all types music, vocals; suave dance tunes; union. Phil Edwards, De Land, Fla.

VERSATILE RADIO-STAGE SINGING MUSI-
cians—Lady, Gents; cowbilly, popular, fiddle, guitar, electric Hawaiian duo, cat. Address: Entertainers, 2726 N. 49th St., Omaha, Neb.

ALWAYS FIRST WITH THE TOP NOTCH ITEMS!

SHE'S TAKING THE COUNTRY BY STORM!

"BUSY BIDDY"

STUNNING LITTLE PLASTIC HEN ACTUALLY LAYS FIVE EGGS AND FLAPS WINGS!

Bigger than the TELESCOPE KEY CHAIN, KING TUT, BLOND IN BATHTUB and all the others combined!!! One drug chain sold 1,000 gross over 1 WEEK-END! Instant appeal to grownups and kids! Terrific street item.

\$3.00 DOZ. \$33.00 GROSS
MIN. ORDER 2 DOZ.

FASTEST SELLING MECHANICAL TOYS TODAY!

Dozen	Dozen	Dozen
Crawling Baby \$5.75	Baby Tortoise \$3.60	Boy on Bicycle \$3.60
Hula Dancer 3.75	Jim Dandy Monkey 3.75	Boy on Scooter 3.60
Dancing Couple 3.75		Boy on Horse 3.60
Dog & Shoe 3.60		Donkey and Cart 7.20
Itchy Dog 3.60		Strolling Duck 4.80

ORDER NOW

GEM SALES CO.

533 WOODWARD AVENUE
DETROIT 26, MICHIGAN

25% Deposit with Order; Balance C.O.D.

All Prices F.O.B. Detroit

GET READY FOR THE FAIRS

Lots of SLUM for less

Army Goggles \$1.44 Gr.	Plastic Whatnots \$2.25 Gr.
Plastic Airplanes 2.30 Gr.	Razors 2.50 Gr.
Rubber Daggers 3.40 Gr.	Large Rosette Fans 2.75 Gr.
Small Rosette Fans 1.00 Gr.	Sm. Marbelite Figures 3.25 Gr.
Plaster Monkeys, Dogs 1.44 Gr.	Lge. Marbelite Figures 3.00 Gr.
Cigar Holders85 Gr.	Teaspoons 4.80 Gr.
Standing Animals85 Gr.	4" Fur Monkey 4.80 Gr.

NOVELTIES

Lge. Red Devil, Wire Arms & Legs \$ 8.40 Gr.	Lge. Fur Monkey \$16.80 Gr.
Lge. Skeleton, Wire Arms & Legs 8.40 Gr.	6" Fur Monkey 7.20 Gr.
Lge. Spider, Wire Arms & Legs 8.40 Gr.	Acrobatic Monkey 21.60 Gr.
Sm. Skeleton, Wire Arms & Legs 4.20 Gr.	4" Indian Feather Doll 10.80 Gr.
9 1/2" Stuffed Sailor Doll 21.60 Gr.	Stuffed Dogs, Asst. 21.60 Gr.
7" Feather Doll W/Hat & Cane 21.60 Gr.	7" Feather Doll, Plain... 18.00 Gr.

SEND FOR FREE CATALOGUE

25% Deposit With All C. O. D. Orders

KARL GUGGENHEIM, INC.

33 Union Square

New York 3, N. Y.

WRITE NOW FOR IMPORT LIST

LOTS AND LOTS OF SLUM AND FLASH

GIVE ADVANCE ROUTE OR PERMANENT ADDRESS

MA26—5 In. Dancing Skeleton, Com-	MA37—Compo Dog Statue, Gro. \$1.00
position Body, Wire Arms and	MA38—Metal Lapel Flags, 1000 2.50
Legs, Gro. \$9.25	MA39—14 1/2 In. Dia. Jap Parasol, Dox. .85
MA27—Fur Trapeze Monkey, Dox. ... 1.85	MA40—18 In. Dia. Jap Parasol, Dox. ... 1.65
MA52—Lizard of Awes, Dox. 3.00	MA41—Bamboo Pennant Cases, As-
MA30—Ass'd Floral Brooch, Gro. 2.50	sorted Colors, 34 In. Per 100... 1.75
MA31—Ass'd Dog Brooch, Bro. 4.25	MA42—Bamboo Parade Cane, Medium
MA32—T.P. Knife, 4 Blades, Gro. 3.00	Weight, 36 In. Per 100 7.50
MA33—Metal Whistle on Chain, Gro. ... 4.50	MA43—Bamboo Parade Cane, Heavy
MA34—Floral Ring, Box of 7250	Weight, 36 In. Per 100 13.50
MA35—Bloody Finger Trick, Gro. 2.75	MA44—Maple Parade Cane, Heavy
MA36—Tin Cricket, Gro.75	Weight, 36 In. Per 100 17.50
MA46—Shoe Laces, 4x4, Black or	MA45—Maple Parade Cane, Ameri-
Brown, State Color, Gro. 1.25	can Made, 36 In. Per 100 30.00
MA47—5 In. Comical Straw Hats, Dox. .45	MA49—16 In. U.S.A. Paper Parasol
MA48—Girl's Toy Wrist Watch, Dox.45	Dox. 2.00
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NEW HAVEN POCKET WATCHES

12176—Tip Top, Plain Dial \$1.38	12175—Earl, Plain Dial \$2.25
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Biggest Profit Makers
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RHINESTONE DIAL WATCHES
In 14kt. Gold Plated Cases

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- Written 3-Year Service Guarantee
- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually Gift Boxed
- Genuine Leather Strap

With Matching Gold Plated Link Expansion Band, \$1.00 Additional

Above prices for orders of six or more watches

TERMS: 25% with order balance C O D

DUNHALL Imports Company

For the LADIES



\$5.35

- Brand New — Not Reconditioned
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TERMS: 25% with order balance C O D

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Kilbane, Barney
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Miller, R. A.
Moleskey, Miss
Shirley
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Kepl, J. M.
Kramer, R. L.
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Levine, Mrs. Joe
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Lewis, Sam
Loyal, Alfonso
McCarville, Mrs.
McKnight, Miss
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McMillan, R. J.
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Shirley
Morore, Raymond C.
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O'Hare, Mrs. Grace
O'Keefe, M. J.
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Pink, Eugene M.
Pony, B. D.
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Pyle, Mr. & Mrs.
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Remley, Mr. & Mrs.
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Rice, John
Rich, Arthur
Ring, John F.
Robbins, Charles H.
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Stoney
Strebe, Kenneth Lee
Sutton, Neil
Taylor, Miss Bern
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Thomas, K. B.
Thomas, Ray Earl
Tiffin, A. E.
Tipton, O. A.
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Pony, B. D.
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Reeves, Stanley H.
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Ressler, Mrs. Bill
Rice, John
Rich, Arthur
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Sandusky, Mrs. A. D.
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Strebe, Kenneth Lee
Sutton, Neil
Taylor, Miss Bern
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Thomas, K. B.
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Tipton, O. A.
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Walker, Mrs. Bill
Watson, J. E.
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FLAPS HER WINGS AND LAYS FIVE LITTLE EGGS!!!
Hotter Than Ever!!! DOZEN \$3.00 - GROSS \$33.00
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Squeeze the tail and watch the face life up!
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BUSY BIDDY at New Low Price
\$ 2.90 Per Dozen
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This little Plastic Hen is a real sensation. Every time she flaps her wings—bloop—she lays an egg. Everybody wants one. Retail for 39c, some get 49c. And here are some other items that always sell, and look at our close out prices:

VIZ-VIEW—Oh, papa, such loveliness. 12 different poses. Easily operated, just click and you get a different view. Made of metal. Retail as high as \$5.00, each projector individually boxed includes one roll of 12 views. While 288 last, our price, per dozen **\$7.80**

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For Fairs, Parks, Carnivals and Circuses. Sensationally low priced.
\$36.00 per gross
Packed 6 Doz. to Carton.
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RUG BRAIDING SETS
7c NOW | 7 PIECE SET 13c

3 Regular Cones, Lacer, Wool Order Card, Regular Set Plus 3 Small Cones for Lightweight Goods.
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College Pennants — All Colleges.
Badges with Ribbons and Charms.
Low Priced — Good Quality
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Massive aluminum Identification Bracelets. A
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PLEXIGLAS SIGNS AND SILHOUETTES

Custom made in many beautiful colors at
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served by being sealed between two waterproof
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patterned. Crack-proof automobile and jeep
windows. For information and prices write

MARSTON MFG. CO., Marston, Mo.

GIVE TO THE
RUNYON CANCER FUND

Pipes for Pitchmen

By Bill Baker

STANLEY PERKINS . . .
is grabbing off the geedus with the
new Kwiki-Pi item at the H. L. Green
store, Hempstead, L. I.

Now's the time to supplant old ideas
and items with new ones.

BILL GATES . . .
widely known in pitch circles, is
driving a taxi in Asbury Park, N. J.

NAT K. MORRIS . . .
operator of the N. K. Morris Manu-
facturing Company, Asbury Park,
N. J., has framed a new item known
as the Kwiki-Pi. It is a sandwich
grill and pie maker, and a number
of the boys and girls working the
item report that it has been clicking
at most of the spots they have
worked it.

Labor Day is no misnomer for
the successful pitcher.

CHARLIE MCGAIR . . .
is getting the long green demonstrat-
ing gadgets around Abbottstown, Pa.

THEY TELL US . . .
that the Morris brothers have
switched from their plastic layout to
the new Metric Slicer and are getting
the long-green with the item on the
Boardwalk at Atlantic City.

Clean merchandise and a neat appear-
ance are prime requisites of a successful
pitchman.

KATHERINE DARLING . . .
has a Kwiki-Pi layout going great
guns in the W. T. Grant store, Syra-
cuse.

WORKING FAIRS . . .
in Maine with a slick gadget layout
are Oscar Mandell and Irving Eisen-
berg, both of whom report good busi-
ness.

Famous last words: "I'm sorry
that we didn't remain in that
territory."

BOB PETRIE . . .
and Arthur House have their gadget
demonstration clicking to good takes
in a smart Middletown, N. Y., spot.

BOBBY WALKER . . .
is reported to be chalking up some
long scores with his gadget demon-
stration in Bamberger's, Newark, N. J.

Sure, we know you fellows write well
but not often enough to the pipes column.
Get the inksticks working!

MADALINE E. RAGAN . . .
cards from Benton, Ark., that she
and sister, Mary, recently visited Doc
Leon Streets, who has been confined
in Ward B, State Hospital, Little
Rock, for more than a year. She says
he'd like to read letters from friends.
Madaline adds that this is slow time
in Arkansas, what with the chopping
and cotton picking season in full
blast. Her new home at Hillbilly
Acres is nearly completed, she says.

Reason for the success of most
pitchmen is that when they were
small they perspired to be big.

SEYMOUR JACOBS . . .
is garnering a goodly share of the
long-green demonstrating Nat K.
Morris's new Kwiki-Pi.

FRED LANGER . . .
is stacking up plenty of scratch with
the Metric Slicer set at locations in
Jefferson, O.

When you condemn another pitchman's
merchandise you're actually hitting where
it hurts the most—in your own poke.

"WHILE EN ROUTE . . .
thru Pennsylvania recently, I saw
three workers on one of Eddie Mur-
ray's grab-bag stands going to town
in a big way," letters J. B. Starling,
med worker of note, from Lebanon,
Pa. "All three are new workers and
should go a long way. Trio consists
of Herbie Hassman, youngest and last
of the Hassman family, of hair note;
Georgie, Misok and Murray Saul.

Murray recently took delivery on a
new car. Early fairs in this sector
have been off, but they always are a
bit rough."

Don't say anything about a
spot if you can't give honest in-
formation about it.

PETER (MARK) McDONOUGH . . .
advises from Gardiner, Me., that he
has been touring Maine purveying
razor blades, tonics and candy bars.
He reports good business and adds
that he's also combining business
with pleasure, having hooked a six-
pound bass on a recent fishing jaunt.
He'd like to read pipes from Sunny
O'Dell and Bobby Edwards.

"VISITED . . .
the Trumbull County Fair, Warren,
O., Wednesday (10) and noted many
demonstrators working to large
crowds despite hot weather," Henry
H. Varner letters from Akron. "Items
included punch needles, shell jewelry,
novelties and polishes, all handled by
capable, clean-cut operators. This is
the set-up that the public likes."

The successful pitchman considers him-
self a one-man organization and conducts
himself accordingly.

SLIM PATTERSON . . .
advises from Lowville, N. Y., that
he and Charlie Spofford worked the
Gouverneur, N. Y., Fair to fair takes
with trombones. Slim says that altho
the fair was good from an attendance
standpoint, it was way off in money.

REPORTS FROM . . .
the South indicate that E. A. Bur-
nette, C. D. Newsome and Horace
Braziel, sheet writers of note, are
taking the Georgia tobacco markets
by storm.

TOM NORTON . . .
is playing week-end stands around
Ocean City, Md., where he's been
chalking up good gross counts with
the Kwiki-Pi sandwich grill and pie
maker.

BEN TEASE . . .
of water color note, is operating the
Hole in the Wall Restaurant at As-
bury Park, N. J.

MANY OF THE BOYS . . .
and girls are setting their sights on
the Eastern fairs. From advance in-
dications it would seem that the spots
will prove red ones this season.



7" High

Order From Nearest
Jobber or Write

TWO NATURAL MONEY MAKERS!
Original HOT LIPS
CIGARETTE LIGHTER
HOT NEW ITEM

Pick up, place cig-
arette to gal's lips
and light up . . .
instantly! Replace
and light goes out.
White metal cast-
ing, 7 beautiful
fast colors, ceram-
ic baked. Individu-
ally boxed 12 to
case. Complete
with cord and plug.

\$36.00 DOZ.
Sample \$3.50

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Manufacturers & Creators of Horse Lamps & Metal Castings
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ALL METAL
RODEO
HORSE
LAMP
Still Going
Strong
\$4.25
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Chicago, Ill.



1
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4

PITCHMEN! DEMONSTRATORS!

Back Again—Perfect PUNCH NEEDLES!
One of the biggest pre-war sellers now available for
immediate delivery. Comes complete with holder and 4
Nickel-Plated Steel Needles. \$23.00 per hundred set.
Sample set, \$1.00—Cash with order.
Terms: 25% deposit, balance C. O. D., F. O. B. Chicago.
We also carry Mustin Pillow and Colored Hurlap Rug
Patterns, Embroidery Hoops and other accessories.

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1140 Farwell Ave. CHICAGO 24, ILL.

REAL FLASHY CARNIVAL PLASTER MADE AND PACKED RIGHT

GET YOUR ORDERS IN NOW TO ASSURE DELIVERY FOR YOUR FAIRS.
25¢ Assortment (Packed 12 to Carton) \$3.00 | 10¢ Assortment (Packed 50 to Carton) \$5.00
15¢ Assortment (Packed 35 to Carton) 3.75 | 5¢ Assortment (Packed 100 to Carton) 5.00
B. PALMER SALES, 1433 SECOND, DALLAS, TEXAS (Phone: Harwood 9339)

It's Sensational!



The Empress Eugenie

DOOR CHIME \$2.50 Each

Dozen \$2.25 Ea. 100 or More, \$2 Ea.
Retail at \$7.95 Each

Finished in Antique White, it lends deco-
rative completeness to any home. Affords
ideal setting for vase, photo or figurine.
Mellow, two-toned chime operates from
house transformer or batteries. Terms: 25%
with order, balance C. O. D. Save money!
Ask for Fall Toy Catalogue—it's free.

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"The Original"

MIRACLE LIGHT BULB

Lights in the Hand—No Wires or Visible
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DEALER'S COST—
\$7.80 per doz.

Suggested Retail
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Each Bulb packed in attractive display
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Men and Women talented in showmanship as
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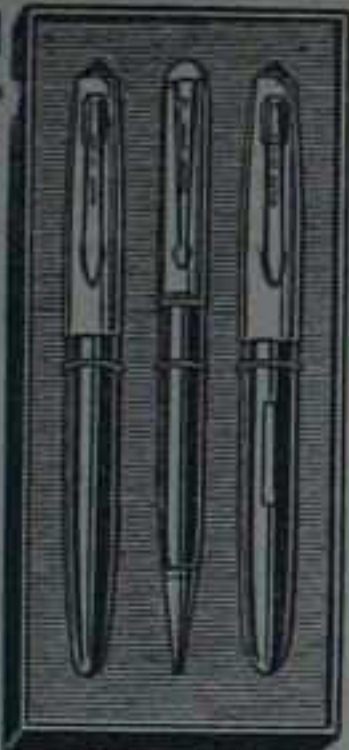
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Sensational Value

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

SPECIAL PRICE

55¢ Per Set

Sample Set, \$1.00



These Pens

Sell Like Wildfire!

Combination ball pen and lighter.

35¢ Ea.

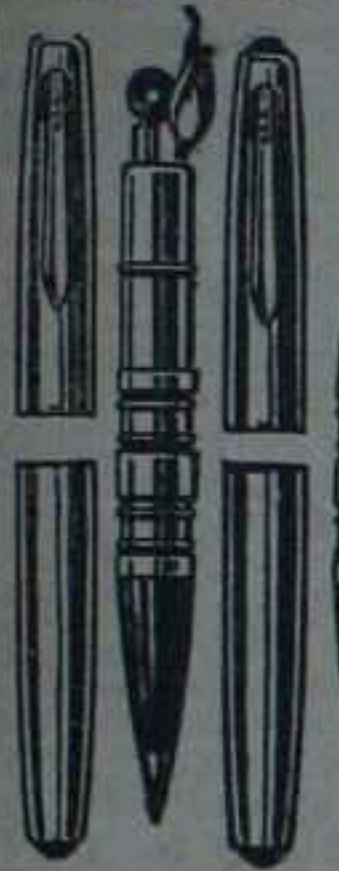
Two-color pen writes in red and blue.

25¢ Ea.

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

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\$4.00 Ea. (6 or More)

Sweep-second hand runs or stops at click of button. 2-tone dial. Polished chrome case. Leather strap. Six or more, \$4.00 each. Sample, \$5.00. Individually boxed, 10¢ each extra.

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SALESBOARD SIDELIGHTS

H. M. Shoemaker, Muncie Novelty Company, Inc., Muncie, Ind., reports that ticket sales are on the increase. Muncie Novelty has promised the early release of a new game called Tri-Vendor. Details later, says Shoemaker. . . . **Guy E. Noel**, president of Gay Games, Inc., Muncie, Ind., extends a cordial "visit Muncie" invitation to members of all phases of the ticket and board industry. With the centering of many manufacturers of both types of products in the city, Noel says that visiting around with them will be interesting and give a new insight to the many production, designing, shipping and related factors in the field.

Irwin Secore, Secore & Secore, Chicago, announces that a pair of new boards are due for unveiling the latter part of September. With some distinct play-inviting features, numbers are looked upon as sure-fire hits, according to Irwin. **Mort Secore**, still tramping the Pennsylvania trails, is due back early next week. Irwin is taking off on a one-week tour thru Iowa and Oklahoma this week.

Triangle Manufacturing Company, Minneapolis, reports good sales news on its special summer-priced pad and ticket numbers. **Jay Zelle**, general manager, looks for an additional up-sweep in business when the first cool weather rolls around and brings people indoors for recreation in greater numbers. . . . **Sam Feldman**, general manager for Harlich Corporation, Chicago, continues to channel

in news of steady business. Firm's sales representatives have wound up their summer vacations and are on the road again in full force, Sam says. An even better level of business is anticipated when the September weeks roll around.

Thomas A. Walsh Manufacturing Company, Omaha, chalks up one more week of hitting all-out production on its boards after moving into its new quarters. **D. L. Gruhn** states that the big punch presses and other heavy machinery had to be taken out thru the windows by large cranes. Move from the old plant began 7 a.m. and ended at 2 p.m. the following day.

POLACK BROS., WESTERN

(Continued from page 56)
George Cutshall, president; **Barney (Soldier) Longdorf**, vice-president; **Richard Sidney**, treasurer, and **Ethel Freeman**, secretary.

A floorshow was presented and **John Tio**, imitating a talking parrot, the hit of the show. He was assisted by **Frances Abella**, who acted trainer. **Bee Carsey** was gifted with a diamond Shrine pin by his wife. **Harold Ward** was presented with a 32d Degree diamond ring by his mother, **Mamie**, and the writer received a diamond and emerald Shrine pin from a life-long friend, **Mrs. Carl Preston**, San Angelo, Tex.

Visitors: **Harry Quillin**, Mr. and Mrs. **Al Hubbard** and daughter, **Kay**; **Joe Baker**, **Fred L. Mussey**, **Jimmy Essex**, **Erma Ward**, **Charley Arley**, **Herman and Lulu Knowlton**, **Esther Escalante**, Mr. and Mrs. **Boswell**, owners of the **Boswell Circus** in South Africa; **Bill and Stella Hamilton**, Mr. and Mrs. **Reuben Olvera**, **Larry and Elizabeth Bastian**, **Herbert (Slats) Beeson**, Mr. and Mrs. **Norman Carroll**, **Everett Hart**, Mr. and Mrs. **Parley Baer**, **Gus and Art Lind**, **Joe Medcalf**, **George Emmerson**, **Frank Whitbeck**, Mr. and Mrs. **Leonard Karsh**, Mrs. **Sam Cronin**, **Hazel Moss** and son; **Peggy Mitchell Freeman**, **Ben Beno**, **Bernie Griggs**, **Van Johnson**, Mr. and Mrs. **Eddie Allen**, **G. G. Gray**, **Charley Franks**, **Capt. Frank Phillips**, Mrs. **Hope Madison**, **Harold Lloyd**, **Imperial Potentate of the Shrine**; **Abe Goldstein**, **Hughie McGill**, **Mamie Ward**, **Earl Chapin**, **May**, circus author; **Mr. Escalante**, **Mike Kayhill**; **Jack Gilman**, formerly with **Ringling-Barnum**; **Denny Denham**, **Howard and Thelma Bryant**, Mrs. **Al G. Barnes**, **Huey and Myron Kyle**, **Peggy Forstall**, Mrs. **Jimmy Wilson**, **Jimmy and Gallagher Reynolds**, **Farris C. Brown**, Mrs. **L. D. Hopes**, sister of **Slivers Madison**; Mr. and Mrs. **Cass**, **Charley Post**, **A. G. (Bozo) Baugh**, **Jack McAfee**, Mr. and Mrs. **Dale Tierney**, **Art La Rue**, Mrs. **Chester Barnett** and daughter and **Art Freeman**.—**FREDDIE FREEMAN**.

CLYDE BEATTY

(Continued from page 56)
Mr. and Mrs. **Oscar Jones**, Side Show band leader, observed their fifth wedding anniversary. **Bob Coleman** and **Marie Lane** celebrated birthdays. Party was held in the Side Show.

Charles Hilderra is kept busy lettering trunks and buckets. A Sunday off in **Lawrence, Kan.**, gave us a chance to visit near-by **Kansas City**. **Ed Grady** witnessed the ball game.

Around the lot: **Mullens** entertaining with old-time pieces on the callope. **Cliff Mosher** suffering from boils. **Mitzi LaForm** doing a neat double in the flying act. **Dorothy Herbert** and **Milonga Cline** wearing some pretty wardrobe in the waltzing rear number. **The Medinis** working on a new trick. **Ralph Thommens** doing a good job of imitating an ape in his monkey act. **Nelson Demory** a busy man around the ring stock.

Visitors: **Ione Carl**, Mr. and Mrs. **Happy Johnson** and family; **Paul VanPool**, **Lew Stone** and **Harry** and **Ruth Swank** and daughters, **Susie** and **Grace**.—**LAURENCE CROSS**.

RINGLING-BARNUM

(Continued from page 56)
riding on the floor or on his knees in the different carriages during menage looking thru his viewer to get different shots for the forthcoming movie. One day he was even perched above the flying act rigging watching the **Alzanas** work.

Alice Fitch, **Astrid Franklin** and **De Mille** celebrated birthdays. **Richard and Florence Begin** celebrated their anniversary.

Visitors: **Shirley Byron**, Mrs. **Conley** and daughter, **Pat**; **Margie Towson**, **Walter** and **Ethel Jannier**, **Mac and Rose Heller**, Mr. and Mrs. **Herb Linden**, Mrs. **Pete Lindemann**, Mrs. **Orville Lindemann**, Mrs. **Bill Lindemann**, Mr. and Mrs. **Earl Maddox**, **Frenchy Haley**, **Doc and Ivy Wilson**, **Eddie Milam** and **Terrell Jacobs**.

Backyard scenes: **Paul Jung** and **Willie Krause** giving **Prince Paul** the works by dumping buckets of water on him to test his raincoat. **Bobby Nelson** busy with his ice cream racket. **Kay Burslem** having a big day in her home town of **Madison**. **Doc Henderson's** son and **Joey Mayo** bosom buddies while visiting the show. **Art Cooksey** loaded down with mail on our route card days. **Cookhouse boys** giving out good food and good service and wondering who will win that bright new flag they have waiting for the winner in the race for the cookhouse flag.—**MARY JANE MILLER**.

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1200	25¢ Texas Charley, Thick	Avg. 102.98	1.75
960	5¢ Fully Packed Thick Girl Board	Avg. 26.25	2.75
960	5¢ It's the Knots Thick Girl Board	Avg. 26.25	2.75
1000	5¢ Barely Speaking Thick Girl Board	Avg. 26.60	2.75
1200	5¢ Glovely Lady Thick Girl Board	Avg. 28.60	2.75
300	25¢ Pick a Cherry Thick Seal Board	Avg. 30.04	2.50
22"	25¢ Pin & Sawbuck Thick, 5 Nos. 70 Ticket	Avg. 33.15	2.85
	25¢ Kwick Fin Giant Holes, 6 for 25¢	Avg. 28.75	2.50

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HUNT BROS.

(Continued from page 56)
by members of the **Lee Bros.**' show and Sunday (14) morning **Charles Hunt** stopped off to visit **Sam Dock** and talk over past experiences, they being the two oldest active circus men in the business today. Other visitors were **E. Blanshaw** and friend, of **Kingston, N. Y.**, and Mr. and Mrs. **Tom Coleman**, of **Middletown**.

Capt. Roy Bush has been on the sick list and **Elizabeth Bus'** has been presenting the elephant number, assisted by **Joe Boyce** and **Tom Sharon**. **Ladder number** scoring solid hit, with the **brunette Colleano Sisters** on either end and the center ring worked by the blond wife of **Charlie Hunt**.

Mr. and Mrs. **Jim O'Donnell**, of the **Kay Colleano** troupe, have returned from **Allentown, Pa.**, where they attended the funeral of a relative. On the sick list are Mrs. **Jimmie Winn**, with arthritis; and Mrs. **George Foster**, who is at the **Mercer Hospital** in **Trenton, N. J.**, for a thyroid operation.—**BOBBIE STEWART**.

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Holes	Name	Profit	Price
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1440	5¢ Barrel Board	Def. 18.00	.95
1440	10¢ Barrel, X Tk.	Def. 36.00	1.20
1000	25¢ J.P. Charley	Avg. \$52.00	\$ 7.75
1000	25¢ J.P. Charley, Semi	Avg. \$2.00	.85
1000	25¢ J.P. Charley, X Tk.	Avg. \$2.00	.95
1000	5¢ Asst. J.P. Bds., Seal	Avg. \$24.00	\$1.45
1000	5¢ Asst. J.P. Boards	Avg. 27.00	2.10
	Assortment of 25¢ J.P. Boards—Avr. Profit, \$27.00; Case Lots, \$49.50.		

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A-1 BARGAIN—CIGARETTE AND CANDY
Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. se17

ATTENTION, POP CORN OPERATORS!
When buying any type 'Pop' Corn Sizing Vendors it's smart to check with the factory first; take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex. Phone Victor 4-4525.

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ERIE HAND OPERATED DIGGERS, EXHIBIT Merchants, Microscopes, Electro-Hoists, Buckleys, Wurlitzer Juke Boxes, \$35 up; Rotary Merchandisers; we buy diggers, rotarys. National, 4243 Sansom, Philadelphia, Pa.

FOLLOWING STORED MACHINES, GOOD MECHANICAL cond.; need exterior freshening mainly; 10 Dominos \$120 ea.; 12 Races (Bakers & Paces) \$85 ea.; 21 Club Royals (nickels) \$115 ea.; the entire lot \$4000; 3/5 down, balance C. O. D. Box 1618, Ft. Lauderdale, Fla.

FOR SALE: LIKE NEW—MILLS 1947 THREE Bells, \$275; also Mills Jumbo Parade, 5c P.O.; Mills Black Cherries, Brown and Blue Fronts, and late Flipper 5 Ball Games. John A. Rodden, 110 Bench St., Galena, Ill. au27

FOR SALE—5c TRACK ODDS, 25c TRACK Odds, 10c Buckley Criss Cross, all like new. Frank Guerrini, Burnham, Pa. au27

FOR SALE OR TRADE—2 LIKE NEW 1946 model DuGrenier Cigarette Machines; would like to trade for 1 1/2 Ball Gum, 5c Candy. A. W. Callan, 205 Bayles, Hot Springs, Ark.

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FOR SALE—EXHIBIT STRENGTH MACHINE, \$35; three Northwestern Triselectors with bases, \$15 each; one Snack; get list of other machines. Skinner 445 East 87th Place, Chicago 19, Ill.

FOR SALE—50 \$ COLUMN VARIETY SHOPS with stands; positively like new; sample, \$12.50; \$50 for the lot. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

KEENEY SUPER BONUS BELL, 5c, 10c, 25c; Keene Super Bonus, 5c, excellent condition; reasonable offer accepted. T. Ruby, Paramount Vending Corp., 60 Fishkill Ave., Beacon, N. Y. Phone 1725.

NEW IMPROVED ACE FEATHER LITE COIN Counter, Carrying Case, Counts Quarters, Pennies, Nickels, Dimes; actual meter reading 4,776, price \$75; 1/2 Masters, less than one year old, \$9.50; vend Ballgum, Charms, etc. 1/2 deposit. Box 1189, Aransas Pass, Tex.

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WANTED—BALLY "SCOOP" and/or Stoner "Brite Spot" pin ball games; good condition. Lokel Amusement Co., Arkville, New York.

60 FOUR COMPARTMENT PENNY CANDY and Peanut Vendors; 9 stands; \$4 each. M. Phillips, R. 4, Elkhart, Ind.

WANTED — ARCADE MACHINES OF ALL kinds; send list, priced crated, also picked up. G. Filant, care Wolfe Amusement, Randleman, N. C.

5 EXHIBIT CARD VENDORS \$50; 1 TEXAS Leaguer \$20; 1 Havana \$10. F. Shafer, Washington, Ind.

UNDER THE MARQUEE

(Continued from page 61)

of Cirque Medrano, Paris, were guests of the Rose Gould Trio and the Cycling Sidneys on the Polack Western Unit. Both acts appeared for them in Paris. Later the Medranos were guests of the No People Like Show People Club in Convention Hall at the Shrine Auditorium, Los Angeles.

Old-timer who says he can troupe or stay at home knows damn well what he's going to do.

Mr. and Mrs. Herbert A. Douglas, on a vacation trip, visited Mr. and Mrs. James M. Cole and Sonny Cole on the Jay Gould Circus, in Hastings and Glencoe, Minn.; Obert and Dores Miller and Bill Woodcock, on the Kelly-Miller Circus in Buffalo and Hutchinson, Minn., and Mr. and Mrs. Jack Mills and Mr. and Mrs. Jake Mills, on Mills Bros.' Circus in Sault St. Marie and St. Ignace, Mich. . . . Frank Kindler, CFA, CHS, St. Cloud, Minn., cards that he has been out contracting with Art Miller, agent for the Kelly-Miller Circus, which will play St. Cloud under American Legion auspices. . . . John Kries, CFA, former circus performer, visited in the backyard of the Ringling circus when the show played Chicago. . . . Fred Timon, Oswego, N. Y., caught the Dailey Bros.' Circus August 3 in Kingston, Ont.

In the days when girl aerialists wore tights, no one ever beefed about having their attention diverted from the goods by the wrapper.

Sam Dock, Newmanstown, Pa., one of the original Flying Jordans, has a pony and monkey act with his grandson's circus, Lee Bros., now touring Western Pennsylvania. . . .

W. F. Duggan, owner of Pan American Animal Exhibit, is in General Hospital, Macon, Ga., and expects to be released September 10. . . . When the Ringling show was in Milwaukee, Wis., August 8-9, Mr. and Mrs. George E. May, of Rockford, Ill., visited old friends on the lot. After the Monday night show, Jeanie and Willie Krause, Annie and Willie Robins and Jimmie Crocker drove with the Mays to their Clear Lake home and were entertained at a trampoline and movie party at the Mays Trampolnasium. On Tuesday morning they went swimming.

Clown Roy Barrett visited the St. Louis office of The Billboard while en route to Springfield, Mo., where he was to work the Ozark Empire District Fair. After that engagement he will join the Orrin Davenport Circus. . . . Carey Emrie, circus veteran, retired for the past 10 years, is visiting relatives in St. Louis. Emrie came to St. Louis after spending a six-week vacation in the Pocono Mountain Range and visiting friends in New York City, Philadelphia and Washington. . . . Jackie Dale recently left Dailey Bros.' Circus and went to his home in Kansas. He plans a short visit before finishing the season, playing fair dates.

In routing one doesn't have to keep latitude and longitude in mind. One has only to remember that it's as-the-crow-flies that saves railroading.

It's Really Hot!!

ONE OF A COMPLETE LINE OF FAMOUS GARDNER GIRL BOARDS



1000 FAST MOVING HOLES TO NAB THOSE NICKELS IN A HURRY

ORDER AS:
NO. 1000 REALLY HOT TAKES IN: 1000 - 5c. \$50.00
PAYS OUT: 22.71
AV. PROFIT: 27.29
MAX. PROFIT: 36.00

NOW READY!
A COMPLETE LINE OF **GARDNER GIRL BOARDS** IN ALL TYPES OF PLAY
WRITE FOR CIRCULAR

LEADING PUNCHBOARD MFR. OVER 40 YEARS
GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

a Winner.....

GOLD MINT!

Winners Select Their "Stack of Bucks" — Push — and Out Comes a Shower of Golden Awards.

5c Play Form No. 20052	Jumbo Thick
2000 R.M. Holes	
5 NUMBERS ON EACH TICKET	
Takes in	\$100.00
Pays out	40.80
Definite Profit	\$ 59.20

10c Play Form No. 20048	Jumbo Thick
2000 R.M. Holes	
5 NUMBERS ON EACH TICKET	
Takes in	\$200.00
Pays out	80.00
Definite Profit	\$120.00

25c Play Form No. 20053	Jumbo Thick
2000 R.M. Holes	
5 NUMBERS ON EACH TICKET	
Takes in	\$500.00
Pays out	220.75
Definite Profit	\$279.25

HARLICH CORPORATION
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

DUE TO THE TREMENDOUS DEMAND WE ARE COMPELLED TO RUN THIS AD FOR THE MONTH OF AUGUST ONLY!!

SALESBOARDS—ORDERS SHIPPED SAME DAY RECEIVED

HOLE	PLAY	NAME	PROFIT
1000	5	COME AND GET IT	\$24.35
1000	5	EASY TO GET	25.62
1200	5	FOUNTAIN OF YOUTH	32.40
1000	5	FUTURISTIC	25.44
1350	5	GOLD N WEST	33.85
1200	5	GOLDIE	32.45
1196	5	GORGEOUS	31.50
1000	5	LUCKY FIESTA	25.82
1000	5	PIPPEROO	28.25
1000	5	SITTING PRETTY	25.87
1000	5	SUNNY SUE	26.68
1500	5	SWEET PICKIN'	37.34
1200	5	TAKE IT EASY	31.05
1000	5	WATTA LIFE	25.45

ABOVE BOARDS \$2.50 EACH NET
CASE LOT 12 OR MORE ASSORTED
25% DEPOSIT WITH ALL C. O. D. ORDERS
FREIGHT PREPAID ON ALL ORDERS OVER \$100.00
UNIVERSAL BEE JAY PRODUCTS
Sampliner Bldg., Euclid 57th, Cleveland, Ohio

ADDED ATTRACTION
BIG \$\$\$ SAVINGS

ORIGINAL JAR-O-DO
2170 RWB SINGLE
\$144.00 GROSS

ONLY 250 GROSS
AVAILABLE
ORIGINAL JAR-O-DO
We carry a complete line of Jar-O-Do products.

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS.
10th year giving immediate delivery on finest boards.

LEGALSHARE SALES
P. O. BOX 86-G 222 2nd St. HUNTINGTON BEACH, CALIF. Phone 2842

GIVE TO THE DAMON RUNYON CANCER FUND

Communications to 188 W. Randolph St., Chicago 1, Ill.

Five-Ball Plants Hum Again

End Vacation Schedules, Hit High Output

New Games Stress Action

CHICAGO, Aug. 20.—This week for the first time since June, the five-ball game manufacturing segment of the coin machine industry was producing at full capacity. In the previous six weeks all had been taking turns observing group vacations for assembly line personnel.

With the gradual resumption, game firms were turning out new models designed to bring back play to the usual high fall standards. Only similarity noted in the new games was that all stressed player-control features and high speed action, the approach to this end and the playfields were of marked difference.

Current games in production by five-ball producers follow:

Chicago Coin, Golden Gloves. Features five-ball action to the tune of a boxing theme. New scoring gimmick called action ring helps players with lagging score to run up large point blocks.

Genco, Camel Caravan. Stresses use of kick-out pockets, feather lanes and reset series bumpers. Also makes use of open bottom half of playfield.

D. Gottlieb & Company, Three Musketeers. Utilizes a fourth ball principle to maintain high player interest thru entire game. Has pop bumpers, non-sequence scoring and spotting feature.

United Manufacturing, Utah. Stresses fast action thru use of stimulator on first and last ball. Actually, bumpers have extra high point value on these two balls. Accents combination flipper and explosion bumper combination play. Has United developed drop coin chute.

Williams Manufacturing, Star Series. This game puts all the action of base-ball on a five-ball playfield. Players' action pitches and bats during game, while lights on playfield indicate men on bases. Equipped with nickel, dime and quarter single coin chute.

Exhibit Supply, Playtime. Gives players two chances to win on the first ball thru reset principles of sequence bumpers. Concentrates bumpers near top of field, while open bottom half of playing area is designed for combination play.

Field tests and operator reports on the latest five-balls indicate the crop is among the best turned out this year.

Pins Help Biz In S. C. Arcades

COLUMBIA, S. C., Aug. 20. — The return of pinball machines in South Carolina has hyped business in arcades and other locations in the capital city.

The recently passed law making the machines legal, found operators losing no time in getting them back into play. Past the test period now, they are continuing to prove their worth.

The three uptown arcades still contain a number of games, but the big play continues for pin games, with view machines and panoramas doing the rest of the business.

Robco Retools To Overtake Zooming Coin Meter Sales

NEW YORK, Aug. 20.—With coin meter sales of television sets, refrigerators, washing machines and other electrical appliances snowballing thruout the country, the Robco Corporation here is retooling its plant to manufacture in quantity a simplified coin meter, easily maintained by the average retailer.

Harry Greenwald, president of the firm, long established in the coin washer and drier field, said the new Robco meter will be turned out at the rate of 10,000 a month. However, deliveries will not begin for another six weeks. He claimed orders are currently piling up in a tremendous backlog. Meanwhile, the company is trying to meet a part of the demand with other meters on hand.

Time Sales a Factor

The trend began, said Greenwald, about two months ago. The sharp shift to a buyers' market, plus the expiration of Regulation W, permitting once again installment sales without substantial down payments, combined to turn retailers to a selling technique

they had not used extensively since the depression years. This week, Interstate Department Stores reported that the 42 outlets in its chain had already sold \$2,000,000 in refrigerators via the meter method.

The new Robco coin meter will list at \$7.95, according to Greenwald. It will accept quarters, requiring one or more of the coins to activate the appliance, depending on the terms of the sales plan. A 24-hour timer will be used and coin box will hold 25 quarters. The electric plug of the appliance will be firmly fixed to the meter so that it can not be used unless the meter's plug is inserted in an outlet. Construction will not meet the rugged standards of route meters, since effective slug protection and commercial-strength parts are not needed.

Greenwald said the meter's basic design was completed about two years ago, but with conditions not then ready for its widespread use, Robco converted the units for the operation of commercial driers.

Will Sell to Distrib

The firm will do most of its business with appliance distributors rather than individual retailers. Greenwald predicted meter sales will assume an increasing importance in retail distribution and will "last in" (See Robco Retools on page 101)

Bells Bring La. Town Civic Gains

MARKSVILLE, La., Aug. 20. — Featured in a recent issue of Life magazine was a picture story of how this town of 5,000 population got out of the red by going in the bell machine operating business.

Three years ago when a reform ticket composed of ex-GI's was swept into office, Mayor D. M. Riddle and the city council decided to buy 30 bells. He said it was inspired by the financial rehabilitation which took place in many private clubs around the country after they became bell locations. Now the town has a 70-bell route.

From a deficit of \$5,000 three years ago the town is not only free from obligation now but thru bell profits has bought a new fire truck, built a new city hall, purchased new equipment for Marksville's police force and supported a public library.

Williams Exec Office To Move

CHICAGO, Aug. 20.—Sam Stern, executive vice-president of Williams Manufacturing Company, announced Wednesday (17) that the firm will have completed its move to its new plant at 4242 W. Fillmore Street here by the end of August.

Thus far the production line and heavy machinery have been moved to the new address but executive offices and sales headquarters remain at 161 W. Huron Street. The new quarters contain 40,000 feet of production space plus 20,000 feet which could be used for expansion purposes. It is a one-story building.

Calendar for Coinmen

September 5—Amusement Machine Operators of Greater Baltimore (AMOGB), monthly meeting, 2441 N. Charles Street, Baltimore.

September 12—Music Operators of America (MOA) Executive Committee, special meeting, Morrison Hotel, Chicago.

September 13—Automatic Phonograph Owners Association (APOA) monthly meeting, Hotel Gibson, Cincinnati.

September 13—Music Operators' Association, Inc. (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.

September 13 and 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

September 14—Operators of Northern Illinois (ONI), regular monthly dinner meeting, Wing and Fin Club, Fox Lake, Ill.

September 18—Washington Music Guild (WVG), monthly meeting, Washington.

September 28 — Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

October 24-26—Popcorn Industries convention and show, Palmer House, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, The Billboard, 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

Coin Mch. Bill Before Solons In Philippines

Limits Games, Bells

MANILA, Aug. 20.—A bill has been introduced before the First Congress of the Republic of the Philippines which would ban any type of coin amusement game or bell excepting five-balls with flipper bumpers.

Sen. Mariano J. Cuenco pointed out in introducing the measure that, in his opinion, five-balls with flippers should be exempted from the bill because this type of game requires the co-ordination of the mind, eyes and hands to play and is therefore a skill game.

The last previous legislation along this line in the Philippines resulted in a ruling in 1946 that pin games used for amusement were legal. This ruling came about thru concerted action by Philippine coinmen led by William J. Suter, general manager of Morcoin Company Ltd.

Utah, United's New Five-Ball, In Production

CHICAGO, Aug. 20.—Utah, a new five-ball game by United Manufacturing Company, is now in full production and initial deliveries have been made. Lyn Durant, president, announced Thursday (18).

The game is designed to maintain player interest regardless of the total scoring after the first four balls have been played. To achieve this, the first ball gives player the chance to score heavily. Following three balls also permit player to run up large blocks of points but certain kick-out pockets and explosion bumpers (those which kick and score from any angle of contact) have a lesser value while the middle three balls are in play. Fifth ball has all the advantages of first ball (many bumpers having an unusual high value) as well as all the possibilities of winning replays and bonus points thru building up sequence scoring and spot letter features.

Players can score replays by spelling out Uniteds or Utah and later rolling a ball thru key roll-over switches. These switches offer a high point value when energized before spelling out Uniteds or Utah but after the spell-out feature is completed light up and result in replays. Other replays may be won by high score.

Basis of high action on Utah is combination play resulting from skillful application of a single pair of powered flippers and the explosion bumpers. Players catching ball on flippers can hurl it high on the playfield for extra tries for points and replays. In event player hurls ball up near game's three explosion bumpers it frequently ricochets from these bumpers to Utah's stretch rubber bands several times, running up point blocks with each explosion bumper contact.

In all, Utah registers 8,990,000 points. Part of its standard equipment is the United-developed drop chute.

Ops By-Pass Summer Locations

Ready School For Bulk Bev Ops in L. A.

To Cover Health Aspects

LOS ANGELES, Aug. 20.—A school for manufacturers and operators of bulk beverage vending machines on public health aspects and regulations of the business will be started here October 19, sponsored by the city health department. First of its kind in the country the course will run for three hour and a half sessions, according to Dr. George M. Uhl, city health officer.

Local venders requested the school be set up, Dr. Uhl said. He further stated that his department welcomed the opportunity to open this educational program.

The sessions will deal not only with general public health aspects of the business, but also will recommend sanitation standards for headquarters location of the vending firm, service vehicles and general machine location maintenance.

Principal speaker during the course will be Charles L. Senn, director of the health department's sanitation bureau. At each of the sessions a department expert will be featured in addition to consultants from the vending machine industry, Dr. Uhl said. Fred Ramsey, principal sanitarian, will preside at the sessions, with T. Ross Williams, training director, acting as program co-ordinator.

Try Ice Vending In Long Island

NEW YORK, Aug. 20.—Automatic ice vending, long established on the West Coast, is being tried for the first time in this area by the Knickerbocker Ice Company, which recently opened ice vending stations in four Long Island communities. Knickerbocker, a division of the American Ice Company, indicated the venders were being placed on an experimental basis, with no plans yet set for expansion.

The venders, located in Rockville Center, Mineola, Bayshore and Patchogue, are on 24-hour-a-day duty. A quarter inserted in the coin mechanism buys either 100 ice cubes or a 50-pound block of ice.

Select New York For '50 NCWA Meet

NEW YORK, Aug. 20.—The 1950 convention of the National Candy Wholesalers' Association (NCWA) will be held in this city, rather than in Chicago, as announced earlier, C. M. McMillan, executive secretary, disclosed this week, with the Commodore Hotel probably to be headquarters for the meet.

In order to enable those attending also to participate in the National Confectioners' Association Convention, scheduled at the Waldorf-Astoria Hotel, June 4-9, dates for the NCWA confab have tentatively been set for May 31 to June 4.

Scales To Aid City's Blind

JACKSONVILLE, Fla., Aug. 20.—City council enacted a bill last week permitting placement of scales on city streets. Machines will be operated by non-profit organization for a group of blind persons.

Cookie Vender Distrib Network Grows to 102 Outlets in 3 Years

NEW YORK, Aug. 20.—The nickel pack of Sunshine biscuits, Niks, is being sold thru vending machines in 102 territories in the United States, ranging in size from a town to a State. Lawrence Reiss, head of Statler Distributors, Inc., national outlet for the biscuit pack to the vending trade, said this coverage had been achieved in three years, with further large-scale development of cookie vending expected soon.

He attributed the growth of the business largely to the perfection of an efficient biscuit vending machine, ready public acceptance of a nationally advertised biscuit product and the increasing use of cookie venders as complementary units to soft drink, coffee and milk machine routes. Another factor Reiss pointed out was the "fairly constant level" in sales experienced by biscuit operators thruout the year. He maintained that seasonal changes had little effect on gross volume, thus making the field attractive to operators seeking a constant volume business.

Dozen Varieties

Sunshine' nickel pack is available in 12 varieties. These include Golden Fruit Biscuit, Hydrox, Chocolate Graham, Fig Bar, Vanilla Cloverleaf, Chocolate Cloverleaf, Advocate Cream, Almond Cream, Peanut Cheese, Peanut Butter and Scottie's Shortbread.

Reiss, who also heads Statler Manufacturers, a firm engaged in the

production of cookie venders, recently introduced a six-column unit, with a capacity of 102 packages. The Junior 6 model lists at \$80 and is designed for smaller locations which cannot profitably support a larger machine. The standard Statler vender has a capacity of 135 packs, loaded in nine columns.

Bottler Says Pa. Drink Tax Curbs Trade

Cites 1948 Losses

HARRISBURG, Pa., Aug. 20.—Pennsylvania's soft drink business is 35 per cent below the national average because of the 1 cent State tax on each 12 ounces of bottled drinks and ½ cent an ounce on fountain sirup, according to George S. Derry, president of the Philadelphia Coca-Cola Bottling Company.

Derry took issue with revenue department officials who had reported that four Philadelphia bottlers had made a profit of more than \$200,000 on the State's 8 per cent breakage allowance in conjunction with the tax during the last 18 months.

He contended the "breakage allowance is in reality a sop handed out to bottlers, who had been made unwilling tax collectors, in an attempt to keep the bottlers in business and in a small way compensate them for the loss of profits from the volume of business lost."

Competitive Position

"The effect of the State tax," Derry said, "has been to kick the soft drink thru the traditional ceiling price of 5 cents and destroy the bottlers' competitive position with all other items on the dealer's shelf selling at 5 cents."

"For the year 1948, the 'great profit' derived from the tax enabled us to operate at a net loss of \$29,674.41, thus paying no income taxes to either the State or the federal government."

"The hottest summer in years has been a godsend to the bottlers of Pennsylvania and temporarily, at least, prevented the crucifixion of the soft drink industry in this State."

A constitutionality test of the soft drink law is now pending in Dauphin County Court here.

Conn. Tax Head Cites Rules on Unstamped Cigs

HARTFORD, Conn., Aug. 20.—According to State Tax Commissioner Dennis P. O'Connor, any advertisement for the sale of unstamped cigarettes for use and consumption in this State must contain the words, "these cigarettes are subject to the payment of the Connecticut cigarette use tax."

Commissioner O'Connor said that this is required under the provisions of Public Act 211. "In the case of such advertisement being announced verbally, such announcement must be immediately followed by the words quoted above."

O'Connor said also that he appreciates the co-operation the State tax department has received from newspapers which refused advertisements of this type before the enactment of the law.

Court Reduces Mass. Cig Vender License Fee to \$1

BOSTON, Aug. 20.—Cutting \$99 off the license fee set by State Tax Commissioner Harry F. Long, the State Appellate Tax Board ruled this week that a \$1 license fee per machine is all that retailers, who own their own machines, have to pay to sell cigarettes thru venders.

The ruling followed appeals to the board by Irving Mannis and John R. Shalhoub, of Lawrence. They brought about the first test of the 10-year old State cigarette law when they were informed they would have to pay \$100 each for licenses to sell cigarettes thru vending machines in

the filling station and garage they operate in Lawrence.

According to Long's ruling last February retailers were required to pay an annual license fee of \$100.

The license fee, required of retailers who own and operate their own cigarette vending machines will be continued, according to the board. Inasmuch as Commissioner Long has not appealed the ruling by the board to the Supreme Court, the \$1 license fee per machine a fee which has been in effect since enactment of the first cigarette tax law, will be continued, it was stated.

Cig Machines Prove Leading Seasonal Unit

Relatively Unexplored Field

By Fred Amann

CHICAGO, Aug. 20.—Placement of equipment in "summer only" locations by vending machine operators has largely been by-passed again this year, a six-city check by *The Billboard* revealed this week as the resort season entered its final stretch. With mixed operator reaction on the seasonal installation question, some claim fair to good grosses and others report negative results; the average operator, however, has neither tried nor intends to try summer locations.

Those reporting summer installations say that cigarette venders are the most logical units to use, and that drive-in eateries and outdoor theaters lead location-wise. They say that candy is not a warm weather item and soft drink machines are too costly and too heavy to transport to such seasonal spots. The penny and nickel bulk vender, strangely enough, was not even mentioned as a possible summer location unit. With plenty of extra pennies and nickels at vacation spots, it would appear that the universal appetite for nuts, candy, and gum would make these venders top attractions. Indications are that a fertile penny vender field, especially, is being overlooked in the nation's summer vacation and playspots.

Operating Arrangements

Operators having equipment in summer locations state commission arrangements are the same as in regular year-round stops. Most are using spare machines or leave units on location the entire year rather than move them back and forth. Latter retains the spot for next season's business, operators say, and as amortized equipment is used in the main, it is therefore not a vital part of their regular operation.

The number of service calls from summer-only locations range from the same as those from permanent stops to slightly above average, indicating that harder usage is given machines. Week-end servicing is solved in two ways; using firm's regular 24-hour service set-up, or having a man on call week-ends. Stocking of equipment is done when necessary thru

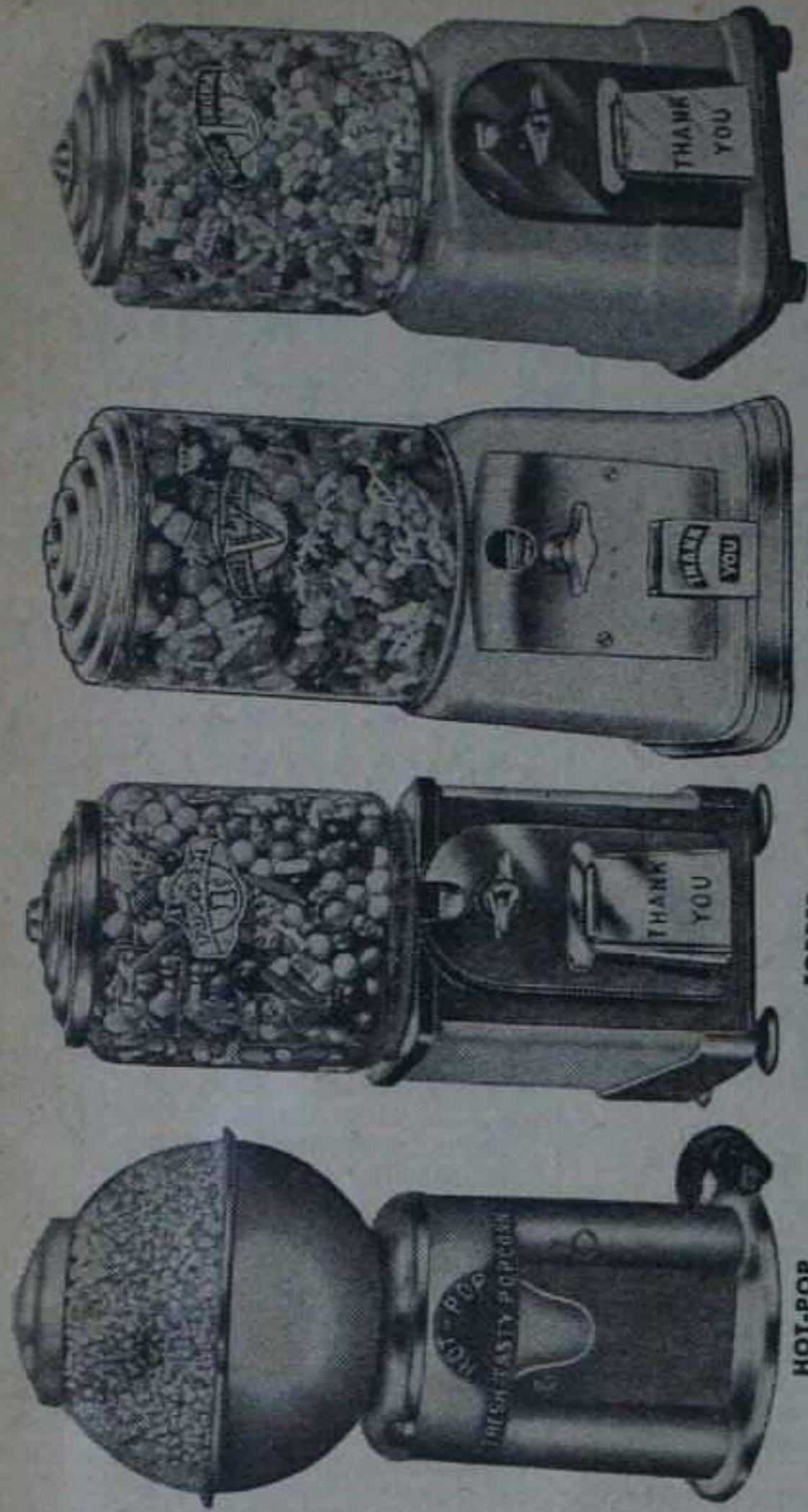
(See Ops By-Pass on page 95)

Mirror Check List

CHICAGO, Aug. 20.—Route-men for the Canteen Company, Chicago North, operation are kept on their toes, appearance-wise. A large full-length mirror spotted at one end of the service room permits easy self-checking on attire, grooming. An appearance check list running down one side of the mirror further stimulates employees' interest.

Over the mirror is the legend: "This is how I look to my customers." Below are listed prime points for checking: cap; haircut; shave; tie; clean shirt; keys; belt polished; pants pressed; shoes shined."

The head-to-toe appearance check list is polished off with the admonishment, "It pays to keep clean."



VICTOR'S 4 BIG WINNERS

Victor Venders have proven themselves time and time again under the most rigid tests over a period of 15 years. The great majority of the first machines produced by Victor are still on location and rendering satisfactory service.

IT'S VICTOR'S EXCLUSIVELY WITH Successful Operators—Get the Complete Details Now!

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

YOU CAN TURN THE MARKET UPSIDE DOWN and Shake It 'Round and 'Round... But you'll never find better bulk venders than VICTOR'S. Investigate the tremendous profit potentialities of these great venders... long famous for their **STABILITY—ENDURANCE—and ATTRACTIVE APPEARANCE.**

Location - Owned Cig Machs. Run Into Usual Servicing Problem: Urge Guarantees

Other cases Yeaton Direct Sales Program Remain Intact

LAWRENCE, Mass., Aug. 20. — Tobacco distributors who are promoting the "own your own theme" among storekeepers, selling them the Yeaton-produced, low-capacity cigarette vender, are apparently abandoning one of their prime selling arguments, that of representing to the location owner that mechanical maintenance is a negligible factor. This was borne out this week when it was learned from David Clayman, Yeaton Manufacturing Company vice-president, that jobbers handling the vender are now being urged to offer service guarantees with each machine sold.

But in all other respects the direct-to-location selling program recommended by the manufacturer, thru its national sales agency, Superior Manufacturing, of Chicago, remains unchanged, he stated. Still at the top of the direct-sale program is the tempting of the storekeeper with the goal of garnering all profits from the sale of cigarettes in his establishment thru by-passing the operator, but still retaining mechanical vending.

location purchases cigarettes from the jobber. It is hoped, as a result, that location owners will bind themselves to this single supply source, once they have purchased machines, for fear lest their vender investments be quickly dissipated thru machine breakdown and improper service.

Meanwhile, Clayman disclosed that only limited production was being engaged in at the plant here. He attributed this to "money being a little tight" but expected output to pick up in the fall. No production date has yet been set for the firm's 10-column unit, first announced last April.

In 46 States

With the Yeaton program launched on a national scale a little under four months ago (*The Billboard*, May 7), it was claimed by Clayman that the five-column, 100-pack-capacity machine has already been placed by tobacco distributors in 46 States.

During the same time, however those associated with the enterprise have also learned, it was indicated, that the average location owner doesn't know how to maintain a vender properly, or is unwilling to devote the necessary time to it. This realization, it appeared, forced the change in the Yeaton sales technique.

Under the revised set-up, tobacco jobbers handling the machine are to give the retailer a service guarantee, to remain in effect as long as the



A MONEY-MAKER ON EVERY LOCATION! SILVER KINGS "HUNTER"

Only \$45.00 F. O. B. Aurora

NETS UP TO 75¢ OF EVERY DOLLAR YOU TAKE IN!

A real money-maker from the moment you install it! That's what operators say about the new "Hunter." —But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75¢ out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.

Silver King Bulk Vendors low as \$10.50 in quantities. "Hot Nut," Nut and Ball-Gum Vendors, 1¢, 5¢, 2 for 1¢. U. S. and Foreign Coins

SILVER KING CORP.
422 Diversey Parkway Chicago 14, Ill.

ATTENTION—25¢ & 30¢ CONVERSIONS
Silver Quarter or combination Nickel-Dime Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES

UNEEDA, 6 & 8 Cols.	\$139.50
Uneeda Model 500, 9 Col., 350 Pack Cap.	100.00
Uneeda Model A, 9 Col., 270 Pack Cap.	75.00
National 9-50, 350 Pack Cap.	100.00
National 9-30, 270 Pack Cap.	75.00
National 6 Col., 150 Pack Cap.	32.50
Rowe President, 10 Col., 475 Pack Cap.	119.50
Royal, 10 Col., 400 Pack Cap.	97.50
Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 150 Pack Cap.	35.00
Special! 8 Col. Cig. VENDOR	39.50
Special! 4 Col. VENDOR, 80 Pack Cap.	20.00

CANDY MACHINES

National 9-18	\$100.00
ROWE, 120 Bar Cap.	85.00
UNEEDA CANDY, 102 Bar Cap.	75.00
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00
ROWE 5 COL. 1/2 GUM VENDOR	15.00

SALE \$62.50 DuGrenier

SALE \$65.00 Candyman

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET E Vargreen 7-4568 BROOKLYN 11, NEW YORK

BRAND NEW LUCKY BOY VENDORS

\$9.75

Each 1¢ or 5¢ MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum, Fully guaranteed.

1/3 Deposit, Balance C. O. D.

BLOYD MFG. CO.
VALLEY STATION, KY.

FOR SALE

Established Gum Route with between 800 to 900 machines on locations. Contract with State Junior Chamber of Commerce through 1952. Other business reasons for selling.

HUBERT BENNETT
P. O. Box 404 Cookeville, Tennessee

CHARMS

CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...

WILL HOLD FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, TRULYS, ETC.

BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

Appoint Distrib Of Milk Vender For South Calif.

LOS ANGELES, Aug. 20.—Formation of Milk Dispensing Machine Company, headed by G. C. Frame and Burton Rawlins, to handle the Milk-o-Mat machines in Southern California was announced this week. Firm's territory will extend from a line drawn across the State at Fresno to the Mexican border.

Milk-o-Mat, a milk dispensing machine, is manufactured in Oakland, Calif. Local company plans to devote its time to operation.

Coca-Cola Earnings Increase Over 1948

NEW YORK, Aug. 20.—Coca-Cola Company, reporting net income for the first six months this year, to June 30, revealed a \$1,650,446 gain over earnings for same period of 1948. Net income for first half of this year was \$16,936,234, compared to \$15,285,788 last year.

A \$1,423,693 increase in net income for the June 30 quarter this year was also reported over same quarter in 1948. Quarter earnings this year were \$10,991,248, while those for 1948 comparable quarter were \$9,567,555.

Coca-Cola International Corporation, for the quarter ended June 30, reported net income of \$1,531,652, a drop from the comparable 1948 period earnings of \$1,546,602.

GENUINE WALT DISNEY CHARMS

\$2.75 LB.

Exclusive! ALL popular Walt Disney characters now available first time as charms. With cute, colorful decals they're huge business builders.

Approx. 750 charms, add 25¢ per lb. for postage. Overseas re-funded.

ORDER NOW—IMMEDIATE DELIVERY!
1/3 deposit, balance C. O. D., F. O. B. Newark

Seacoast Distributors, Inc.
415 FRELINGHUYSEN AVE. NEWARK 5, N. J.

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO.
549 W Washington St. Chicago 6, Illinois

Ops By-Pass Summer Spots; Cig Machs. Top Seasonal Unit

(Continued from page 93) the week, with emphasis placed on Saturday morning calls to fully charge each unit. One operator solves the problem by having a serviceman remain in the summer location area thruout the season. Of course, this means that a sufficient number of machines must be placed so as to make this move profitable.

According to operators, maximum distance of summer locations are kept within a 20 to 25 mile range. Up to 50-55 mile distances have been tried by a few operators with varying success.

For a report on summer location experiences in those areas, about six different leading cities, on-the-scene operators tell the following story:

Chicago Picture

In Chicago, most operators consider resort areas and lake regions too far removed from their central routes to warrant profitable installations. Perry Rose, Robot Sales, Maywood, Ill., says that with such areas 45 and more miles from the city (Chicago) "it doesn't pay." And drive-in theaters in the immediate area have not installed venders to date. What vending equipment is in use at near-Chicago resort and lake areas has been placed by operators from the smaller towns.

Indianapolis Ops

From Indianapolis, operator J. R. Howard, Indiana Automatic Merchandising Company, reports that summer stops for his cigarette venders are going well in drive-in eateries and outdoor theaters, with the former the best stop. However, it is the first season such stops have been tried, and he still considers it an experiment.

To date, weekly grosses in such spots are better thru the four-month period than in many year-round locations, Howard claims. The usual penny-a-pack location commission is paid.

Another firm, Indiana Vendors Company, operated by Earl and Edward Siler, operates summer installations on the same basis, with the first summer location 10 miles from headquarters.

Detroit Results

In Detroit, where a number of operators had up-State resort locations prior to the war, resumption of this type operation has not been effected. It is claimed that such spots are now being handled by more local operators than formerly.

Michigan Vending Company, however, a candy and cigarette operation, is using summer locations. Firm does not take machines out of locations to place in such spots, tho, using spare equipment for this purpose. Confining such installations to a 20-mile circle, hamburger drive-ins have been found the preferred "summer location." Most of this equipment vends cigarettes. A gradual increase of such stops is planned for the future, according to Sam Gold, of Michigan Vending.

Commission arrangements are about the same as for year round locations, averaging 1 cent a pack. Volume of sales is about equivalent to that on the all-year spots, per week or month

of the active season. Very few summer spots show any exceptional grosses.

Service is handled by having a man on call thruout the week-end, with a 24-hour exchange type phone service for emergency calls. Regular deliveries are made during the week, however, with a few scheduled for Saturday morning. All later calls are emergencies and treated accordingly. Season usually runs thru the end of September.

It is notable, according to Gold, that patrons appear to give just as good care to a machine in a temporary location of this type as in the all-year spots, and that service calls are about in the same ratio.

New York Negative

Turning to the New York City area, opinion is found to be arrayed against summer locations. Michael Cohen, Beverage Dispensing Corporation, states his firm attempted placement of cup venders on Coney Island's Boardwalk last year. Practice was abandoned because the hoped-for volume was not realized. A negative factor, Cohen adds, is the tax many resort communities outside city limits exact for operating rights. And it is uneconomical to pay the tax for just a few machines.

Statler Vending Company, biscuit operation, has one summer location. This is a tennis court in Manhattan. Treated like any other location on commissions, etc., firm officials say that they would rather install an extra machine than effect week-end servicing.

Another New York operation, Jackson Bloom, United Tobacco Corporation, says he "steers clear of summer stops." Beaches provide only a two-month business, and require Sunday service. And dampness and salt laden air corrode a machine quickly, necessitating complete overhauling at the end of the season, he reports.

Buffalo Activity

From Buffalo, Superior Vending Company reports it has "some summer spots, but keeps machines on location the year around for the extra business which local residents supply, especially when the installation is on a main highway."

Another firm, Iroquois Amusement Company, headed by James D. Blakeslee, follows the same practice. It looks for summer spots where equipment can be left the year around, even if summer is the peak collection period. However, a few strictly summer installations have been effected at Sunset Bay, Lake Erie summer colony, which is about 35 miles from Buffalo. Blakeslee uses cigarette venders in such stops, as he has been doing for the last eight years.

Firm has a year-round man in the area, so mileage costs do not figure in the operation. Most trouble comes from harder wear on equipment in such stops, and also from jammed coin chutes caused by use of Canadian nickels.

Trying cigarette venders in summer spots for the first time this year is J. H. Winfield & Company. Mason Winfield, operator, reports installations have been made in a number of lake shore locations around Angola, N. Y., in the heart of the American Lake Erie summer resort area. New electric cigarette venders were installed, but these will be pulled for town installation in the fall. The Angola stops are about 25 miles from headquarters. Service is given each Thursday, with additional calls on Saturday to insure smooth functioning for the week-end rush.

Most summer stops in this area, however, are being handled by operators out of near-by smaller towns, such as Niagara Falls, Lockport, Hamburg and Gowanda.



VICTOR'S AMAZING NEW TOPPER
4 Toppers to a case \$43.00 Per Case, \$10.75 Per Mach.

SPECIAL AUGUST OFFER
4 Toppers P.L.U.S. 25¢ 170 Ball Gum PLUS 1000 Charms, all for ONLY **\$50.00**

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

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Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 3-7992

Thousands of locations are waiting for the new

ALKUNO

5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 310 Packages of Candy or Any Combination of Both.

MODEL 130-MM
Metal Cabinet and Base.
Ht. on Base, 40"x18". Wt. on Base, 64 Lbs. Price . . . \$69.50
Base 15.00
Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

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WRITE FOR CATALOG
On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.45
100 lbs. or more 21.90

COPPER AND SILVER PLATED CHARMS

Series #1, 1,000	\$4.50
Series #2, 1,000	5.75
Gold Plated "George" Pins, 1 Gross	3.95
Silver Wedding Rings, 1,000	5.50
Gold Wedding Rings, 1,000	8.95
Stone Rings, 1 Gross	2.50
Sassy Wise Crack Buttons, 1,000	6.00
Gold Plated Basket Balls, 1 Gross	2.95

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS.

PARKWAY MACHINE CORPORATION
423 West North Ave., Baltimore 17, Md.

CHARM USERS . . . IT'S TERRIFIC!!!

WALT DISNEY CHARACTERS IN CHARMS!



THE NEWEST, MOST SENSATIONAL SALES STIMULATORS EVER CREATED!

IMMEDIATE DELIVERY!

\$2.75 per lb.
1/3 Dep., Bal. C. O. D., F. O. B. Pitts.

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1349 FIFTH AVE., PITTSBURGH 19, PA.

PHONE: ATLANTIC 6478-79



\$25 DOWN
Balance \$10 Monthly

PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago.



TOPPER
\$10.00 EA.
IN LOTS OF 100

24 to 44, \$10.50 ea.
4 to 20, \$10.75 ea.
Packed 4 to a case.

Vends Ball Gum and Charms. Also Bulk Merchandise.

Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

JACK NELSON & CO.
2320 Milwaukee Ave. Chicago 47, Ill.

GIVE TO THE RUNYON CANCER FUND

Coinway Corp. Formed To Mfr. New Service Type Coin Changer

CHICAGO, Aug. 20.—Formation of the Coinway Corporation, to manufacture a simplified service type coin changer, was announced this week by Henry T. Roberts, president. Firm, with sales and manufacturing facilities at 1712 W. Arcade Street here, will market its Coinway coin changer for \$39.50. Unit will be on display and available for delivery shortly.

The changer, 13 inches high, 10 inches wide and 4 inches deep, is mechanically operated, and weighs 10 pounds. It holds 500 nickels and has separate hoppers for quarters and dimes. A National slug rejector is standard equipment. Finished in red baked enamel with chrome trim, cabinet can be attached to a wall or installed on a pedestal. The entire mechanism can be removed for servicing in five seconds, according to Roberts.

Design of the changer was developed over a two and a half year

period, during which field tests were conducted to obtain operator and location reaction, it was reported.

A three-month parts guarantee will be offered on the changer, which will be sold thru established coin machine distributors. Appointments of distributors are being made.

Roberts was vice-president of the J. P. Seeburg Corporation for a number of years. He was also president of the now defunct United States Vending Corporation.

Debut Refresh-o-Mat Vender to Fla. Ops

MIAMI, Aug. 20.—First showing of the Refresh-o-Mat non-carbonated beverage vender was made by Mort Simon Distributing here last week. Move heralds first shipment of the cup venders to this section of the country.

Deliveries Set By Cigaromat

NEW YORK, Aug. 20.—Production of Cigaromat's selective cigar venders, delayed for many months pending conclusion of satisfactory arrangements with a contract manufacturer, is finally under way, according to Martin Berger, president of the Cigaromat Corporation of America, and machines are scheduled to start moving to operators early next week. Berger said the first shipment would comprise 200 units, satisfying only a small portion of the orders which have accumulated since the venders were first introduced to the trade.

The machines are being produced under contract by Viking Tool & Die, of Belleville, N. J., a company which in the past has turned out cigarette and popcorn machines. The cigar venders are made of complete stampings, Berger said, with die casting by-passed for increased strength. National Rejector coin mechanisms are used.

Six Columns, \$85

Cigaromat's six-column model has a capacity of 150 cigars. It lists at \$85, with \$15 charged for the optional stand. The firm's three-column model, stocking 75 cigars, lists at \$65. The stand for the smaller machine is tagged at \$10, but Berger said many operators are expected to use the junior model without stand, attaching it to cigarette and candy machines already on location as a supplementary vender.

The different columns in each machine may be set to vend at any price range between 5 and 20 cents, in nickel steps, thus permitting the simultaneous stocking of low and higher priced brands. Too, an adjustment may be made to vend two cigars for 15 cents, or two for a quarter. An internal humidifier attachment is said to keep cigars fresh over an extended period of time.

Hand-made models of the venders have been on test for about a year and a half, said Berger, with about 85, made from the production dies, on location since March.

Shoeshine Mfr. Eyes Rental Plan

MINNEAPOLIS, Aug. 20.—Shoeshine machine operators may soon have a new method (for shiner units) of operation if future plans of Northwest Engineering are placed in effect. Firm reports that it is considering placing its Lustre Shiner on a leased franchise basis, whereby the operator does not purchase or own the machine, but rents it from the manufacturer.

According to Angus Grant, secretary of Northwest Engineering, "It (company's plan) will eventually resemble such operations as those of the Automatic Canteen Company and Ford Gum & Machine Company, with our firm retaining ownership of the machines while selling our specially developed liquid wax polish and miscellaneous supplies to the franchised operator."

At the present time, however, the company's sales policy calls for allotting specific territorial rights for the shiner, Grant said.

For its new liquid wax polish, Northwest Engineering claims extra fast drying and a consistency which will not "settle" and cause lines or sprayers to clog.

Cig. Amusement Tax Levied By Alabama City Officials

GREENVILLE, Ala., Aug. 20.—City officials here announced this week that effective September 1 a new tax will be collected on all cigarette sales and on all amusement tickets. Amount of the levies will be released soon, officials said.

Revenue from the new tax is to be used for the improvement of recreational facilities and for a municipal auditorium.

NEW VENDORS

N.W. Mod. 49, 1c or 5c	\$17.50
N.W. Dual, Comb. 1c & 5c	45.00
N.W. DeLuxe, Comb. 1c & 5c	27.00
Victor Universal, 1c	13.75
Victor Mod. V, 1c	12.75
Victor Topper, 1c, Case of 4	43.00
Less in Quantities	
Silver King, All Models	12.95
In quantity, Ea.	10.55
2 to 5	\$11.50
6 to 11	\$11.55
Master #2, Comb. 1c & 5c	17.50
Master 1c Novelty	12.95
Shipman Triplex, 1c & 3c Stamp	29.50
N.W. National Postage, Roll Type	47.00
Adams Gum, Mod. G.V., 4 Col., 1c	19.50
Col. Tri-Mor With Pedestal	45.00
Col. B-Mor With Pedestal	26.00
Col. 46 Z, 1c, Up to 12 Mchs.	12.00
Col. 46 ZB, 5c, Up to 12 Mchs.	12.75
Col. 46 G, 1c, Up to 12 Mchs.	11.50
Adams Gum Mod. N, 1c	22.50

"RAKE" 24 PAY PLAN

All Machines Listed Above Sold on Our 24 Pay Time Payment Plan. WRITE FOR COMPLETE DETAILS Specify What Machines You Are Interested in Purchasing.

RECONDITIONED VENDORS

Advance Ball Gum, 1c	\$ 5.95
N.W. DeLuxe, 1c or 5c	15.00
N.W. Mod. 33 Ball Gum	7.50
Yu-Chu Ball Gum, 1c	6.50
Silver Kings, 1c	7.50
Silver Kings, 5c	8.50
Victor Mod. V Globe Type, 1c	8.95
Victor Mod. V Cab. Type, 1c	9.95
N.Y. 1c & 3c Stamp	12.50
Shipman Duplex 1c & 3c Stamp	19.50
Adams Gum, 4 Col., 1c	12.50
Adams Gum, Mod. G.V., 4 Col., 1c	14.50
U-Select-It Candy Bar, 34 Bar, 5c	29.50
Match Box Vendors (New)	4.95
Master #2, 1c-5c Comb.	10.00
Duplex Vendors, 1 Comp.	10.00

50 VARIETY SHOPS

5 Comp. Bulk Vendors, like new, used 2 months. \$500.00 for the lot, including Stands. SAMPLE \$12.50.

SEND FOR COMPLETE PRICE LISTS OF COIN OPERATED MACHINES & SUPPLIES 1/3 With Order, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

You Can Pay More Money for Other Brands, But You Can't Beat Our "SUN BRAND" PISTACHIOS

For Quality Not Prices

Extra Jumbo Size, Red, 30 count . . . 58c lb.
Jumbo Size, Red, 34 count, per oz . . . 55c lb.
Special Blend Size, Red, 40 count . . . 52c lb.
Large Size, Red, 45 count, per oz. . . 44c lb.
White, salted, instead of red, deduct 8c lb.
Minimum order 200 lbs., otherwise add 2c lb.

Lower prices for 500 lbs. or more
Packed in Triplex 5 lbs. moisture proof bags and shipped 12 to a carton.

Write for our prices on cashews.
AMERICAN PISTACHIO CORP.

Importers and Roasters for over 20 years

111 Reade St., Dept. 15, New York 13, N. Y.



VICTOR'S NEW "HOT-POP" Non-Coin Operated POP CORN DISPENSER \$47.50

Holds a bushel of Popped Corn. Buy your Popcorn Pre-Popped & double your money. Or pop it yourself and make more.

GET ON OUR MAILING LIST FREE!
ART GRAEFF CO.
1222 Broadway
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11 NATIONAL (GE) ELECTRIC CIGARETTE VENDING MACHINES

Sacrifice \$200 each
F.O.B. Cleveland

Now on Location—Excellent Condition
CONSUMER'S CIGARETTE SERVICE CO.
11211 Superior Ave. Cleveland 8, Ohio

Get Better Charms—Better Values from America's Largest Charm Manufacturer!

FAMOUS CHARM SERIES #1 PER M		3/8" BASEBALLS PER M	
Metal Color-Plated	\$4.75	White Plastic	\$6.00
Plastic—6 ass't colors	2.50	Metal-Plated	10.00
Metal-Plated	4.75	FUNNY-FACES (Cannibal, Clown, Indian, Devil, Pirate)	
24K gold or silver-plated	5.75	Plastic	4.00
BIG CHARM SERIES #2		With Rhinestone Eyes	8.50
Metal Color-Plated	5.75	Metal-Plated (copper)	7.50
Plastic—6 ass't colors	3.00	With Rhinestone Eyes	12.50
Metal-Plated	5.75	A TO Z ALPHABET CHARMS	
24K gold or silver-plated	7.00	Plastic—6 ass't colors	2.00
SKULLS		3/8" FORTUNE BALLS FILLED WITH PRIZE	
Plastic—6 ass't colors	4.00	With Precious Jewels	10.00
With Rhinestone Eyes	8.50	With 1 Dice	12.50
Metal-Plated	7.50	With Key Chains	18.50
With Rhinestone Eyes	12.50	With Bracelets (per Gr.)	6.00
RINGS		With Pearls	10.00
Plastic—6 ass't colors	2.50	With Balloons	14.00
Metal-Plated	6.00	Empty Fortune Balls	4.50

JINGLE BELLS 1/2 inch—6 ass't colors 5.00 PER M
3/8 inch—nickel only 6.00 PER M

SAMUEL EPPY & CO., INC.

113-08 101st Ave., Richmond Hill 19, L. I., N. Y. TEL Virginia 7-4281.

Order Today — Empty Your Machines Faster

CHARMS—The Biggest & Best Assortment

NEW! 5/8" Treasure Balls with Tattoos . . . \$12.50 M
with Free Stickers for your machines

TREASURE BALLS

With Key Chain	\$18.00 M
With Balloons	14.00 M
With Dice	12.50 M
With Bracelet	5.50 Cr.

#494 ANIMAL CHARMS

#494 Bright Plastic	\$3.00 M
#494M Metal Plated	5.75 M
#494 Color Plated	5.75 M
#494C 24 Kt. Gold or Silver Plated	6.75 M
#494 Metallic Plastic Bronze or Silver	3.25 M

NEW!!! #500 CHARMS

=500 Bright Plastic	\$3.00 M
=500M Metal Plated	5.75 M
=500C Color Plated	5.75 M
=500 24 Kt. Gold or Silver	6.75 M
=500 Metallic Plastic, Bronze or Silver	3.25 M

=3 Asst. Small Plastic Charms	\$2.50 M
=3M Asst. Small Metal Plated Charms	4.50 M

President Buttons — Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman . . . \$6.00 M

KARL GUGGENHEIM, INC.

33 Union Square

New York 3, N. Y.



"HOT-POP" POP CORN MACHINE

Non-Coin Operated \$47.50

\$10 dep. bal. C.O.D.
OPERATOR MAKES

\$4.20 Per Week
On Sale of 2 Lbs
WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE



VICTOR'S AMAZING NEW TOPPER

1 to 3 Cases, \$42.00 Per Case (\$10.75 Per Mach.)

Victor's 1c Universal Blue Hammerfold Finish—\$13.95

Victor's Model V, 1c or 5c, Red Wrinkle Finish—\$12.75

DEVICES NOVELTY, Dept. A

167 N. Milwaukee Ave Chicago 10, Ill. Phone: MOndroe 6-7550

Charter Candy, Tobacco Co.
 MARERO, La., Aug. 20.—Secretary of State has issued a charter to West-side Wholesale Tobacco Company, Inc., here, to deal in candies, tobacco, etc. Authorized capital stock is \$18,000.

See Development of Ball Parks As Vending Machine Locations

DETROIT, Aug. 20. — A trend toward the use of vending machines in ball parks and similar spots may develop in the near future (see race track story, this issue). With the public demanding swifter, multiple-choice selection of food, confection and other items, venders are seen as filling a real need as supplementary selling agents to the concession stand and the candy, food and soft drink butcher.

At present, however, the average concessionaire working such sport and like locations has not paid much attention to the possibilities of using venders to solve some of their operating problems. A surprising number of man-in-the-street contacts over the past two months have indicated a growing sentiment, on the part of baseball fans in particular, for additional food and refreshment services in the parks. Findings, based upon the local situation, are felt to be typical of other baseball cities.

Customer complaints are almost universally based on delay in service; they state that they often miss whole innings while standing in line at a refreshment booth.

Operators feel that the answer to the "long wait" problem is the installation of venders dispensing high demand items, such as candy, soft drinks, cigarettes, cookies, coffee, ice cream and sandwiches. Along this line, an experimental battery of five

venders at the Detroit Briggs Stadium last season were considered successful by E. E. Weigand, of Jacobs Brothers.

Ultimate selection of such machines will undoubtedly mean their installation in batteries of like type, so that a large number of patrons can be served in a short space of time. Strategic positioning to serve crowds with a minimum distance from seat to venders would be a must. Too, rear-service type machines which can be restocked readily during the progress of the game are considered a further step in "straight-thru" operation. This would eliminate interrupting service while units are being restocked. Easy demand and limited capacity would necessitate use of this type equipment, operators feel.

Another argument in favor of vender installation in ball parks is that presence of automatic merchandisers would benefit the concessionaire in the long run. Venders would eliminate a major service problem for such concession locations, and at the same time combat a situation that is tending to create ill will on the part of the public.

Alco-Deree Co. Names Distrib

CHICAGO, Aug. 20.—Alco-Deree Company announced the appointment this week of the Blake Sales Company, Los Angeles, as distributor for its entire line in an 11-State area.

Firm, headed by Cliff B. Blake, will cover Arizona, Colorado, Montana, Utah, Wyoming, Washington, California, Oregon, Missouri, Idaho and New Mexico. It will take over sales of Alco-Deree's candy vender and automatic shoe machine immediately thruout its Western territory.



**Be First!
 ORDER
 BY
 MAIL
 TODAY!**

**"WALT DISNEY"
 CHARMS \$2.75 lb.**

Exclusive! ALL popular Walt Disney characters now available first time as charms. With cute, colorful decals they're huge business builders.

Approx. 750 count, add 25¢ per lb. for postage. Overage refunded.

Rush Your Order Now

"HI-HO" SILVER, INC.
 542 Hayes Street San Francisco, Calif.

if you want the finest in reconditioned cigarette machines—all makes and models—you want to get on our mailing list for weekly specials. Send your name and address to . . .
STEINER MANUFACTURING CO.
 363-5 Hudson Ave. Brooklyn 1, N. Y.
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**TERRIFIC!
 VICTOR'S NEW
 TOPPER**
\$10.75 PER MACHINE
 Victor's Model V-1c or 5c. \$12.75
 Nuts, Confections, Charms, Ball Gum—Write for quantity prices.
SIDMOR VENDING CO.
 2035 Fifth Ave. Pittsburgh 19, Pa.

DO YOU KNOW?
 You can buy all machines made by
 • Victor Vending Corp.
 • Northwestern Corp.
 • A. B. T. Corp.
 • Silver King Corp.
 • Hamilton Scale Co.
 • Marion Scale Co.
 on TIME PAYMENTS paying for them in 20 weeks? Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

TOPPERS
 Efficiently vends ball gum, charms and other bulk merchandise.
 Packed 4 to Case \$43.00 per case. (Request quantity prices.)
WRITE FOR CATALOG
 on bulk merchandise gum, etc.; amusement games, music boxes etc.
PARKWAY MACHINE CORP.
 Dept. 30
 423 W. North Ave. Baltimore 17, Md.

Korn Krib Bows Corn Dispenser

KANSAS CITY, Mo., Aug. 20.—Korn Krib Sales Company here has introduced a manually operated popcorn warmer and dispenser listing at \$39.50 f.o.b. Kansas City. Altho primarily intended to dispense popcorn, the unit will also handle shoe string potatoes, peanuts in the shell and similar items.

The Korn Krib is 32 inches high and occupies one square foot of counter space. Unit has a capacity of one bushel of popped corn, equivalent of 76 nickel servings or 38 dime servings. A pull of the dispenser knob releases three-quarters of an ounce of corn.

All parts of the unit which come into contact with the corn are made of stainless steel. The red enameled base is 22-gauge steel. Top half of the machine is made of plexiglas and the red plastic dome, matching the base, pulls off for refilling.

Bottler Designs Own Cup Vender

HARTFORD, Conn., Aug. 20.—Development of a new cup vender was announced this week by its designers, John Delaney, president of Canton Springs Ginger Ale Company, and A. J. Nicholas, consulting engineer. Called the Delaney Dispenser, machine will be available with one to five flavor valves and features a precise mixing valve offering uniform carbonization.

The dispenser is to be installed on a rental basis, according to Delaney. Field tests on the vender, which is now going into production at the Hartford Machine Screw Company, have been in progress for several weeks.

FORT LAUDERDALE, Fla., Aug. 20.—A 2-cent cigarette tax, to be effective October 1, was approved by the city commission last week. Expected revenue from the new tax is slated to back up a bond issue for completion of a war memorial auditorium.

Now you can
CUT VENDER SERVICING TIME AND COSTS IN HALF
- Boost Profits to New Heights!

Entirely different from any other vending machine ever made, the new Northwestern Model 49 is a standout in any location. But more than that. The new Sani-Carry Globe assures tremendous savings. Globes can be cleaned and refilled at home or warehouse . . . by inexperienced help if you want it. That means twice as many machines serviced per day per man . . . servicing costs cut in half . . . far bigger profits. It eliminates filling, spilling and messy cleaning on location. Checking merchandise in returned globes against cash collection assure more accurate accounting, tighter control. Investigate today!

Northwestern
 MODEL 49

WIRE, PHONE OR WRITE FOR COMPLETE DETAILS
THE NORTHWESTERN CORPORATION
 818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

Another in the great family of Electro Distributors...

R. F. JONES CO.
1263 Mission St.
San Francisco, Calif.

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Distributors of Electro in Colorado, Wyoming, Utah, New Mexico, Nevada, Eastern Montana, Southern Idaho and Northern California.



America's Finest All-Electric Cigarette Vending Machine

EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 17, N.Y.
A PRODUCT OF C-B LABORATORIES

Cup Venders for Race Tracks? 15c Drink Price Sole Problem

CHICAGO, Aug. 20.—A new drink price poser has entered the cup vender field, as far as potential race track installations are concerned. In a news feature in the August issue of *Vend*, details of the new price problem were presented, describing the dime vs. 15-cent per drink debate that has invariably risen when vender placement has been attempted in booming harness race tracks over the country.

Because the harness, or sulky tracks are shorter than regular race tracks, space becomes a problem as far as food, confection and soft drink sales are concerned. And this is where the vender operator comes in. But he runs into the plus-price system in vogue at such spots.

10-15c Problem

To date the extra nickel charged for soft drinks has kept the cup vender from the race track. Operators contend that their equipment should operate at a dime in such locations, but turn thumbs down on the 15-cent tab. On the other hand, track concessionaires feel that should they lower their 15-cent drink price to a dime other food and confection items selling for higher pegs would suffer. The public would expect to obtain these other items for a lower price along with soft drinks, they say.

At present, however, race fans are used to waiting their turn in long lines in order to get a 15-cent soft drink between races. But due to the fact that these lines form quickly and continue until the next race is about to start, many spend an entire afternoon at the track unable to buy a drink.

Realizing this, concessionaires are toying with the idea of using cup venders at these tracks. The space

problem is another reason for consolidating their merchandise into the smallest area possible. The drink vending machine appears to be the only logical answer to the two problems. With drink units present they could then devote additional space to sandwich counters, relying on the cup venders spotted thruout the betting and concession areas to meet the soft drink demand. Electric power would be no problem and the increased service to the patron cannot be underestimated, concessionaire spokesmen have pointed out.

Vender Tests Set

With the price situation still an impasse, it has been revealed, however, that tests with three-flavor cup venders has been slated for at least three cities during this summer-fall racing season. The purpose is to determine just how the use of drink venders at a race track will work out. For this test operators will be given special concession rights by the concessionaires in order to conduct these tests. They declare that if the vender installations prove successful they (concessionaires) will work in conjunction with the drink operator at the 1950 meets.

With the average harness racing season running from 30 to 60 days a year, on a six-day-per-week basis, potential vender business is thought to be considerable. In Chicago, however, the sulky season extends from early summer thru late fall as there are several different tracks in operation. Should Chicago be one of the cities selected for the drink vender test an operator could keep his equipment in operation for about five months out of the year. Both concessionaires and operators believe such units would outsell the average drink vender spotted in such locations as theaters, bowling alleys, etc.

Martin's Candy Converter Unit For Cig Mchs.

CHICAGO, Aug. 20.—Production-line output of seven-column candy conversion units of DuGrenier Model S cigarette venders was announced this week by James H. Martin & Company. Dan Neidig, designer of the conversion unit, reported that 50 units a week were being produced. Price is \$49.50 for the unit itself, with a \$75 tag when cabinet and stand is exchanged for refinished parts.

Neidig, who is in charge of conversion unit production, states that the 119-bar capacity candy mechanism can be installed in a DuGrenier Model S within a 20-minute period, without cutting or drilling. It fits in place with same mountings used by the original cigarette mechanism.

Feature of the conversion unit is the elimination of individual catches for holding each shelf in place. The riveted edges of the two small holes in each shelf secures it on its hinged forward end.

Delivery of candy bars is effected by the normal pull-push operation of the regular cigarette delivery handles.

Refinished cabinets, which come with new mirrors and repainted interiors and matching bases, are available in green, blue, tan and gray.

ADVANCE STICK GUM MACHINE

Single Column, 1c or 5c Write

ALL MERCHANDISE AT LOW COST - Write SHIPMAN STAMP FOLDERS. LOW COST. WRITE.

New ABT Challenger.....	\$42.50
Gottlieb Grip 3-Way.....	24.50
Bouncer.....	24.50
Advance Electric Shocker.....	18.75
Advance Model D Ball Gum.....	11.90
Advance Model H Bulk Vend.....	12.40
Advance Hershey Bar Vend.....	Write
Advance Duplix-E Sanitary Napkin Vender.....	Write
Listo Sanitary Napkins.....	Write
Selecteria, Used, 4 Col. 64 Bars.....	50.00
Adams 4 Col. Gum.....	22.50
Card Vender.....	12.50
Cards, All Series, M.....	4.00
Acorn Vender.....	13.95
Penny Weighing Scale, in Case.....	18.50

USED BULK VENDORS, ALL MAKES OVER A THOUSAND NEW MACHINES ALWAYS IN STOCK

Factory Distributors

1/3 Deposit, Balance C. O. D.

J. SCHOENBACH

1645 Bedford Ave. Brooklyn 25, N. Y.

CHARMS

NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS

COPPER PLATED FOOTBALLS \$ 6.00 per M

GOLD PLATED FOOTBALLS... 10.00 per M

Penny King Company

415 Neptune Street Pittsburgh 20, Pa.

LOOK, MA—TWO HEADS ON THE ACORN BULK MERCHANDISER

1c OR 5c ALL PURPOSE

Complete, separate service heads... fast to service in home or shop for exchange on location. EXTRA HEADS give you many more ACORN VENDORS on a minimum investment of dollars and time. You simply unlock to remove head.

WRITE TODAY!

QAK MFG. CO., INC.

11411 Knightsbridge Ave. Culver City, California

Distributors!
A Few Choice Territories Are Still Open.
Write—Wire—Phone

M. J. Abelson
General Sales Manager
1349 Fifth Ave.
PITTSBURGH, PA.
Phone: AT 6478

WRITE FOR OUR FREE ILLUSTRATED CATALOG

Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)

6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)

12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)

25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)

Prompt Delivery

VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE
Non-Coin Operated

OPERATOR MAKES \$4.20 Per Week
On Sale of 2 Lbs

WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

1/2 Deposit, Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

Expanded Programs For Industry Set By Council on Candy

CHICAGO, Aug. 20.—Council on Candy of the National Confectioners' Association (NCA) has announced an expanded series of educational programs designed to strengthen candy's position as a food. Irvin C. Shaffer, chairman, reports that the campaign, due to hit full stride this week, consists of a seven-point program covering all important fields of public relations.

The campaign is stressing "candy is good food" via motion pictures, radio, television, magazines and other public, trade and professional media. Shaffer also pointed to two innovations in the council's promotional work; a consumer information motion picture for use in theaters and a public relations and publicity department to operate on both a national level and in co-operation with individual candy manufacturers.

Showing of the council's original candy film, *Candy and Nutrition*, has been used as an educational feature by a number of video stations, including stations in Chicago, Washington, Boston and Philadelphia, Shaffer stated.

ABC Corp. Reports Increase in '49 Biz

PHILADELPHIA, Aug. 20. — The ABC Vending Corporation has announced that profits have increased to date this year over 1948. For the six-month period ended June 26, firm reports a net income of \$672,623, equal to 96 cents per common share, compared with \$670,357 in the same period last year, which was equal to 75 cents per share.

ABC's sales for first half of 1949 totaled \$15,686,652, against \$13,725,157 in the same period of 1948.

Complete, Separate Service Heads on

ACORN

1c or 5c All Purpose Bulk Merchandiser

Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Venders at minimum investment.

Write today!

Operators Vending Machine Supply Co.

1023 South Grand, Los Angeles 13, Calif.

Brown Forms Covideo To Make, Market Coin Television Receivers

Chicagoan Builds Tavern Trade With Vintage Machs.

NEW YORK, Aug. 20.—Lou Brown, president of Coradio, Inc., engaged for the past three years in the production and sale of coin-operated radios, announced this week the formation of a new company to make and merchandise coin-operated television sets. The new company, Covideo, Inc., will provide further scope for the activities of the principals, Sydney I. Horwitt and Ray Spiegelman, in addition to Brown, who have been associated in the radio enterprise. The new company does not mean any halt to the output of Coradio equipment, stressed Brown. "We are still in and expect to remain in the coin radio business."

Two video models are slated for introduction by the new firm this fall. The sets, a console and a table model, will start moving to operators early in September, according to Brown. They have just completed location testing, climaxing more than a year of development.

Special Market

Brown said that Covideo was formed in the belief that a definite market existed for a television set specifically engineered for coin operation. Brown declared that Covideo's sets have been constructed to withstand rough patron usage, featuring all-steel cabinets, with self-contained coin boxes, and strengthened chasses.

The table model, to be promoted for use in hotels, motor courts and small commercial locations, houses a 10-inch viewing tube. Weighing about 120 pounds, it measures 22 by 18 by 14 inches. It will list at \$239.50, with indoor aerial and matching table available as optional equipment.

Console Unit \$379.95

The console unit features a 16-inch tube and stands about 54 inches high. It will sell to operators at \$379.95, said Brown. Promotion of the set is aimed at hotel lobbies, restaurants and other places where people congregate. Little attempt will probably be made to install the

consoles in taverns here, where free television is normal practice, but Brown stated operators in territories shortly to be covered by video broadcasting should find taverns profitable spots. The larger-screen set will also be available as a table model.

Both sets are adjusted to play 30 minutes upon insertion of a quarter. The coin box is large enough to hold about \$75. The all-steel cabinets will be turned out finished in brown Hammetone, but other colors may be specified by operators for special locations. The sets carry the standard Radio Manufacturers Association guarantee. Etched instruction panels, supplied with each set, simply explain the set's operation.

Marketing of the units will be thru Covideo distributors. Brown said the distributor organization was now being formed. Firm's executive offices are at 212 Broadway here.

Dime Play "Dancing Jukes" Debuted by Fla. Coin Firm

ORLANDO, Fla., Aug. 20.—Denson Company here has announced production on its "Dancin' Fool" coin-operated automatic music machines. Two models of the unit are available. The DNSV features two dancing figures which jig in time to the music and lists for \$795. Model DP, with a single dancer, is priced at \$395.

Originally introduced in 1927, the machines were not placed in production until recent weeks. The dancing figures, each 19½ inches tall, are mechanically activated and move up and down and from side to side while a record is played. Cabinets of both models are of reinforced plywood with metal moldings. In each model, dancers are fixed on a stage-like platform built into the cabinet.

Describe Models

Model DNSV is 58 inches high, 23 inches wide and 35 inches deep. It is available for two types of operation. The \$795 unit has two coin chutes, permitting nickel play of hit tunes without motivation of figures or dime play of tap dance selections with dance action; same unit, priced at \$775, has one coin chute for tap dance selections only. Selections of both popular and tap numbers are made on a regular juke box selector panel, with 10 tunes in each group. Figures may be under a clear plastic panel or uncovered, as purchaser wishes.

Model DP, 58 inches high, 15 inches wide and 35 inches deep, does not permit tune selection. A drop-type automatic record changer is used with a 12-record capacity. Dime play is standard. The single dancing figure is behind a curved plastic panel which follows the rounded front of the ma-

chine. Firm suggests that this model is designed for large turnover locations (arcades, snack spots, etc.), where the same tune can be played repeatedly, or where selectivity is not a vital factor.

With current output "under 100" units a month, Denson reports an expanded production schedule is set for September, when national sales coverage will be undertaken. A State distributor organization will be set up to handle sales. First of the distributor appointments have already been made, with the O. Henry Amusement Company handling the North Carolina territory.

Initial sales have been made mostly along the Eastern seaboard, direct by the manufacturer.

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Cincy Ops Feted At Record Artists' Special Luncheon

CINCINNATI, Aug. 20.—Officers and board members of the Automatic Phonograph Owners Association (APO) were entertained at a special luncheon by the Korn Kobbler last week. Luncheon, a tribute to the aid given by juke boxes in building up the popularity of tunes, also was in celebration of the Kobbler's 10 years of successful performances. Group was formed in Cincinnati in 1939.

APO members attending the luncheon were Charles Kanter, Bill Harris, Nat Barfield and Phil Ostand. Also present were the Kobbler's; their manager, Morrey Davidson, and Melvin Kahn, of MGM Records.

beginning to point for Valente's House of Nickleodeons.

Dominating the collection are products made by The Rudolph Wurlitzer Company, J. P. Seeburg Corporation, Mills Novelty Company (now known as Mills Industries), and the Regina Company.

The Seeburg Orchestion, which Valente says was produced in 1910, is about 4 feet high, 5 feet wide. The unit is practically a one-piece band. It embodies the basic principles of the player piano plus the clang of the triangle and rod and also a touch of the tambourine at regular intervals.

Of the six old Wurlitzers on display, the one that holds the most fascination for visitors is a unit which resembles a small home type bar attached to upright piano. This unit, produced in 1915, can make the sound of approximately 20 well-known instruments.

Goin Violin

The Mills machine is the coin-operated violin, bearing the name Vilano-Virtuoso. Actually there are three models in the collection. Two have single violins, the other has two violins in one cabinet which play in harmony. This unit, patented in 1912, was the creation of Henry Sandell, who started with Mills in the 90's. It is also the unit which was tabbed one of the 10 best inventions of the 1910-20 period. Sandell, who invented hundreds of coin and non-coin units in his more than 50 years in the trade, passed away only last year. At the time he was with the A.B.T. Corporation.

The Regina unit came into being in 1890. It made music which was stored on a disk which had a diameter of about two feet. It also includes a few drummer notes from time to time. Another Regina reminder is a six-cylinder model which has the modified appearance of a dictaphone in action. Each of the six cylinders has a separate tune. On this number the patron deposits his coin and hopes he gets what he wants to hear as the six numbers play in rotation.

His Method

Valente found all his old time units, except one, in Chicago's old neighborhoods. The single exception was uncovered in Cudahy Wis. He spends a lot of time looking over old taverns in the city and every once in a while comes up with an addition. Most of the time the units are (See Chicago Builds on page 101)

Wire Music Cheers Lonesome Husband

WASHINGTON, Aug. 20.—Music By Wire Company, operating a commercial telephone music service, recently performed a special service for a customer that was considered one for the books by its officials. When a letter from a woman in Pasadena was received recently, the "wires" were set in motion to effect the service-plus performance.

The letter, addressed to the company's manager, read: "This may be an unusual request but if your company is the Washington counterpart of our 'Harmony Hostess' here in Pasadena, I believe you can fulfill it.

"My husband has been sent to Washington . . . this will be our first separation. . . . He would be a little less lonely if you could phone him and play a recording of our favorite song, *My Darling, My Darling*, over the phone. I am enclosing \$3 which I hope will cover expenses. . . ." Letter closed with name of husband, hotel phone number where he was staying.

Request was carried out by the company without a hitch for a very surprised and pleased husband.

Seeburg Adds 4 States to Jones Co. Distrib Area

CHICAGO, Aug. 20.—C. T. McKelvey, vice-president in charge of sales of the J. P. Seeburg Corporation, announced the expansion of distributorship activities of the R. F. Jones Company this week. In addition to its original Mountain States and Northern California area, the Jones company now will cover Oregon, Washington, Northern Idaho and Western Montana.

Move was made, McKelvey stated, when Shaffer Music Company relinquished its Northwest franchise for the four States so as to concentrate on Eastern territories.

In addition to Jones's Salt Lake City, Denver and San Francisco offices, firm will add headquarters in two cities in the new territory. These include offices, inventories and receivables of Shaffer's Portland and Seattle quarters which have been purchased by Jones. Seattle personnel will remain the same, under management of A. S. Beutler. Mark Ward, formerly in the Jones Salt Lake City office, has assumed management of the Portland office, replacing Joe Flynn, who will return to Columbus, O., with the Shaffer organization. All others in the Portland and Seattle offices will be associated with the R. F. Jones Company.

The additional territory brings Jones coverage for Seeburg to an 11-State area, expanding the original Colorado, Wyoming, Utah, Arizona, New Mexico, Northern Nevada and Northern California territory.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

CONGRESS COPYRIGHT ACTION AT STANDSTILL. No action on copyrights; juke box bills languish.

NEW LABEL IN TOLEDO. Rhapsody, a new record label, has scheduled a debut soon with four releases.

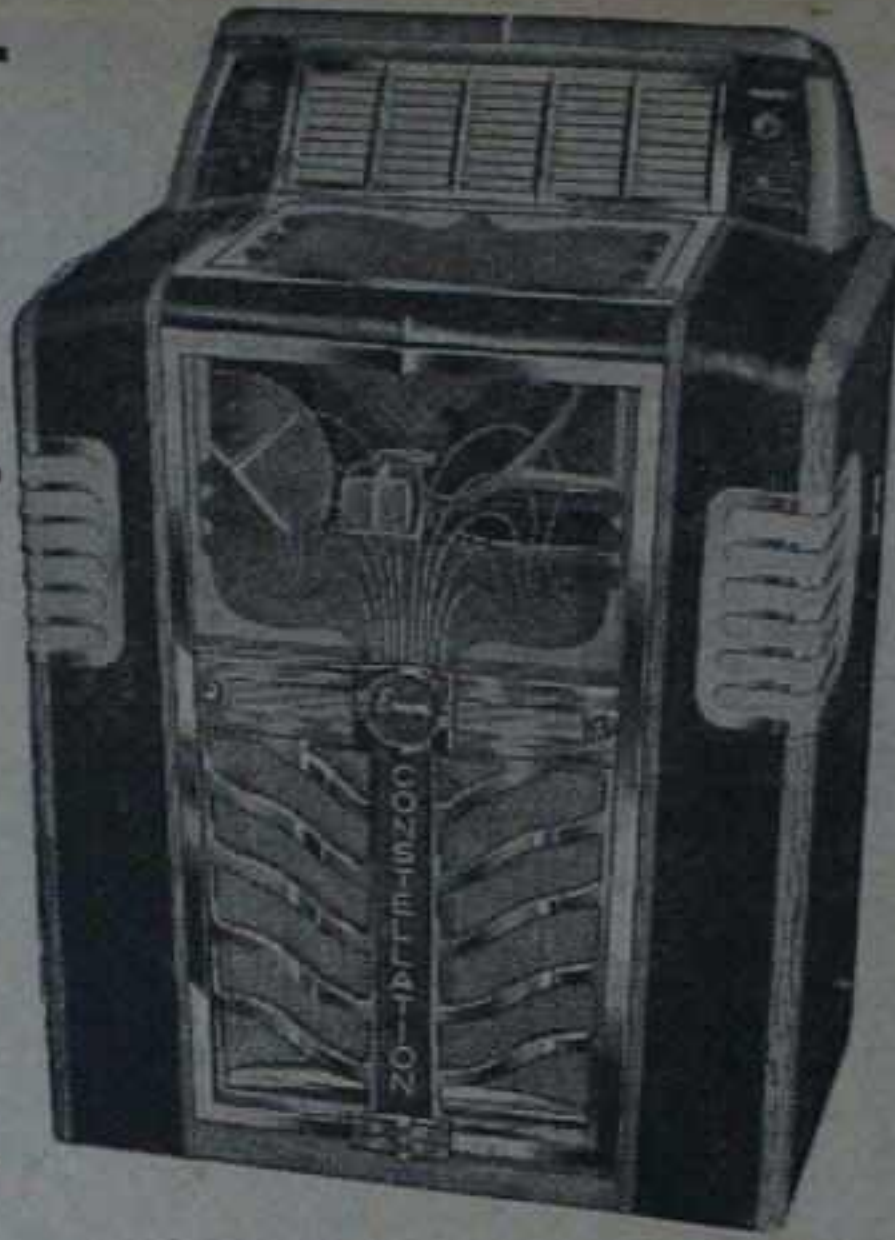
MOTIF RECORDS OPENS NEW OFFICE. Boston diskery, which turned out *Lavender Coffin*, opens offices in New York.

RCA FETES BLUEBIRD RELEASE. Victor announces plan for a party to herald second release on Bluebird.

LONDON ACQUIRES LINDEN MASTERS. Two platters cut by maestro Bob Harvey have been purchased by London Records.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

ALL DRESSED UP
and
GOING PLACES!



EVANS'
40 SELECTION
CONSTELLATION

Beauty of Evans' modern design matches the beauty of Constellation Tone—completes the powerful basic appeal that is moving Constellations into more and more locations. Masterful cabinetry in Dark Walnut or Light Blonde.

See Your Evans Distributor or Write Factory Direct.

GENUINE PARTS

for Mills Throne of Music, Empress and Original Constellation.

AVAILABLE NOW . . .

Record Popularity Meter for Original Mills Constellation.

H. C. EVANS & CO.

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 120

BANKRUPT STOCK SALE!

Phonette, Personal Music Speaker Box—\$3.75 each, contains a five-inch PM speaker. Timer gives approximately five minutes of playing for a nickel. Ideal to connect to master radio or phonograph for tourist court and hotel installations. Measures approximately 7½" x 5½" x 6" over-all.



OPEN VIEW

CLOSED VIEW



Complete with Coin Box

This box formerly sold for over \$30.00. Your price, now \$3.75 each

Packed 8 per carton \$25.00

Lock and key to fit—45¢ each

ESSE RADIO COMPANY

40-42 West South Street, Indianapolis, Indiana

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RII SYSTEM)

(Continued from page 25)

Songs	Publisher	Heard in N. Y.	Heard in Chi.				Heard in Calif.				Add. Bur. Tot.				
			SV	CI	CV	SI	SV	CI	CV	SI					
Baby, It's Cold Outside (Neptune's Daughter)	Morris	3	2	1	2	5	1	4	0	0	1	2	63		
Bali Ha'i (South Pacific)	Williamson	1	2	0	5	4	1	6	8	2	1	0	6	123	
Fiddle Dee Dee (It's A Great Feeling)	Harms	3	10	1	1	10	1	2	4	12	0	1	96		
Four Winds and the Seven Seas	Lombardo	0	7	0	5	1	4	4	4	0	5	0	4	103	
How It Lies	Morris	0	4	0	4	0	4	0	4	0	5	0	4	74	
Hucklebuck	United	2	7	0	5	0	1	0	4	2	2	0	4	80	
It's A Great Feeling (It's A Great Feeling)	Remick	19	22	2	5	13	23	5	7	11	17	1	3	4	264
Just One Way To Say I Love You (Miss Liberty)	Berlin	6	13	0	7	4	8	2	7	4	8	0	5	161	
Let's Take an Old-Fashioned Walk (Miss Liberty)	Berlin	3	14	1	8	4	9	4	8	4	3	0	4	175	
Love Is a Beautiful Thing	Porgie	0	9	0	3	0	4	0	2	1	12	0	2	77	
Maybe It's Because	B. V. C.	5	5	0	4	5	5	5	6	2	2	0	4	110	
My One and Only Highland Fling (Barkleys of Broadway)	Harry Warren	6	5	0	1	2	5	6	1	2	3	0	1	64	
Room Full of Roses	Hill & Range	3	4	0	4	2	4	0	3	3	9	0	3	4	90
Some Enchanted Evening (South Pacific)	Williamson	4	5	0	7	9	10	6	8	0	4	0	7	159	
Someday You'll Want Me	Duchess	5	15	1	5	1	12	3	5	8	19	1	4	4	183
Song of Surrender (Song of Surrender)	Paramount	7	5	0	2	1	7	1	2	3	2	0	1	62	
Swiss Lullaby	Southern	6	9	1	2	12	15	4	2	1	5	0	1	113	
There's Yes, Yes in Your Eyes	Witmark	5	11	2	4	8	12	4	4	3	10	2	4	154	
Through a Long and Sleepless Night (Come to the Stable)	Miller	4	9	0	3	1	4	0	4	1	5	0	2	78	
Twenty-Four Hours of Sunshine	Advanced	1	12	0	2	4	6	4	2	3	5	0	2	99	
Two Little, New Little, Blue Little Eyes	Morris	1	2	0	3	0	5	4	3	1	1	0	2	63	
Wedding Day	Famous	0	8	0	4	1	7	5	2	1	4	0	2	87	
Where Are You	Famous	1	13	0	2	1	8	0	4	2	6	0	1	84	
Who Do You Know in Heaven?	Robbins	2	11	0	3	3	14	2	3	1	12	0	0	110	
Younger Than Springtime (South Pacific)	Williamson	5	4	0	3	8	6	3	3	4	2	0	3	86	
You're Breaking My Heart	Algonquin	6	15	0	4	2	4	0	3	3	7	0	2	4	103
You're So Understanding	Barron-Pemora	10	6	1	4	4	1	0	4	1	1	0	1	79	

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

POSITION	Weeks Last to date	This Week	Song	Artist	Label	L.S. No.
5	17	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter	Ork	D 24609	ASCAP
21	29	AGAIN	V. Damone-G. O'Sser	Ork	Mercury 5261	ASCAP
3	21	HOMEWORK	J. Stafford-P. Weston	Ork	Cap 57-885	ASCAP
1	20	ROOM FULL OF ROSES	J. Wayne	Col(78)34525	(LP)11-278	BMI
6	10	SOME ENCHANTED EVENING	P. Weston	Ork	Cap 57-829	ASCAP
1	22	DANCE OF THE HOURS	S. Jones	Ork	V(78)20-3516	(45)47-2992
17	23	FOREVER AND EVER	M. Whiting	Cap 15386	ASCAP	
1	23	MAYBE IT'S BECAUSE	D. Haymes-G. Jenkins	Ork	D 24650	ASCAP
15	11	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston	Ork	Cap(78)57-567	(45)54-582
15	13	BALI HA'I	P. Lee-D. Barbour	Ork	Cap 57-543	ASCAP
1	27	WHISPERING HOPE	Stafford and MacRae-P. Weston	Ork	Cap 57-690	ASCAP
1	28	YOU'RE BREAKING MY HEART	Ink Spots	D-24693	BMI	
11	29	AGAIN	T. Dorsey	Ork-M. Lutes	V 20-3427	ASCAP
2	20	I LOVE YOU	J. Stafford-P. Weston	Ork-Starlighters	Cap 57-685	ASCAP
1	30	NOW THAT I NEED YOU	Doris Day-Mellomen	Col(78)38507	(LP)11-251	ASCAP

NEW DEVELOPMENT!

**South Wind
TONE ARM
ESPECIALLY DESIGNED FOR
SEEBURG
PHONOGRAPHS**

LIGHT AS A SOUTHERN BREEZE



Comes Complete with Volume and Tone Control Assembly

No Record Wear No Scratch, Long Life

PERFECT REPRODUCTION
EASY TO INSTALL

\$9.95 **\$10.95**

For All Hi-Jones All Other Models
SPECIFY MODEL DESIRED
FULLY GUARANTEED — ORDER TODAY

South Wind ARM

FOR ALL WURLITZERS

(EXCEPT COUNTER MODELS AND P-12)

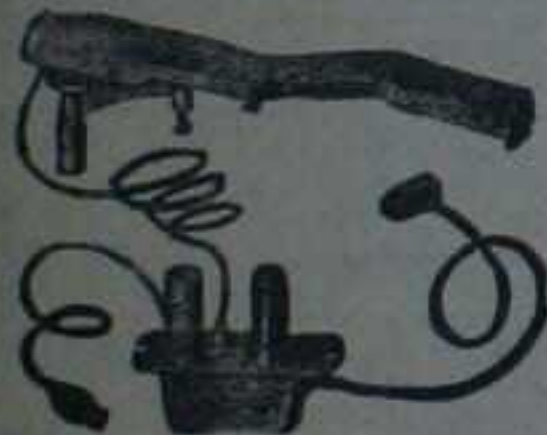
Specify Model When Ordering **\$11.95** Complete Postpaid

PHILLIPS DISTR. CO.

2816 Aldrich Ave., So., Minneapolis, Minn.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
St. Thomas, Ontario, Canada

FOR SALE

DUE TO OTHER INTERESTS
Coin operated music business, long established, consisting of 37 Machines—2 100 record Seeburgs with 26 boxes, 10 late model Wurlitzers and 10 late model Seeburgs, balance of 15 clean Wurlitzers and Seeburgs and 75 late model Boxes, 5-10-25¢. All on location in Augusta, Ga. Complete work shop with extra equipment, etc.; late model truck. Yearly business, \$25,000.00; choice for quick advancement in permanent camp town. First come, first sale. Price \$15,000.00, with \$8,000.00 down and \$7,000.00 in 12 months. Pay for your business out of the business in one year. Write or wire

MUSIC MACHINE CO.

(Established 15 Years)
676 BROAD ST. AUGUSTA, GA.

BARGAIN BRAND NEW STEEL HIDE-A-WAY CABINETS

Ideal for Wurlitzers, Seeburg, Rock-Ola and other mechanisms. Size 35 in. high, 32 in. wide, 21 in. deep. Made of 19 gauge steel, all spot welded. Regular price, \$29.50 \$47.50. Close out price, Ea.
Terms: Half cash with order, balance C. O. D.
JACK NELSON & CO.
3320 Milwaukee Ave. CHICAGO 47, ILL.

**RUNYON CANCER FUND
GIVE TO THE**

Levy Now Reps DuGrenier Line

HAVERHILL, Mass., Aug. 20. —Blanch Bouchard, secretary-treasurer of Arthur H. DuGrenier, Inc., announced this week the appointment of Julius A. Levy as sales representative in New York and Northern New Jersey. From offices at 608 Fifth Avenue, Levy will handle DuGrenier cigarette and candy venders in the newly assigned territory.

The appointment marks the return of Levy to the firm he was associated with for many years prior to the war. In recent years he has been connected with Lehigh Foundries. This latter connection was severed last week (The Billboard, August 20). Levy began his career in automatic merchandising with the Stewart-McGuire organization, in the early 1930's.

Chicagoan Builds Tavern Trade With Vintage Machines

(Continued from page 99)

not in playing condition or have no rolls or cylinders or disks suitable to make the particular music machine play. But after enough tinkering and a lot of mechanical research Valente comes up with the necessary accessory and somehow fixes up the newly acquired old-timer. Once fixed up, the old machine shows a spark of its better days and seems to stand up well under the heavy play each unit gets every night.

One of the unhappy notes about Valente's collection is that it has driven a lot of steady neighborhood customers to other locations. Valente says they get tired of hearing the old machines on a regular basis and seek more modern jukeboxes. But Valente is sure that the continued growth of curious transient trade will prove in the end that he can have a better business with odd machines than trying to keep up with all the new fads.

Ross Robert Dies; Headed Music, Vender, Game Firm

CANTON, Miss., Aug. 20.—Following the recent death of Ross Roberts, head of Ross Roberts Music Company, announcement was made this week that the firm would continue in business. John H. Haley, as manager, will continue in that capacity, while S. P. McCormick will supervise firm's Jackson operations and Les O'Brian will head operations in Durant. Charles Ethridge will continue to supervise cigarette vending operations.

ROBCO RETOOLS

(Continued from page 92)

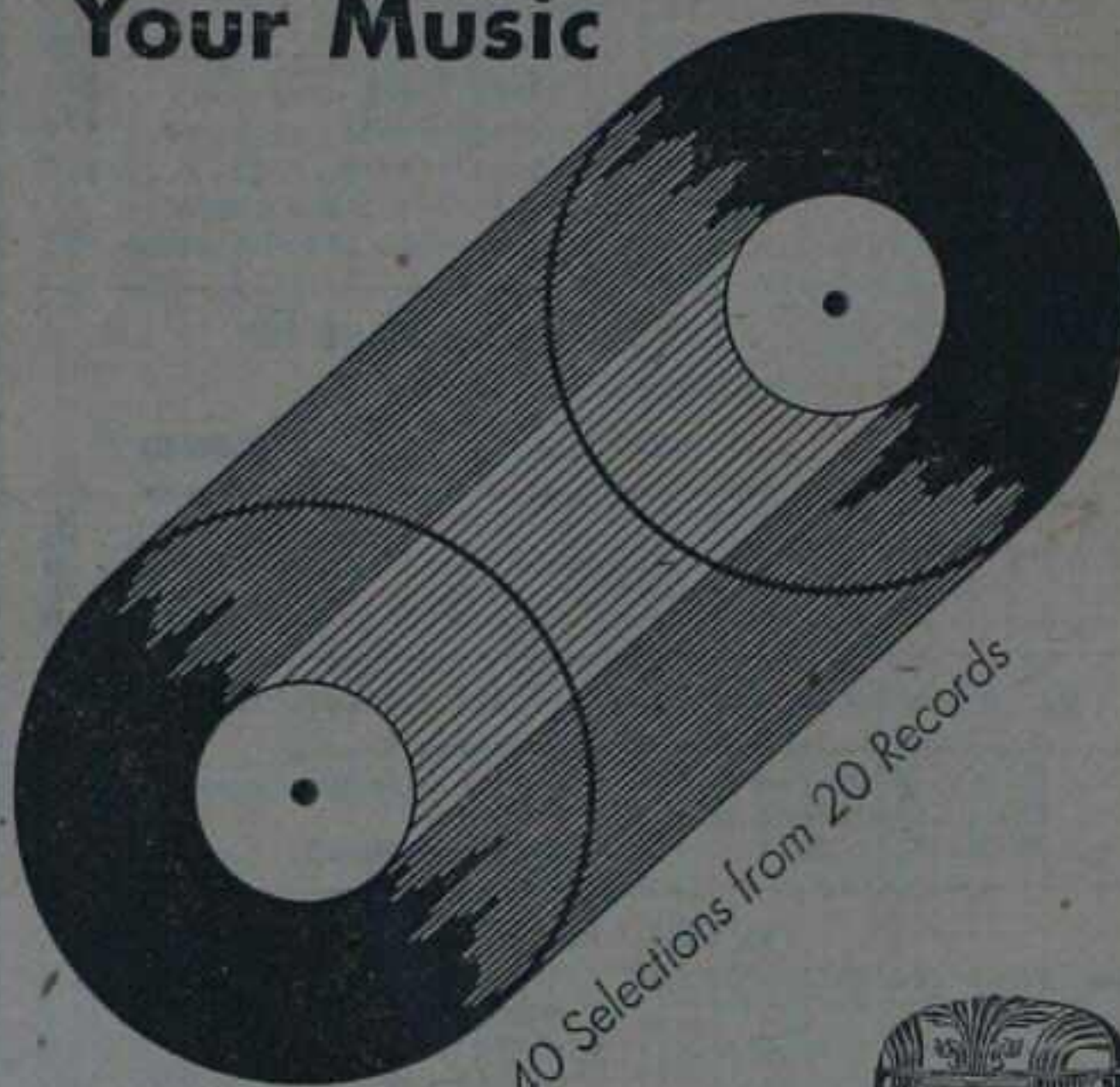
definitely." He pointed out that smaller appliances, such as electric mixers of commercial devices for use in restaurants and taverns are eyeing the technique with interest. Greenwald said one large company will sell air-conditioning thru meter payments.

Meanwhile, on the sidelines, coin machine observers are wondering what effect, if any, this surge of activity will have on their business. Some predict the increased public awareness of coin operation may well result in a boost in general coin machine use.

Correction

Installation of the Standard transmitter adapter device to broadcast juke box music over car radios is not made in an automobile as was erroneously stated in the August 20 issue. Unit is installed within the juke box itself, and no connection is required with the car receiving the music. Unit is manufactured by Standard Adapter Company, Chicago.

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Wurlitzer 1015	\$329	Seeburg 147M	\$399
Wurlitzer 1017	275	Seeburg 1475	359
Rock-Ola 1426	269	Seeburg 146M	319
Rock-Ola 1422	219	Seeburg H246M	279
Mills Constellation	299	Seeburg H146M	250
Seeburg 148ML	495	Aireon 1946 Deluxe, new accumulator and mechanism	95

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800	President	Envoy, R.C.
500	Twin	Hightone, R.C.
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Victory	AMI Model 309	Classic-Vogue
24	Mills Express	

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Seeburg Pre-War, 5c, 3-Wire and Wireless	12.50	Wurlitzer 320	4.25
Seeburg WB-1Z, 5/10/25 Wireless Baromatic	24.50	Wurlitzer 100	3.50
Seeburg DSB-1Z, 5/10/25 3-Wire Baromatic	19.00	Wurlitzer 120	3.50
		Rock-Ola Dial-a-Tune	3.50

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Record Reviews

(Continued from page 38)

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT



ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

EVE YOUNG
V31-0009
Bluebird
Some Enchanted Evening 67--64--68--70
Despite the 49-cent tag, and the plastic pressing, the competition is too tough for this one, especially at this late date.
You Can Have Him 68--65--70--70
A pleasant enough rendition of "Miss Liberty" production tune.

JACK JACKSON
London 472
I'm a Ding Dong Daddy (From Dumas) 79--82--77--79
Corn-ball trumpet and corned-up orking and vocal could get lots of air play.
My Little Tune 76--79--74--75
Novelty original by Jackson tells story of various band types playing his tune. Jocks may go for this side, too.

ALLAN FOSTER-HARMONY BELLS ORK
Dana 2049
Always Sweethearts 65--65--65--65
A pleasant sentimental waltz in the "Let Me Call You Sweetheart" groove is pleasingly warbled and orked.
Gloria Polka 83--82--82--85
Clever, rousing polka dovetails the drinking-song and sweetheart-song motifs in a big, brassy production that augurs heavy juke activity.

CRYSTALETTE ALL STARS
Crystalette CR-508
Night and Day 43--43--43--43
Unbilled piano solos uninspiredly thru a stodgy rendition of the Porter standard. Rhythm backing.
KAY STARR-CRYSTALETTE ALL STARS
Stormy Weather 70--72--70--68
Side will have appeal for Miss Starr's not inconsiderable following, but isn't likely to break thru. It's a pretty, characteristic rendition, but without commercial flair.

TOMMY HAMILTON ORK
My Bashful Beau 77--79--75--77
Cap57-706
Mickey-ork led by Russ Morgan-like tram plays a cute little novelty ballad. Miss Robin is adequate.
The Vamp 70--72--70--68
Instrumental with femme voices used as fiddies doesn't come off too well after first two choruses.

BENNY STRONG ORK
Cap57-718
Button Up Your Overcoat 79--79--78--81
Strong's debut on the label is not as auspicious as to start another hit disk. It's all well done, tho.
That's My Weakness Now 80--80--79--82
The competition is strong — Strong territory will go for this version.

JAN GARBER ORK
(Bob Grabeau)
Cap57-719
(Where Are You) Now That I Need You 72--73--70--74
Adequate orking and singing of the picture.
You're Breaking My Heart 74--75--72--76
Hit waltz gets good dance interpretation. Bob Grabeau vocal good.

THE KEYNOTES-NAT TEMPLE ORK
London 468
1400 Dream Street 70--70--70--70
Orking and singing both nicely handled on tune that doesn't excite.
The Wedding in the Park 67--67--67--67
Quartet gets thru the ballad without any casualties.

MARGARET WHITING JIMMY WAKELY
Cap57-40224
Wedding Bells 85--85--85--84
Pairing of Western and pop singers could double the potential market of this disk. It all comes off well with nice organ-led background support.
Slipping Around 83--83--83--83
More of the same material done equally as well.

SLIM COATES-THE FOUR BUTTONS
Castle 1517
Sherlock Holmes 70--70--70--70
Novelty spook treatment, with singer and hollow bones type rhythm backing. Previously issued on Crystal label.
Greenville, S. C. 76--76--76--76
Strong city-type song gets good group warbling. Also former Crystal disk.

BILLY ECKSTINE
National 9088
Solitude 82--82--82--82
The Eckstine-Ellington combination provides another strong side.
I Do—Do You? 66--66--70--65
Mr. Eckstine's own tune is hardly worthy of his pipes.

TED BLACK ORK
(Dick Edwards)
Jan72249
You're Wonderful 72--72--72--72
Edwards warbles a light, catchy ballad in a fetching, whispery style. Black's orking enhances in good micky manner.
My Dream House 67--67--67--67
Similar treatment of a ballad of lesser substance.

DANNY SULLIVAN
(Marty Napoleon Ork)
Hialto 1005
Shake the Hand of the Man 72--71--70--74
Sullivan displays a wonderfully vibrant bary, somewhat reminiscent of Buddy Clark. Tune is typical rousing Irish novelty and should do a job in Gaelic nubes.
When They Called It the Emerald Isle 71--70--69--73
More warm, sympathetic warbling of a pleasant Irish waltz.

ALAN FOSTER-ED FARLEY ORK
Delvar DV107
Indifferent 64--64--64--64
The always smart-singing Foster gets what he can out of a routine ballad offering.
Arlene 64--64--64--64
Warbler does a smooth job with a slow-moving sweetheart ditty.

4 HITS AND A MISS
Vocalion 55039
Be Goody, Good, Good to Me 79--78--78--82
Very nice handling of the tune. Well worth the low price tag.
Now, Now, Now Is the Time 79--78--78--82
More of the same.

(Continued on page 187)

NICKELS, DIMES AND QUARTERS

are pouring into the new

SEEBURG SELECT-O-MATIC 100 and WALL-O-MATIC 100

Seeburg Music Systems offer 100 selections on 10" and 12" records—"Music for everyone," music for every taste. The Seeburg Selectomatic 100 is a proven money maker—if you haven't complete information, haven't heard about Seeburg's earning—come into Trimount today!

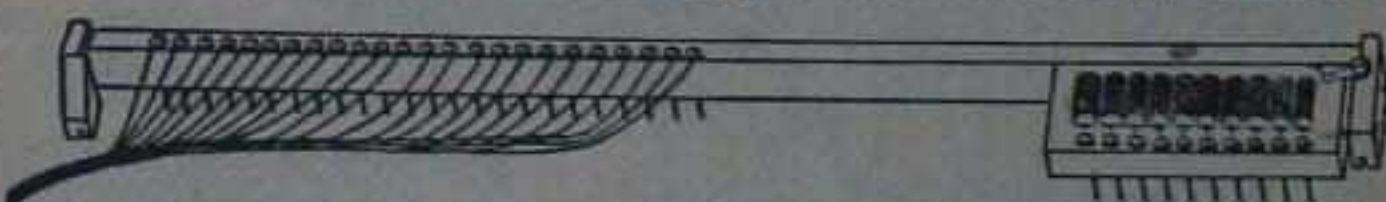
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COINMEN YOU KNOW

Los Angeles:

Mary Solle, of Leuenhagen's Record Bar, had George, Walter and Warner Weidler, brothers of film star Virginia Weidler, as recent guests. They were pitching for their new "Schnitzelbank Polka." . . . Glen McCarter was in from Beaumont, Tex., for a look-see on Pico Street. Another recent visitor was S. J. Burris, Montebello coinman.

Jack Leonard, of Badger Sales, is working on the new parts display for the firm's vending department. He reports the mail order business good. . . . E. R. Rippee, popular coinman from near-by Compton, was on Pico Street looking over some new equipment.

Aubrey Stemler, of Stemler Distributors, left last week for a month's combination business and pleasure trip, covering Northern California, Idaho, Oregon, Washington and Montana. He's lining up distributors for Koffee King. . . . Clyde Truss came up from his Oceanside headquarters recently.

Nels Nelson, manager of the local Ray R. Powers Company office, has come down with a smog infection in his eyes. It's not serious but painful. Incidentally, business in music machines is going along okay, he says.

Jack Simon, of Sicking Distributors, says interest in games is picking up. Now that license time is over he looks for an increase in business. Cele Padwa, Simon's girl Friday, is still looking over travel folders, trying to figure out where to spend her vacation. It's an annual problem, it seems. . . . J. W. Dyer, local operator, was looking over some new games on Pico Street recently.

Phil Robinson, of Chicago Coin, visited San Francisco and Sacramento with Mrs. Robinson. He got good reports on Golden Gloves, five-ball game, which is now on test locations.

Mac Sanders is adding new equipment to his miniature golf course locations now that summer is really bearing down and the natives go for that after-dark alfresco gaming.

Sammy Donin, of Automatic Games, is hospitalized for an operation. Firm is being run by Dannie Jackson and George Warner. They just got in a shipment of new model Mills machines which they have on display.

George Mahlum, of Minthorne Music, has returned from a vacation in Washington. . . . Del Meinhart has got Fred Gaunt, of General Music, to handle his new Roly-Pooly coin-operated pool game.

Cincinnati:

Charles Kanter, president of Automatic Phonograph Owners' Association (APOA), promises a bang-up meeting when the group's monthly meeting rolls around in September. It will be held Tuesday (13) at the Hotel Gibson. Kanter reports some vacation activities of members this week: William Fitzpatrick and his family are currently on a visit to Sidney, O., and Nat Barfield has returned from New York. Member Milton Cole and his family are vacationing at Hazelhurst, Wis., while Bill Harris, of Ohio Specialty Company, has just left for Michigan with his family.

Vital Statistics

Deaths

Ross Roberts, Canton, Miss., early August. He was owner of Ross Roberts Music Company, firm handling coin phonographs, cigarette venders, amusement machines.

Hartford, Conn.:

Charlie D'Alesandro, owner of Century Music Company, East Hartford, Seeburg operator, recently held a party for his daughter, Alicia, on her first birthday. . . . Mrs. Ralph Colucci, wife of the owner of State Music Distributing Corporation, Hartford, and their twin sons, Ralph Jr. and Robert, are back in the city, following a vacation along the Connecticut shoreline.

A certificate of incorporation has been filed in the office of Town Clerk J. Augustus Deakin at Danbury, Conn., by Susan Sweets, Inc., to conduct a candy business in that city. The incorporators are Arlene Schwanfelder, Branford, Conn.; James Capetta, New Haven, Conn., and Frances Goldblatt, Hamden, Conn.

Thieves broke into the Coca-Cola Bottling Company plant in suburban East Hartford last week and took nearly \$5,000 from the plant's safe. The money, including \$1,600 in change, represented the day's receipts according to plant manager, D. Page Bennett.

Accused of violating the pinball ordinances by paying off on a pinball machine, an employee of a New Britain, Conn., tobacco shop pleaded innocent in New Britain's Police Court last week. Police reported that as a result of complaints, a watch was kept on the store. Hearing of the case was postponed.

Washington:

Westaway Vending Company is installing a new line of Stoner candy machines, according to Sidney Lotenberg. The venders sell crackers as well as candy. Lotenberg said the first 25 placed on locations are doing well, particularly the 16 at the National Bureau of Standards. He is looking forward to even better business after Washington's current heat wave ends and residents are tempted to buy more candy. Westaway is gradually building up a program that will give its locations complete vending machine coverage—candy, crackers, cigarettes, cigars and gum. They are considering addition of beverage machines next summer.

Lotenberg said he believes the time is coming when location owners will expect all their needs to be supplied by one outfit instead of having to deal with several companies. At present his company handles only a few cigar vending machines, he said, explaining that the stogies are hard to handle, difficult to keep fresh, and, consequently, a bit unprofitable.

Arthur Perretta said the A. & G. Novelty Company is concentrating its attention on music machines at present. Altho he claimed no particular hits at the moment, Eddy Howard's "Tell Me Why" is catching on here, he said. "You're Breaking My Heart" by Vic Damone is also seeing fair play, in his opinion.

Dick Richardson, of Prince Georges Amusement Company, took his wife and youngsters to a family reunion in North Carolina during his vacation. Richardson also got in some fishing while on the trip. . . . Ber- (See WASHINGTON on page 105)

St. Louis:

Ray Bonnot, operator in Jefferson City, visited the Lindell Sales and Distributing Company in St. Louis last week en route from a vacation in Canada. Walter Gummshemer, firm official, reports that they are operating Strikes and Spares and Shuffleboards on location. Also that they will soon have the distributorship for an new Add 'Em Up Dart game which scores similar to the Shuffleboard game.

New York:

Murray and Bill Wiener, who last week joined the Eastern Electric Vending Machine sales staff, took to the road again last week after returning from a two-day showing in Baltimore. . . . Dick Steinberg, secretary of the Music Guild of America, traces part of the current decline in juke box revenue to greater numbers of people leaving congested metropolitan areas on vacations during the abnormally hot summer.

Teddy (Champ) Seidel interrupted an extended vacation early last week to drop in at a few local jobbers. Seems he picked up a sizable order for used equipment while traveling thru up-State New York. He spent a few days with Al Schlesinger, of Poughkeepsie. . . . Jerome Kaufman, director of industry and public affairs for the National Association of Tobacco Distributors (NATD), is due back from vacation soon.

Harry Berger, of West Side Distributors, is offering games to local ops on a rental basis. Those unwilling to speculate on coin machine ownership can get their pieces from Berger by paying a weekly fee, varying according to the value of the machine. But the rental arrangement must be for a minimum of four weeks. . . . Kuno Hamann, president of Alkuno & Company, is spending his week-ends in his summer home on Long Island.

Ed Barnett, of Cameo Vending, is attracting customers to his store thru the visual appeal of an animated window display. A cardboard cut-out shows a youngster continually inserting coins in a penny bulk vender. . . . Al Simon, Chicago Coin factory agent, reports the manufacturer's new shuffleboard-type game, Beacon, received license department approval last week.

Leo Brody and Oscar Parkoff, Atlantic Pennsylvania execs, have moved their families and household effects from Brooklyn to Philadelphia, where their distributing firm is headquartered. They used to spend too much time in commuting. Now the two families occupy adjoining houses in a Philly suburb. . . . Jackson Bloom and Tom Cola, of United Tobacco Corporation, large cigarette operating firm, have remodeled the Bronx building that houses their shop and offices.

Mr. and Mrs. Mike Munves are vacationing in the Catskills. Mike is taking a rest after a hectic season supplying his extensive arcade trade. He claims biz this year hit a new high. . . . Martin Berger, Cigaromat prexy, spending part of his time in Belleville, N. J., is keeping an eye on production of his selective cigar machine. It is being manufactured there by Viking Tool and Die, firm with a long history in coin machine production. Harry Wiener, vice-president, takes care of the New York office.

Lou Brown, Coradio president, will bow his new coin-operated television (See NEW YORK on page 106)

Indianapolis:

Dan Brennen, district sales manager, Aireon Phonographs, is spending time here with his distributor, Hoosier Simplex Music Company, in the interests of business. . . . Maurice G. Morris, of the M. & M. Music Company, Elwood, Ind., was on erin row, buying parts and records. . . . The Ace Music Company is distributing the Revco ice cream vending machine, thru Gordon B. Sutton, of the Sutton Distributing Company, Chicago. Sutton is an officer of the Ace Music Company. . . . Peter Stone, of the Indiana Automatic Sales Company, distributors for Rock-Ola Phonographs, visited Plymouth, Ind., during the week on business.

Chicago:

President Vince Shay, Bell-o-Matic, is back from a Wisconsin vacation. Grant Shay, vice-president, will be completing a heavy golf schedule while vacationing in the Chicago area. Other staffers in the vacation league are Bill Nixon, who returns to the office Monday (22), and Johnny Kelly who begins his the same day. President Shay points out that Bell-o-Matic's efficient service will prevail despite vacations for key men.

Genco officials are pleased to report that Camel Caravan's satisfactory test runs were made when the summer slow-down for five-ball play was at its bottom point. . . . AMI's Western traveling unit, a trailer with a complete series of firm's installations, is in the St. Louis area where the Jack Rosenfeld Company is having the benefit of its use. Meanwhile, its Eastern counterpart is in the hands of the Banner Specialty Company, Pittsburgh, where Harry Rosenthal's staff reports that the traveling unit is helping AMI sales. . . . Joe Caldron, assistant sales manager in AMI's Loop sales headquarters, is back from a two-week vacation ready for business.

The United Manufacturing plant was a beehive of activity last week, receiving a host of out-of-town coinmen, keeping the production line going and preparing for the annual picnic. The five-ball Utah is now in full production and Billy DeSelm and Ray Riehl predict it will be the late summer special that operators had been waiting for. . . . The upturn in music machine sales now taking place is expected to move into the new game field within the next couple of weeks, according to ops who handle both on a large scale.

Gil Kitt, Empire Coin Machine Exchange, was a visitor at the United plant last week. He thinks the game business is beginning to improve, as evidenced by orders from Wisconsin and Illinois operators. . . . Sam Stern, Williams exec, is enthused over the firm's new production facilities over on Fillmore Street. . . . R. L. Budde, A.B.T., is busy handling inquiries on Skill Gun, the counter game which comes with either penny or nickel coin chutes. . . . Sam Lewis, of Chicago Coin, says the Beacon and Golden Gloves represent the best one-two punch in the trade in a long time. Beacon is a straight novelty game with shuffleboard action, while Golden Gloves is a five-ball.

George Jenkins, Bally vice-president and general manager, is feeling fit as a fiddle after a routine physical check-up. He claims that the reception of the console, Clover Bell, was a good pick-up. Herb Jones is completing a vacation. . . . Genco's Camel Caravan is getting strong support in all types of locations, according to firm officials. . . . C. D. House, Kentucky Amusement Company, is back in Louisville after a quick tour of local manufacturing plants. House has been in the amusement and music machine field for a quarter of a (See CHICAGO on page 105)

Detroit:

Barney Palugi, arcade operator, is optimistic over prospects for the coin machine industry as a whole for the next several years, as the result of a general survey of the field. . . . Sheldon Smerling, of Confection Cabinet's Detroit branch, is moving to the home office at Newark.

Herbst Music Company, of Grand Haven, is opening a new Penny Arcade, with a soda bar concession. . . . Henry Weitz and Art Levin, of the Lynco Coin Machine Company, are concentrating their activities on selling and promotion in the games field.

Eye Shuffleboard Rentals

Offsets Slow Summer Play; Spreads Game

Picnics, Prime Example

CHICAGO, Aug. 20. — Opening of an untapped market for shuffleboards was indicated this week when Herb Perkins, president of Purveyor Shuffleboard Company, released the results of a survey he has been conducting in the shuffleboard rental field.

Perkins pointed out that when sales first slowed down with the hot July weather in this area, he started looking around for new avenues of board revenue and came upon the rental plan. Since pay shuffleboard has followed most of the trails blazed by coin machines he decided to look up some of the background of the music machine rental field.

He quickly learned that juke rentals were always for special events such as weddings, anniversaries and large scale parties. While all of these seemed possibilities, the connection between them and shuffleboard play seemed too remote. Next he checked into music rentals connected with summer seasonal events. After learning that most plants of any size schedule an annual picnic for their employees, Perkins said he knew he was on the right track. Since then he has supervised the transportation of several sets of shuffleboards to picnic grounds.

One recent rental was to the Rheem Manufacturing Company, producer of stokers and gas water heaters for home and industrial use. Holding its picnic in a suburban grove, Rheem officials rented two boards. In this instance, the firm used its own truck to get the boards to and from the temporary location. Both boards were set up in an enclosure which normally would have been used for dancing exclusively. The boards were set up in the center of the dance floor during the day and were moved to one side during the evening dancing.

Rheem officials informed Perkins that the boards proved to be a real treat for the large crowd and were in constant use both day and evening. Players who won tournaments held for men and women were awarded valuable prizes, including radios and similar useful appliances.

Perkins said that the summer experiments were carried on to show the firm's distributors and operators what could be done with boards in the summer and that all information obtained on the subject was being passed on to operators for future reference. He pointed out that all operators entering this field should systematically look into seasonal events in their areas.

United Personnel Guests at Picnic

CHICAGO, Aug. 20.—United Manufacturing Company held its annual picnic at Wolf's Grove in suburban Lincolnwood today (20), with several hundred production line workers and office staffers and their families participating.

The program was a full day of entertainment, including band music and clowns. Prizes were awarded to children winning foot and novelty races. Food and refreshments were served thruout the day.

United officials on hand included Lyn Durant, Herb Oettinger, Billy DeSelm and Ray Riehl.

Cleveland Shuffleboard League Announces 1st Annual Tourney

CLEVELAND, Aug. 20.—The Cleveland Shuffleboard Congress (CSC) announced this week that it will start its first annual doubles classic, open to men, women and mixed couples, September 21. Arthur Marcus, president, said there would be \$1,000 in prizes with a first prize of \$300 and a second prize of \$100.

Competition is open to members only. However, all entrants will automatically receive a free player membership in CSC with their fee of \$1. Entries will be accepted until September 15.

Playoffs, starting Wednesday, September 21, will be conducted on a match-play, double elimination basis in over 100 locations. Teams will play a best out of three series with the team taking the two games declared the winner and moving into the next round. Competition will continue until all teams but one are eliminated. This team will be designated as location champion and will receive a cash award. It will then

participate in the city-wide inter-location playoffs which start October 21.

The two final teams will meet in a best out of five game series, with the team winning three games crowned as the Cleveland Shuffleboard Champion, Marcus stated.

Headquarters for CSC are at 5511 Euclid Avenue.

Chi Trailer Court Sets Up 32-Member Shuffleb'd League

CHICAGO, Aug. 20.—Proof of the increasing interest in shuffleboard play was given here by the recent formation of a 32-member league made up of residents of the Oaklane Trailer Court. League was the direct outgrowth of high player interest following installation of a shuffleboard in the court's social club.

To date, competitive play among the 16 two-player teams making up the league is confined to the league itself, with play scheduled three evenings each week, starting at 8:30. Members of the teams losing the greater number of games in each three-game group are assessed a quarter each. This money is used to give a league dinner, which is held every four weeks.

League officials, who are kept to a minimum, are a treasurer and a secretary. With the coming of the fall and winter season, the league expects to branch out in its competitive play and challenge other local leagues.

D. Mellis Buys Mercury Sales

CHICAGO, Aug. 20.—Donald G. Mellis has announced the recent purchase of Mercury Sales Company. Mellis maintains offices and warehouse at 2165 Lincoln Avenue here.

Mellis said that his purchase of the sales agency includes the right to handle Mercury '49er shuffleboards on a national basis. He is setting up a sales organization and is equipped to deliver 18, 20 and 22-foot boards.

PUCK PATTERN

Chicago:

Clayton Nemeroff, Monarch, who with Purveyor's Bill Tucker has been handling all inquiries on the recent informal meet of manufacturers, reports he is receiving mail and phone calls from various sections of the country. Further information on the possible formation of an organization to sponsor leagues and tournaments will be announced soon, Nemeroff added. . . . Over at Keeney's, the big news is the Model 4 scoreboard. John Conroe, vice-president, is enthusiastic about the unit's automatic frame feature. . . . Mero Industries' secretary, Frank Carroll, reports roadman L. Lewis is in Kentucky.

Howie Freer, who handles all shuffleboard activity for Empire Coin Machine Exchange, leaves for a three-week vacation in Oregon Wednesday (24). He says firm is getting steady action with its arrow Shuffleboard and Genco scoring unit.

Roy Bazelon, Monarch, reports that the first production of the new scoreboard line left the plant last week. . . . Ladies' leagues are expected to be one of the highlights of fall season. Pete Rozgus, who was in charge of several leagues on the South Side, has received several requests to start ladies' groups. Last year his leagues included some teams with men and women players.

Dan McFall, American Shuffleboard, reports play holding its own in new locations in the Western suburbs. . . . Don Mellis, Mercury Sales, says his new offices on Lincoln Avenue are remodeled. He is working on a distributor org now but not too busy to handle board requests.

Indianapolis:

Peter Stone, Indiana Automatic Sales Company, is optimistic over the outlook for increased shuffleboard demand. "The demand for shuffleboards is on the increase with the approaching fall and winter months," said Stone. "The year ahead shows promise of some good business, with a high class of sales and an increased volume of business, which is evident by the numerous inquiries we are receiving from distant spots. More and more inquiries are coming from unheard of locations and a high class of clientele. New type shuffleboards are meeting the demands of the select and top-notch pleasure seeker. Now that most taverns are supplied, select clubs and organizations of good standing have entered the field and are making inquiries for the coming indoor sportsmen's game."

Los Angeles:

Virgil Phemister and Wally Reed have their "Shuffleboard Blues" out on the Orchid Record label. The number features Scat Crothers, Mary Solle, of Leuenhagen's Record Bar, is pushing the number to all music box operators for use in tie-ins on their combination juke and shuffleboard locations. . . . Mas. Kight, president of the Long Beach Bath House & Amusement Company, is planning to open a shuffleboard arcade on the Pike. According to rumors he will use 10 wood top boards as a starter.

J.H.KeeneyBows Aut'matic Frame Scoring Device

CHICAGO, Aug. 20.—J. H. Keeney & Company has started delivering its Model 4 shuffleboard scoreboard featuring an automatic frame registering device, John Conroe, vice-president, announced Thursday (18).

Designed to meet all the requirements of regulation tournament and league play, Model 4 can score for shuffleboard play on a point or frame basis or a combination of both. Conroe explained that unlike scoreboards which require players to press a button to advance a game to the next frame, the Keeney unit automatically jumps to the next frame 15 seconds after points have been registered.

The automatic frame device in the scoreboard is constructed so that players may adjust it to increase or decrease the number of required frames. This means that if the previous game had been a singles match and therefore eight frames long, and the next match was a doubles event of either 10 or 12 frames, the players could adjust the automatic frame unit to 10 or 12 frames. Likewise, if the next match were a singles event, the players could adjust the automatic frame from 10 or 12 frames down to eight.

Conroe also said that the automatic frame unit is also available as an accessory for the firm's Model 3, a deluxe unit. It is easy to attach and compact in size. The automatic frame unit measures 4 inches by 2 feet.

Model 4 can also be used for baseball, horse collar and similar games using puck action on a shuffleboard playfield.

Vibro Vita Prez Sees Ring-Riding Pucks in Upswing

RIDGEFIELD PARK, N. J., Aug. 20.—Weights with ring-riding bottoms seem to be gaining favor among shuffleboard players, according to Eli H. Tjomsland, president of the Vibro Vita Products Company, who predicted this week that this preference would make itself even more noticeable once the fall season gets under way.

Tjomsland, who manufactures both ring and point-riding weights, but holds patents claimed to be basic on the former, asserted that several factors were affecting the switch in player preference. For one, he stated that ring-riding weights could be given more positive "English" by the player. Also, they are less likely to follow grooves that may show up on boards used over a long period of time, thus permitting more accurate aiming. Another reason he gave was that they are not as liable to receive nicks that will, in turn, scratch the board surface. Point-riding pucks are more likely to get nicked on their gliding surfaces when hit by other pucks in the board gutter, said Tjomsland. On the other hand, he admitted that many players, thru long habit, like to test the "trueness" of a weight by spinning it on its point.

Weight Production

Tjomsland stated that his contract manufacturer is now producing about 500 weights a day of both types. Many of these are being added to a growing stockpile, with only moderate summer orders being received. Put manufacturers of boards, to whom Vibro Vita supplies most of its weights, are expected to request quantity shipments soon to take care of increased demand this fall. He anticipated, also, a sizable replacement business during the coming season. Tjomsland declared his manufacturing facilities provide for the output of several thousand weights a day.

Chicago:

(Continued from page 103)

century. . . . W. J. Suter, head of Morcoin Company, Ltd., Manila, will make his annual visit to the States soon.

At the Jennings plant John Neise and Hank Strong are busy answering questions on the new line which will be nationally shown soon. Units feature penny coin chutes as well as several mechanical improvements. . . . Clare Meyer, Exhibit Supply, is going great guns in the New England States with the firm's arcade line. Charlie Pieri, sales manager, says the five-ball, Playtime, featuring bobble bumpers, is making steady progress with ops.

Joe Simon, one of the big three at J. P. S. Enterprises, claims there has been a surprising amount of interest in firm's penny changer. Other partners are Peter Jackson and Harold Pincus. All are long on coin machine experience. . . . R. A. Hoagland, Mills vice-president, thinks that the way requests are coming in for the new Mills catalog that the initial printing will run out fast. It is a 60-page publication. Mills will be closed for group vacations for the two weeks beginning Friday (26).

Mel Binks, Universal Industries president, and his right hand man, Bill Ryan, are burning a lot of the midnight oil trying to keep pace with inquiries on the one-ball Photo-Finish. They credit distributors as well as the mechanism for putting over Photo-Finish. . . . Frank McTague, Reno, was a coin row visitor. During the war he served with both the Canadian and U. S. Air Forces as an aerial gunner.

World Wide's Al Stern reports satisfaction on recent improvements made at the firm's headquarters on Western Avenue. Roadman Monty West continues to pour orders into Wally Finke. . . . Jerry Bremner, Empire Coin, is on a tour thru Southern Illinois. "On this second swing

COINMEN YOU KNOW

around," he says, "operators are showing more interest in my game equipment." Howie Freer, same firm, claims that small bulk venders are now a hot item. . . . Nate Gottlieb is back at the Gottlieb plant after an Eagle River, Wis., vacation.

S. D. Levings, Bastian Blessing Company, believes firm's recently developed cup vending mechanism answers the need for super-consistent quality, tasteful drinks. Company is attempting to place its cup unit with another manufacturer for production, with the producing firm to market the machine as it sees fit but purchasing all necessary parts, supplies from Bastian Blessing. . . . Harold Chayes, of Arctic Vend-o-Mat, Inc., reports that renewed activity on the production front will result in a larger stream of its three-flavor ice cream bar machines available for delivery soon.

At Searles Welding & Manufacturing Company, General Manager Walter Ashton says that the Kalva 3-Way '49er bottle-carton vender is being readied for all-out production when a few production line bugs have been ironed out. Firm's all carton, two-flavor vender is still in the offing, production-wise, but "when it comes it'll be the final word." . . . Good tidings, sales-wise, have been reported by W. S. Deree, president, on the electrical non-cooled high capacity candy bar vender.

Advance Machine Company is keeping busy turning out its varied line of small type venders. The steel problems of a few short months ago are gone but not forgotten, officials state. . . . A. Garrick Alex, Vendall Company president, says a series of new distributor appointments for the two-model vender line

will be announced in the near future.

The cup vender being turned out by Ex-Cell Products Manufacturing Corporation, headed by Joe Goldberg, has been accorded some good back-pats by theater managers. . . . Henry Hildebrand, head of the Milwaukee firm, Dresko Manufacturing, has been a busy fellow commuting between the ice cream vender production lines in the "suds city" to the sales office here. Dresko was formerly known as the Berco Manufacturing Company with its plant on West Lake Street here.

E. J. Novak, head of Crown Implement Company, has not set a definite date as yet for the re-introduction of the Big Four four-flavor carton-bottle vender. It was declared earlier that a refined model was due for testing and pilot production in early fall. . . . With employee vacations past, Victor Vending Machine Company is settling down to some earnest production on its line of bulk units and its Hot-Pop popcorn dispenser.

Roy McGinnis, president of J. H. Keeney & Company, and John Conroe, vice-president, show pleased smiles at the distributor reports of mounting sales of the Keeney De Luxe electric cigarette vender. "We're looking for an even better fall and winter level of business," Conroe adds. . . . Jimmy Johnson, Globe Distributing, is another happy boy. The coin counting machine he handles was given a publicity push in Life magazine's August 15 issue. Unit was displayed in a photo illustrating a bell machine story carried by the publication.

Entire official line-up at Atlas Novelty Company got together last week to tell of better business and "more of the same" to come during fall and winter months. Eddie Gins-

Washington:

(Continued from page 103)

nard Lichtman, of Kay Koin Machine Company, feels this has been a bad summer for local juke boxes. He figures people with any money have been going out of town to escape the heat. The torrid temperature has even kept bar patrons at home evenings, Lichtman believes.

Jack Q. Spittler reports that the small cigarette vending route he started in January is doing well. He has been building it up steadily. Most of his pinball games are out in the country where customers don't demand as frequent turnover as they do in the city, he said. He considers "Country Boy" and "Paid in Full" are the most popular numbers on his juke boxes. Mr. and Mrs. Ben Rodins, of Marlin Amusement Corporation, had as their guest at Miami Beach for almost two months their niece, Marlene Jacobson, of Washington. During her stay, Miss Jacobson caught the largest dolphin of the season—a 35-pounder.

burg, Nate Feinstein, Harold Schwartz and Joe Kline banded to relay the good word. . . . Irv and Fred Webb, Webb Distributing Company, continue to report rising business in the juke box field. Boys handle the Rock-Ola line in a two-State area.

Paul Crisman, heading King & Company, with Tom King, is planning an auto trip to Mexico come autumn. It will be his "summer" vacation, he says. . . . Max Rosenbaum, sharing the owner-honors of United Beverage with brother Paul, has been one of the busiest fellows in the cup vender operating field lately. He's been in and out constantly covering firm's operations in other cities and States. . . . Robot Sales, Maywood, is another operation (candy, gum, cigarette) that is experiencing a rising tide of business. Boss Perry Rose tells of better activity in firm's industrial locations.

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KEENEY'S De Luxe SCOREBOARDS

WITH OR WITHOUT FRAME UNIT

INCLUDE ALL OF THE LATEST POPULAR SCORING FEATURES . . .

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- Score by frame and point combinations
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This new Keeney AUTOMATIC FRAMES unit is adjustable to switch automatic posting of frames downward or upward. Used for Horse-Collar and Baseball, too. Order your Keeney De-Luxe Official or Combination Horse-Collar scoreboards today. Get them with regular frames and add the new Keeney AUTOMATIC FRAMES unit later, if you like.

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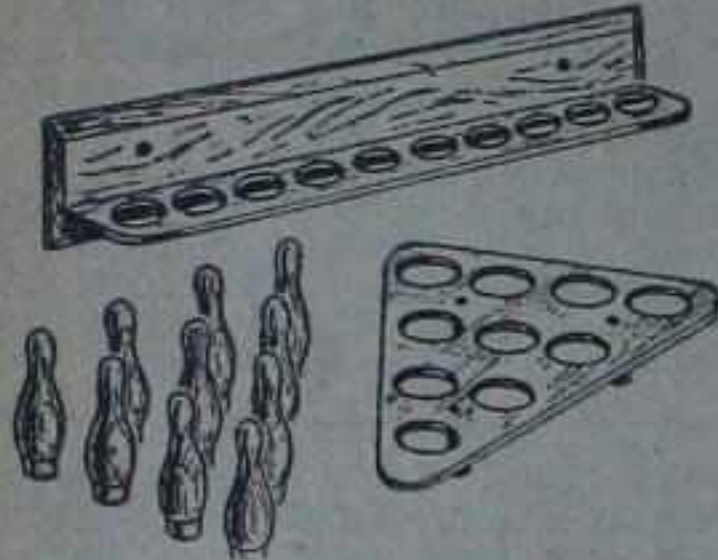
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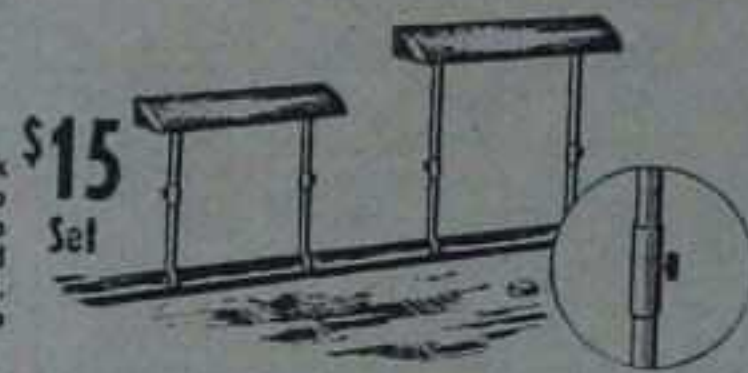
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Turning Back the Clock

15 Years Ago This Week

CHICAGO, Aug. 25, 1934.—First use of venders in theater locations was noted. The account in *The Billboard* read: "From Los Angeles and Hollywood comes information about the use of coin machines in theaters. Several downtown grind houses (in Los Angeles) use candy bar machines and three theaters have cigarette venders. These machines are spotted in rest rooms and lounges and the grinds seem more fond of the idea than the de luxers. However, the RKO Hill-street, a first-run de luxer, has two pin games in its men's lounge and prizes are awarded in theater tickets. The usher verifies the score and tickets are issued by the manager. About 20 neighborhood houses operated by independents have candy vending machines and Fox-West Coast theaters have a special type of machine vending about 20 kinds of candies and bars on location in the lobbies of their suburban houses."

Another insight of the early-day location of venders in theaters was reported during the same week by R. Z. Greene, Rowe Manufacturing. He noted that several New Yorkers were making their initial use of cigarette machines. Before they were installed in August, 1934, the theaters would issue passes to patrons who wished to leave the theater to purchase cigarettes. He also pointed out that the management recognized the fact that some of the people using this privilege had seen the full show and were giving the passes to friends waiting outside so that two could see the show for the price of one admission. . . . One of the first movies to use pinballs was premiered the last week of August, 1934. It was called *The Women in His Life* and featured Otto Kruger.

NRA Code Authority Secretary C. S. Darling announced that 89 coin machine firms, including 82 manufacturers, were flying the symbolical Blue Eagles by August 25, 1934. Darling later became the National Automatic Merchandising Association's executive director. . . . Leading tunes of the week 15 years ago were *Love in Bloom*, *The Very Thought of You*, *With My Eyes Wide Open*, *All I Do Is Dream of You*, *For All We Know*, *Moon Glow* and *I Never Had a Chance*. . . . Meanwhile, bell operators were getting their first views of Watling's new coin chute, which was introduced on the firm's Twin Jack Pot model. The chute rejected bent coins. . . . Other coin equipment winning operator favor included Stoner Manufacturing's Super 8 and C. F. Eckhart & Company's Wahoo. Latter was a one-ball and carried an operator's list price of \$75.

10 Years Ago This Week

CHICAGO, Aug. 26, 1939.—Groetchen Tool Company, Chicago, was doing a land-office business with its Metal Typer. It vended a metal disk with up to 32 letters on it for a

nickel. The patron could select the letters he wished embossed on the disk. . . . LeRoy Stein, later an important figure in the New Jersey Music Guild, disclosed that the Amusement Board of Trade of New Jersey had adopted the fair trade code. In 1939 he was executive secretary of the game association. . . . Baker Novelty & Manufacturing Company, Chicago, moved to new quarters at 2626 Washington Boulevard. . . . Central Distributing opened an office at 607 W. Douglas Avenue, Wichita, Kan. . . . Auto-Golf, a coin-operated putting practice machine, was introduced by Auto-Golf, Inc., San Francisco. Unit was designed so that awards were possible. Ads on Auto-Golf claimed that it could take in up to \$8 an hour on quarter play. . . . Other coin equipment selling well in late August, 1939, included Zenith, a five-ball by Daval, Chicago; O. D. Jennings' Super Chief and Silver Chief, which had full vision escalator mechanisms; the Astroscope, manufactured by Operators Supply Company, Chicago; Du Grenier's selective candy vender, and the Mills Throne of Music.

Top tunes of the week noted on *The Billboard's* Record Buying Guide were *Moon Love*, *Well All Right*, *The Jumpin' Jive* and *Stairway to the Stars*. Big names on the platters were Ella Fitzgerald and Artie Shaw. Songs with a future according to the guide were *Running Thru My Mind*, *The Little Man Who Wasn't There* and *Over the Rainbow*. . . . At the New York World's Fair, Photomatics were getting extra heavy play and bringing smiles to International Mutoscope's Bill Rabkin, who first saw possibilities in the Photomatic. . . . The Adams Loral antiseptic gum was just coming on the market for use in venders. . . . Oklahoma was tabbed by music ops as one of the future bright spots for music machines.

New York:

(Continued from page 103)
set this fall. The all-steel-cabinet unit will be produced by Covideo, Inc., a new firm founded by Lou and his associates, Sydney Horwitz and Ray Spiegelman. . . . Phil Koff, of Kwik Kafé Vending Service, is happy over the initial income brought in by his dual Rudd-Melikian venders. The combo machines vend both hot coffee and carbonated beverages. They first hit city locations about two weeks ago.

Harry Krain, head of Sunflower Vending, one of the oldest bulk vending routes in the city, is still too far away from recovery to return to active management of his business. He has been ill for many months. . . . Fred Schuyler, Teleconn sales exec, is working out new promotion plans for the company's Tele-Juice machine. Schuyler was formerly with Pepsi-Cola.

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Add \$10 for F.P.

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Record Reviews

(Continued from page 102)

RATINGS
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

BOB DALE
London 470
Oh, You Darling! Oh, You Devil! 70--70--70--70

Melodic new ballad gets a pleasant rendition from easy-chanting bary Dale. A bit more sentimentality and less casualness would have made the performance more striking.

There Aren't Enough Hours in the Day 67--67--67--67

Same relaxed but unforceful treatment of a listenable if undistinguished ballad.

EDMUNDO ROS ORK
London 469
Chocolate, Whiskey and Vanilla Gin 83--83--82--84

Gay calypso rumba with perky lyrics sustains stimulation all the way.

No, No and No! 76--78--76--74

(Jan Mazurus)
Lovely gypsy-flavored ballad done in a continental cafe style with English and Spanish lyrics.

BILL PANSELL
Panfare 104
The Honeymoon Waltz 79--79--79--79

Waltz ballad is properly crooned by Pannell as micky ork back lends the proper flavor.

If I Were You (I'd Fall in Love With Me) 80--80--80--80

Up tempo'd tune gets micky version like reverse side, but material is better.

PERRY COMO
V20-3521
Give Me Your Hand 90--90--90--90

Como's pash rendition of a sterling new quality ballad should be one of his big items. Tune's of standard character.

I Wish I Had a Record 83--83--83--83

Bounce ballad has a simple appeal, rather in the manner of the better hill-billy ditties. Como does it with his usual light grace.

PERCY FAITH
V20-3525
Oodles of Noodles 82--85--81--80

Lush instrumental gets a big sound, should elick with jocks in particular.

Deep Purple 81--82--81--80

Toneful and tuneful big production on the standard.

RHYTHM & BLUES

JACK MARSHALL
King 15010
We're Going To See a Man 61--61--67--55

A clever piece of material, recited with imitation effects, will appeal to the kids more than the adults.

Oleo 25--25--25--25

What the King label's preoccupation with margarine is still a mystery—but this is the second dinking of a dismal commercial on oleo.

RUSSELL JACQUET & HIS BOPPER BAND
King 4307
Blues in "F" 65--67--65--63

Up-tempo hop riffer with take-your-turn horn, bary and tram solos. Well executed, but nothing to distinguish it from dozens of other similar jobs.

Cross Bones 82--82--82--82

Hard-driving, medium-tempo blues riffer pushes all the way, with tenor and bary goes high-lighted. Overtones of hucklebucking here.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

RHYTHM & BLUES

CAMILLE HOWARD
Specialty SP 332
Fiesta in Old Mexico 74--74--72--76

Howard gal beats the piano and chants new version of "las Chiapenasas." Catchy job.

Miraculous Boogie 64--64--63--64

Heavy-handed boogie gets to rocking with aid of bass and drums. It has all been done before, tho.

ALI ABDUL
(Rene Hall Sextette)
Jubilee 5010
Now We Are Apart 55--55--52--58

Warbler shows a big voice but tune's not worth the bother.

I Wonder When 60--60--60--60

Abdul sounds good on this one, which still is no world-beater. Small-combo backing is slipshod and doesn't set him off properly.

KENNY CLARKE & HIS CLIQUE
Century 1501
Roll 'Em Bags 72--76--73--67

Bop riffer done with style, originality and character, as unison blowing, beat and solos all score impressively. Group sound is original and fine.

You Go to My Head 70--73--70--67

Milt Jackson slow vibes embroidery on the melodic standard makes a pretty side.

DOOTSIE WILLIAMS
ORK
Blue Records 107
Gamblin' Blues 72--72--70--74

Blues shouter chants hard and fervent in a big throaty voice. Reed choir makes effective sustained chords in back.

Everybody's Jumpin' Tonight 69--69--67--71

Fly jump novelty with Williams's jivey vocal and bop-tinged instrumental solo adds to a creditable stomp effort, tho lyric is trivial.

COOTIE WILLIAMS
Mercury 8143
Let 'Em Roll 84--84--83--85

Warbler Bob Merrill, Williams's extra-fine tenor man, and the leader's driving open horn build to a sock rocker, with top support from the band. Could score a la "Good Rocking Tonight."

Slidin' and Glidin' 72--72--71--73

Cootie's distinctive muted horn, tenor and piano are highlighted on a medium-tempo stomp with an Ellingtonian sound in the ulison passages. Jazz fans will go for this one

SINGIN' FATS THOMAS
National 5088
If I Give You My Love 67--67--66--68

Glossing, virile-voiced bary does middling well with an okay ballad.

Oo Bob Aloo Bo (Big Fat Man Blues) 46--46--46--46

Variation on the "Hey, Babs Renop" cliché falls flat and tired.

BILL HARRINGTON
Vocalion 55018
Let's Take an Old-Fashioned Walk 76--72--77--78

The Hit Parade warbler does a smiley, swing job on the "Miss Liberty" tune. The coupling is strong at the 45-cent tag.

(Just One Way To Say) I Love You 75--70--77--78

A pleasant, easy rendition of the big ballad from the Berlin show.



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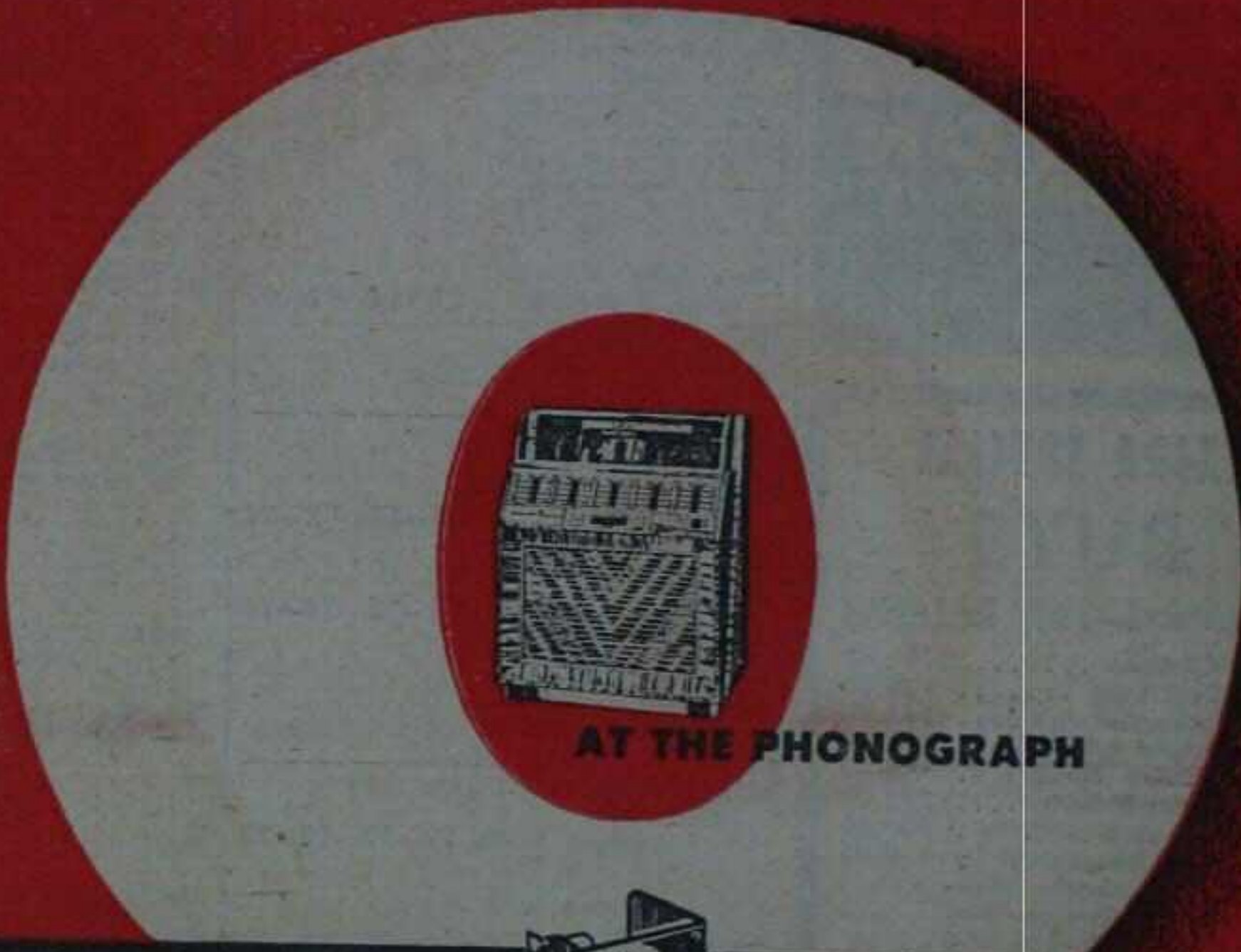
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812 Chestnut Court Winnetka, Illinois

there's "music for everyone"
with...



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Illinois

For the first time in the history of coin-operated music, a mechanism was introduced that was tried, tested and proved in industrial-commercial installations throughout the country before a single piece of coin-operated equipment went out into the field.



ANYWHERE IN THE LOCATION

a Selections

"100 Selections." "Music for Everyone." Magic words? Certainly. Thanks to a marvelous development—the Select-O-Matic "100" mechanism.

To progressive music men everywhere this marvelous mechanism has brought new opportunities. To locations of every type it has helped to build business, create good will. To listeners of every taste, every age from tots to teen-agers to old-timers—this amazing development has brought countless hours of listening pleasure.

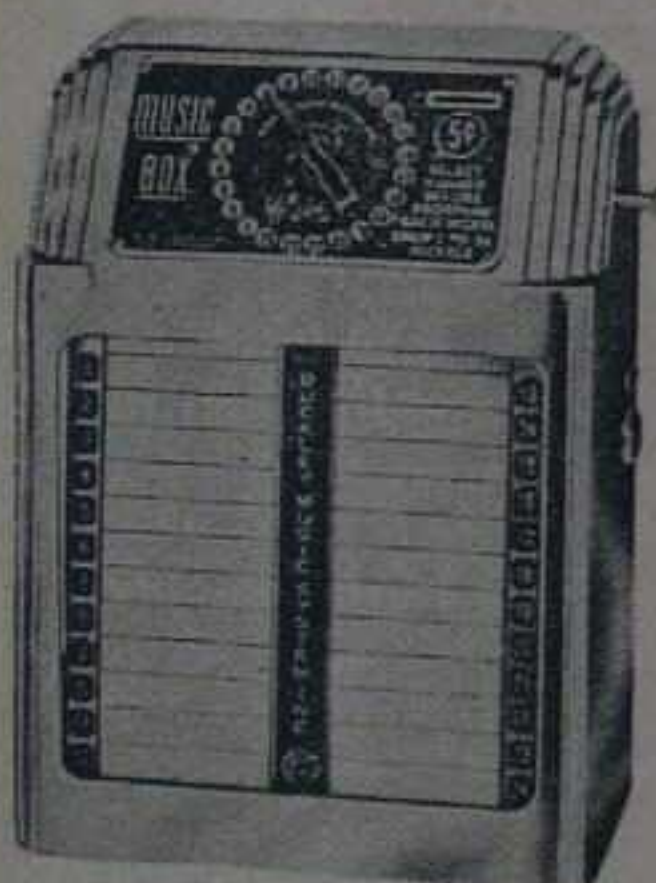
See your Seeburg Distributor today. If you have a stake in the coin-operated music business, there can be only one answer—Seeburg Select-O-Matic "100" Music Systems.

Select-o matic **MUSIC SYSTEMS**

IMMEDIATE SHIPMENT
BUCKLEY
CRISS
CROSS
JACKPOT BELLE
5¢ 10¢ OR 25¢



FOR MUSIC OPERATORS
BUCKLEY
WALL and BAR
BOXES
 AVAILABLE IN
20-24-32
 RECORD SELECTIONS



IMMEDIATE SHIPMENT
 WRITE FOR PRICES

BUCKLEY
MANUFACTURING CO.
 4223 W. LAKE ST.
 CHICAGO 24, ILL.

ADVANCE RECORD RELEASES

(Continued from page 36)

POPULAR

(Continued from page 34)

- Ultra
- H. James Ork (Some Loves) Col(78) 38557; (LP)1-317
- When You Look in the Heart of a Shamrock
- D. Sullivan (Don Caballero) Rialto 1004
- Who
- P. Bailey (Don't Ever) Harmony 1059
- Yes Sir, That's My Baby
- K. Griffin (Love Was) Rondon R-283
- You're Breaking My Heart
- T. Manners (There's Yes) Varsity 160

INTERNATIONAL

- Adventure Polka
- V. Zembruksi (The New) Continental C-786
- Big Joe Polka
- V. Zembruksi Ork (Sonia Polka) Continental C-1266 BMI
- Broken Reed Polka
- Sokach-Habat Ork (Oh, Mary) Dec 45079
- Evening Bells
- V. Zembruksi Ork (Riding by) Continental C-781
- Get Married, John
- V. Zembruksi Ork (Walt Till) Continental C-789
- Helen, Helen, Helen
- V. Zembruksi Ork (Roll Along) Continental C-775 BMI
- Hey, Ba-Ba-Re-Bop Polka
- V. Zembruksi (Rest' of) Continental C-1263
- Hoop-Pie Shoop-Pie-Polka
- V. Zembruksi (Soldierboy Polka) Continental C-785
- How Can You Buy Killarney
- M. & M. Carton Ork (Tig-Um-Tu) Dec 12276
- Oh, Mary, Mine
- Sokach Habat Ork (Broken Reed) Dec 45079
- Rest of My Life
- V. Zembruksi (Hey, Ba-Ba-Re-Bop) Continental C-1263
- Riding by the Lake
- V. Zembruksi Ork (Evening Bells) Continental C-781
- Roll Along
- V. Zembruksi Ork (Helen, Helen) Continental C-775 BMI
- Soldierboy Polka
- V. Zembruksi Ork (Hoop-Pie-Shoop-Pie) Continental C-785
- Sonia Polka
- V. Zembruksi Ork (Big Joe) Continental C-1266 BMI
- The New Look Polka
- V. Zembruksi (Adventure Polka) Continental C-786
- Tig-Um-Tu
- M. & M. Carton Ork (How Cah) Dec 12276
- Wait Till I Get Home
- V. Zembruksi Ork (Get Married) Continental C-789

HOT JAZZ

- King Edward the Flatted Fifth
- S. Chaloff-R. Burns (Pat) Motif M002
- Fat
- S. Chaloff-R. Burns (King Edward) Motif M002

CHILDREN

- Bozo Laughs Album—P. Colvig (1-10")
- Cap DAS2046
- Bugs Bunny in Storyland Album — M. Blance (2-10")
- Cap DBX3021

LATIN-AMERICAN

- Ay De Mi
- P. Vargas (Constantemente) V23-1333
- Amoroso
- N. Sosa (En Ayunas) V23-1337
- Bendito
- C. Concepcion (Que Linda) V23-1338
- Carmen De Amor
- T. Guizar (Sabe Que) V23-1334
- Constantemente
- P. Vargas (Ay De) V23-1333
- El Cuartito
- Cullacan Trio (Te Odio) V23-1303
- En Ayunas Con un Polillo
- N. Sosa (Amoroso) V23-1337
- Es Mejer Olvidarte
- A. Rodriguez (Me Bote) V23-1336
- Every Now and Then
- D. Pablo Ork (Yours) Latin American 28
- Mama Belen
- L. Guaracheros (Siempre Te) V23-1338
- Me Bote De Guano
- A. Rodriguez (Es Mejer) V23-1336
- Me Conformo Con Mirarte
- Orestes Santos Ork (Tu Hijo) V23-1340
- Que Linda Eres
- C. Concepcion (Bendito) V23-1335
- Sabes Que Me Voy
- T. Guizar (Carmen De) V23-1334
- Siempre Te Adorare
- L. Guaracheros (Mam Belen) V23-1338
- Te Odio
- Cullacan Trio (El Cuartito) V23-1303
- Triste Condena
- Rene Alvarez (Yo Gozo) V23-1339
- Tu Hijo
- Orestes Santos Ork (Me Conformo) V23-1340
- Yo Gozo Con El Astro
- R. Alvarez (Triste Condena) V23-1339
- Yours
- D. Pablo Ork (Every Now) Latin American 28

CLASSIC & SEMI-CLASSICAL

- Benatzky: Ich Muss Wieder Einmal in Grinzing Sein
- M. Berini-Metropolitan Opera Ork-M. Rudolf, Cond. (Siecznaki: Wien Du) Col(78)72847; (LP)3-294
- Chopin: Sonata in G Minor for Cello and Piano Album—G. Piatigorsky-R. Berkowitz (3-12")
- Col MM-854
- Jarnfelt: Berceuse
- City of Birmingham Ork-G. Weldon, Con. (Praeludium) Col(LP)3-242
- Jarnfelt: Praeludium
- City of Birmingham Ork-G. Weldon, Con. (Berceuse) Col(LP)3-242
- Sieczynski: Wien Du Stadt Meiner Traume
- M. Berini-Metropolitan Opera Ork-M. Rudolf, Cond. (Benatzky: Ich Muss) Col(78)72847; (LP)3-294

RELIGIOUS

- But This I Pray, O Lord, Remember Me
- M. Jackson (Where Jesus) Coral 65013
- Honey in the Rock
- Carter Family (The Broken) Coral 64019 ASCAP
- I Can Put My Trust in Jesus
- M. Jackson (Let the) Apollo 213
- Let the Power of the Holy Ghost Fall on Me
- M. Jackson (I Can) Apollo 213
- The Broken Down Tramp
- Carter Family (Honey in) Coral 64019 ASCAP
- Where Jesus Leads Me
- M. Jackson (But This) Coral 65013

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 26)

POSITION	Weeks Last 1 This	Week 1/Week	Record Title	Artist	Label
3	21	26	YOU'RE SO UNDERSTANDING	E. Knight-Four Hits and a Miss	D 24638—BMI
			It's Too Late Now	(E. Wells-The Paulette Sisters, Spotlite 518; R. Carlyle Ork, Coral 60053; L. Green Ork-R. Dorey, V 20-3405; J. Wayne & The Dell Trio, Col 38437; E. Baird & L. Douglas with B. Curtis Quartet, Hi-Tone 118; J. Pace-G. Ellis Ork, Keystone 1700; B. Barron Ork, MGM 10389; P. Reed, Dance-Tone 358)	
2	24	26	SOMEDAY	Mills Brothers	D 24694—BMI
			On a Chinese Honeymoon		
24	19	25	FOREVER AND EVER	P. Como-M. Ayres	V(78)20-3347; (45)47-2892
			I Don't See Me in Your Eyes Anymore		—ASCAP
1	—	28	DANCE OF THE HOURS	S. Jones Ork	V(78)20-3516; (45)47-2992
			None But the Lonely One		
1	—	28	THAT LUCKY OLD SUN	F. Laine	Mercury 5316—ASCAP
			I Get Sentimental Over Nothing		
			(V. Monroe Ork, V(78)20-3521, (45)47-3018; T. Manners, Varsity 191)		

Mass. Town Adopts New Pin Regulations

EASTHAMPTON, Mass., Aug. 20.—The board of selectmen of Easthampton, Mass., late last week voted to adopt the new Massachusetts pinball

regulations and set a license fee of \$20 per year for each machine. The selectmen, however, said that the licenses would be for six days only, with the board awaiting State action in regard to the Sunday fee. The licenses will become effective August 27.

Immediate Delivery!
FROM STOCK!

RUNZEL
Pushback Wire

18 or 20 Strand
68
Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for
INTER-COM CABLE

RUNZEL
Cord and Wire Co.
 1723 W. MONTROSE AVE.
 CHICAGO 41, ILL.

NEW - HEAVYWEIGHT SLOT SAFES

MADE OF 10 GAUGE STEEL
REVOLVAROUND
 CUSTOM MADE—BURGLAR-PROOF
 BUY AT

DISTRIBUTORS' PRICES

- SINGLE SAFES \$129.50 ea.
- DOUBLE SAFES 189.50 ea.
- TRIPLE SAFES 235.00 ea.
- NEWBOX STANDS . . . 18.50 ea.

WRITE—WIRE—PHONE
 WRITE FOR OUR PRICES ON NEW-USED SLOTS.

1/2 DEPOSIT WITH ORDER.
CENTRAL OHIO COIN MACHINE EXCHANGE
 525 S High St. Columbus, Ohio
 ADams 7254

YOU CAN'T GO WRONG with COVEN

- GOLD CUPS \$199.50
- DELUXE DRAW BELLS (finest on the market) 219.50
- KEENEY 5c SUPER BONUS . . . 199.50
- SCREWBALL 99.50
- SPEEDWAY 99.50
- WURLITZER MODEL #850 99.50
- WURLITZER MODEL #1015 . . . 349.50

All equipment completely reconditioned and ready for location.
 1/2 Deposit With Order.

Coven Distributing Co.
 3181 ELSTON AVE. CHICAGO ILL
 Incl. 3-2210

LOOKING FOR A HOT ITEM!

LOOK NO FURTHER THAN...

**The New MUNVES
POCKET PACK
KLEENEX
VENDOR**

Only \$49.50 Ea.
Stand \$15.00 Additional
5c or 10c Coin Mechanism,
70 Pack Capacity



FULLY GUARANTEED

Yes, it's a hot item that'll make cool profits for you all year 'round, every year, everywhere. Why? Because... The Munves Pocket Pack Kleenex Vendor sells a staple, nationally advertised product that has a high consumer acceptance... it's no "get rich quick" novelty, but, like the cigarette vendor, a steady, dependable, permanent producer of repeat sales.

ORDER TODAY! WIRE, WRITE, PHONE

Write for Special Quantity Discounts

JOE MUNVES

615 Tenth Avenue, New York 18, N.Y.

Phone: Plaza 7-2175

*Kleenex Pocket Pack is available through your local wholesale druggist supplier or paper house.

**State Electro Set
As Alkuno Distrib**

NEW YORK, Aug. 20.—Kuno E. Hamann, president of Alkuno & Company has appointed State Electro Distributors, Cleveland, to handle the firm's hard candy and biscuit vendors.

Territory assigned the outlet comprises nine Eastern and Midwestern States.

**Nev. Cig Tax Hike, Not Biz
Jump, Returns Record Take**

CARSON CITY, Nev., Aug. 20.—The new tax increase of 1 cent per pack on cigarettes, which became effective July 1, is thought to be the reason for a record-breaking total of \$100,166.86 brought into State coffers for a 30-day period.

The tax is now 3 cents per pack. The receipts came from 11 of the 17 counties, 4 counties being without tax meter machines. The heaviest income came from Washoe and Clark counties, which stamp cigarettes for counties not having meters.

**Diamond Fills Record Order
For 650 Million Match Books**

NEW YORK, Aug. 20.—An all-time record order for 650,000,000 books of matches was announced this week by Victor R. Kendall, vice-president and director of sales of the Diamond Match Company. The order was placed by John H. Swisher & Son, Jacksonville, Fla., cigar manufacturers. Distribution will be made in all U. S. trading areas at a rate of slightly over 50,000,000 books per month.

Kendall said that, while the Swisher order was the largest ever placed, it was closely approximated by a contract placed between a chewing gum company and Diamond during the '30s for 634,000,000 match books.

**IT'S A PLEASURE TO OPERATE
THE NEW**

**UNEEEDA
Shoe Brush-Up
MODEL 800**

**THE MOST
PRACTICAL, CONSISTENT
MONEY-MAKER**

Relax at home, the seashore—have fun while the New UNEEEDA SHOE BRUSH-UP takes in those nickels for you. For unlike other machines, it requires very infrequent servicing. The NEW UNEEEDA SHOE BRUSH-UP is a natural profit producer... even the most discriminating person will spend a nickel to preserve his shine. Extensive location tests have proved that SEPARATE treated brushes restore original lustre on Black and Brown Shoes.

**ORDER A SAMPLE MACHINE TODAY—
YOU'LL RE-ORDER MANY MORE
TOMORROW.**

Free Descriptive Circular on Request

ACME SALES CO. Exclusive National Distributors for Uneeda Shoe Service Equipment
Est. 1933
505 West 42nd Street, New York 18, N. Y. Longacre 3-4138
Uneeda Shine Machine Company, Manufacturers, New York, N. Y.

**A NEW LOW PRICE
\$225.00
ANY QUANTITY**

SLOTS—SAFES

NEW AND USED

5c Blue or Brown Fronts	\$ 75.00
10c Blue or Brown Fronts	80.00
25c Blue or Brown Fronts	85.00
5c Black Cherrys	125.00
10c Black Cherrys	130.00
25c Black Cherrys	135.00
5c Jewel Bells—Like New	165.00
25c Jewel Bells—Like New	175.00
50c Jewel Bell—Rebuilt	245.00
50c Pace	195.00
25c Bonus Bells	95.00
5-10-25c Melon Bells	95.00
5c New Vest Pockets	69.50
5c Mills Q T	65.00
10c Mills Q T	69.50

New Mills and Jennings Slots—New Safes—Single, Double and Triple Revolverarounds.

Write—Wire—Phone

Adams 7254

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. High St. Columbus, Ohio

**FOR SALE
EVANS CASINO BELLS**

1100 series, excellent condition, ready to go on location, \$350.00 each or 3 for \$975.00.

1/3 deposit, bal., C. O. D.

WILLIAMS NOVELTY COMPANY

1906 Leeland St., Houston 3, Tex.

Telecard	\$149.50	Dallas	\$149.50
St. Louis	149.50	Bowling	149.50
Buttons &		Champ	149.50
Bows	149.50	Harvest Moon	149.50
Tucson	149.50	Acquarone	149.50

New Games and Guns Write

LEHIGH SPECIALTY CO.

424 N. Broad St. Philadelphia 30, Pa.
Telephone: Poplar 5-3299



We have all Mills latest Bells in stock.

**FRIEDMAN
AMUSEMENT COMPANY**

441 Edgewood Ave. S. E., Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**WANT TO BUY
25 CITATIONS**

State Price and Quantity
In First Letter

Olive Novelty Company

2625 Lucas St. St. Louis 3, Mo.
(Phone: FRanklin 3620)

**HEADQUARTERS for
SLOT MACHINES**

We Offer Only the Best,
Unconditionally Guaranteed!

MILLS—All Models ●
BLUE BELLS ● BLACK BEAUTY BELLS
CRISS CROSS ● TIC-TAC-TOE

Complete Machines and Conversion Kits.
Used Machines Taken in Trade.

BAKER NOVELTY CO.

1700 W. WASHINGTON BLVD.
CHICAGO 12, ILL.

Look To The GENERAL For LEADERSHIP

★ FINEST Reconditioned Equipment ★

5 BALL GAMES		ONE BALLS, F. P.	
Alice in Wonderland	\$119.50	Gold Cup	\$175.00
Buccaneer	139.50	Jockey Special	125.00
Buttons & Bows	159.50	Special Entry	85.00
Carousel	39.50	Victory Special	45.00
Dallas	159.50	ONE BALL, P.O.	
Floating Power	149.50	Bally Entry	\$135.00
Gizmo	99.50		
Holiday	125.00		
Humpty Dumpty	65.00		
Lady Robin Hood	79.50		
Major League Baseball	\$ 59.50		
Merry Widow	99.50		
Monterrey	69.50		
Morocco	99.50		
One-Two-Three	139.50		
Phoenix	135.00		
Rainbow	125.00		
Speedway	99.50		
Spinball	79.50		
Stormy	49.50		
Super Hockey	169.50		
Temptation	115.00		

Terms: 1/3 cash with order, balance C. O. D.

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

Performance = Profits

WE ESTIMATE OVER 100,000 JENNINGS CHIEF MACHINES IN USE TODAY ARE PROOF OF THIS FACT! LET US PROVE IT TO YOU TODAY!

WRITE US FOR COMPLETE INFORMATION ON OUR NEWEST COIN MACHINES. WE HAVE SOME OPEN TERRITORY FOR DEALERS IN OUR NEWEST MODELS ALSO. WE INVITE YOUR INQUIRY

O. D. Jennings & Co. Phone
4307 WEST LAKE ST. MANSfield 6-2616
CHICAGO 24, ILL.

GENCO'S AND KEENEY'S SHUFFLEBOARD SCORING UNITS—WRITE

USED CONSOLES

- 1 Deluxe Draw Bell \$215.00
- 1 5c Keeney Super Bonus 225.00
- 5c-25c Gold Nugget 325.00
- 5c-5c Super Bonus Bell 335.00
- 5c Bally P.O. High Boy 165.00
- Bally Triple Bells 325.00
- Mills 1947 Three Bells 275.00
- Jennings 5c-10c Challenger 285.00
- Keeney 4-Nickel Super Bells 85.00

FACTORY DISTRIBUTORS OF KEENEY CONSOLES AND UNIVERSAL ARROW BELLI

SLOTS AND BELLS

- 5c Blue Fronts \$ 65.00
- 10c Blue Fronts 75.00
- 5c Brown Fronts 75.00
- 10c Brown Fronts 85.00
- Silver Chiefs, 5c 75.00
- 5c Black Cherry 110.00
- 10c Black Cherry 115.00
- 5c Chrome Bell 85.00
- 25c War Eagle 65.00
- 25c Watling Rotary 50.00
- 10c Watling Treasury 50.00
- 5c Paces Comet 50.00
- 10c Paces Comet 50.00
- 10c Golden Falls 140.00
- 5c Krinkle Gold 75.00
- 10c Krinkle Gold 85.00
- Chicago Metal Twin Revolv-a-RoundSafe 165.00

SPECIALS

- 5 '46 Rock-Ola Phonos \$275.00
- 2 Exhibit Rotary Pusher Type 250.00
- 50 late Packard Wall Boxes 18.50
- 15 Kentucky Derbies, 1 Ball, P.O. converted from Victory Derby 75.00
- 50 Genco's Punch a Ball Counter games either 1c or 5c. A counter game similar to a perpetual punch board. Brand new \$15.00 each, 8 for \$100.00.

NEW COUNTER GAMES

- FIVE JACKS, 1c \$69.50
- Kicker & Catchers 25.00
- Penny Targets 39.50
- A.B.T. Model F 44.50
- A.B.T. Electric Skill Guns 57.50
- Acme Electric Shockers 19.50
- Duck Hunters 45.00
- Target Kings 45.00
- Whirl-a-Balls 19.50

ARCADE EQUIPMENT

- Mountain Climber \$ 95.00
- Strikes & Spares 275.00
- Hit 'Em & Catch 'Em 75.00
- Scientific Baseball 75.00
- Chicken Sam 95.00
- Bowl-a-Score 95.00
- Keeney Submarine Gun 95.00
- Boomerang 50.00
- Exhibit Vitalizer 95.00
- Boomerang 50.00
- Photomat 495.00
- Panorams 195.00
- Quizzers 225.00
- Heavy Hitters 65.00
- Knot Holes 49.00
- Chicago Coin Hockey 85.00
- World Series 95.00
- Tommy Gun 85.00
- Undersea Raider 95.00
- Jack Rabbit 100.00
- Rapid Fire 85.00
- Chicago Coin Pistol Write Exhibit Magic Heart 175.00
- Evans Bat-a-Score 295.00
- Anti-Aircraft Gun 65.00
- Chicago Coin Goalie 100.00
- Evans Ten Strikes 65.50
- Drive-Mobile 175.00
- Radar Rocket 175.00

MISCELLANEOUS

- 10 POP CORN SEZ Pop Corn Vendors \$ 89.50
- 20 Wurlitzer Skee Balls as is \$100, refinished 150.00
- 3 Seven HI 10c Pool Tables 135.00

USED COUNTER GAMES

- 10 Whirl-a-Balls, S.U. \$14.00
- 3 Pop-Ups 12.50
- 3 A.B.T. Challengers 20.00

125 WOODEN BALL ROLL DOWNS

Consisting of Advance Rolls, Total Rolls, Big Cities, One Worlds, Esso Arrows, Sportsman Rolls, Bingerolls, Myrolls, Tri Scores, Pinch-Hitters, Tally Rolls.

40 STEEL BALL ROLL DOWNS

Consisting of Gypsy, Bermuda, Singapore, Hawaii, Tropicana, Cover Girl. SEND US YOUR BEST OFFER ON THE ABOVE—will sell one or entire deal—will also accept other equipment in trade—contact us.

NOW DELIVERING THESE NEW GAMES

Camel Caravan, Playmate, Three Musketeers, Golden Gloves, Utah, Photo-Finish, Arrow Bell. WRITE OR WIRE YOUR REQUIREMENTS!

USED CIGARETTE VENDORS

- 2 10-Col. Crusaders \$135.00
- Unesda-Pak 500, 15 Col. 85.00
- Unesda-Pak 500, 9 Col. 65.00
- Unesda-Pak E, 12 Col. 55.00
- Unesda-Pak Monarch, 8 Col. 100.00
- National 9A's 95.00

USED VENDORS

- 250 5c Silver King Nut Vendors \$ 6.50
- 50 Northwestern 1c -39 Nut Vendors 6.50
- 125 1c Silver King Ball Gun Vendors 6.50
- 30 Advance 1c Gum Ball Vendors 6.50
- 25 National 5c 9 Col. Candy Vendors 75.00

TERMS: 1/2 Deposit. Balance C. O. D.



M.S. GISSER, SALES MGR.

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO

ALL PHONES: TOWER 1-6715

Como Delivers New Hollycrane

CHICAGO, Aug. 20.—Como Manufacturing Corporation here is making deliveries on its new Hollycrane machines.

Unit features an industrial type crane, has a streamlined cabinet and is brightly illuminated when on location. Como officials stress that the new Hollycrane has a large capacity coin box which they claim is tamper-proof.

Locations for which the Como product is suitable include hotel lobbies, arcades, taverns and clubs. It will be shown at the Canadian National Exhibition, Toronto, August 26-September 10.

Viking Sales Opens Branch in Seattle

SAN FRANCISCO, Aug. 20.—Viking Sales Company, headed by Don McClinton, has opened a Seattle branch headed by N. R. Bills. Viking is specializing in the Northwestern line. McClinton recently assumed full control of the local office when he purchased the interest of his partner, William Collier.

Viking also carries a line of bulk merchandise.

Bridgeport Park Meter Lot Proves Shrewd Investment

BRIDGEPORT, Conn., Aug. 20.—Put into operation just one year ago, the city's new municipal metered parking lot adjacent to the New York, New Haven and Hartford railroad station will have paid for itself within two more years, according to city figures released this week.

Gross income for the year was \$8,394, and with the railroad, which owns the property, receiving 20 per cent, the net for the city was \$6,715.

Conn. Sales Tax Off

BRIDGEPORT, Conn., Aug. 20.—The State sales tax has fallen off \$400,000 for the second quarter of the current year, Lieut. Gov. William Carroll stated this week. Collections amounted to \$3,786,619.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Phonographs with so-called "Close-Outs" or "As Is" Phonographs. Every machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION

MUSIC

- ROCK-OLA 1946 MODEL 1422 \$259.50
- ROCK-OLA 1941 PLAYMASTER, Converted for 30-Wire Cable 119.50
- WURLITZER 850 99.50
- WURLITZER 800 119.50
- WURLITZER 71 C.M. With Stand 79.50
- WURLITZER 616 49.50
- SEEBURG 3-WIRE CELLAR UNIT 99.50
- AMI SINGING TOWER 69.50

1/3 Deposit With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania RIttenhouse 6-7712

O. R. HERMANEK

103 First Ave., No. Minneapolis 1, Minn. Closing out the balance of Arcade Amusement Co. equipment: 1 Long Range Electric Rifle Range with 2 rifles and cabinet with 25 targets at \$200.00 F. O. B. Minneapolis. 1/2 deposit with order, balance C. O. D. 1 Fairbanks Penny Weighing Scale, weighs up to 547.00 in pennies. Also have 9 other Machines and Repair Parts for some pre-World War I Machines, Mills, Hoover Bros. and Microscope and Microscope Reels.

ATLANTIC'S WEEKLY SPECIALS

✓ triple ✓ tested ✓ values

- SEEBURG 146 STANDARD \$274.50
 - SEEBURG 146M (Remolo Control) 299.50
 - SEEBURG 147 STANDARD 324.50
 - SEEBURG 147M (Remolo Control) 349.50
- Completely Reconditioned—Ready for Location.
1/2 Deposit, Balance C. O. D.
Write for Complete Music List.

ATLANTIC NEW YORK CORP.
Exclusive Seeburg Distributors
583 10th Ave. (Cor. 42nd St.) New York 18, N. Y.
Bryant 9-5620
NEW ENGLAND BRANCH:
624 Franklin Ave. Hartford, Conn.

A "DIFFERENT" TARGET GAME "Swingin' Monk"

Continuous, pendulum swinging motion . . . tantalizes players, keeps coins rolling in. Track and carriage eliminated. Battleship gray cabinet, red rimmed complete with rifle and stand. 6' high—38" deep—22" deep.

Converted from Seeburg Chicken Sam \$109.50 F. O. B. Chicago

Send for Descriptive Folder

Coinex CORPORATION
1346 Roscoe Street Chicago 13, Ill. GRaceland 2-0317

SAVE HUNDREDS OF DOLLARS

ON ALL PARTS AND SUPPLIES!

GET ON OUR MAILING LIST TODAY!!! Send us your company letterhead with this ad and advise the type of equipment you operate.

Block MARBLE CO.
Specializing in Coin Machine Parts and Supplies Since 1929. Dept. B, 1425 North Broad Street, Philadelphia 22, Pa.

CONVERSION for Exhibit DALE GUN

Simple to install. Gives gun new life—makes more money—\$4.95.

- Bubble Ball Gum, 140 & 170 Ct. 25c Lb.
 - Candy Coated Peanuts for Diggers 25c Lb.
 - Licorice Pastilles for Diggers 25c Lb.
 - Cards, Baseballs, Movie Stars, Cowboys, etc. Per M \$3.85
- FREE: 1949 Catalogue, 10 Pages, 75 illus.
New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Munves Has Them All.

MUNVES
375 11th Ave. at 43rd N. Y. 19, N. Y. (Bryant 9-6477)

MY LOSS YOUR GAIN

A complete Penny Arcade in storage, about 75 machines, mostly floor type, A-1 condition and clean. Will take in trade Outboard Motors, Automobiles, Trucks, Rifles, Shot Guns, Boats, House Trailers, or what have you? Will sell for \$6,500.00. No letters—come look it over.

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348 Monroe Ave., N. W. Grand Rapids 2, Mich.

PIN GAME OPERATORS! A REAL CONVERSION

ELMER

A REVAMP FROM YOUR KILROY

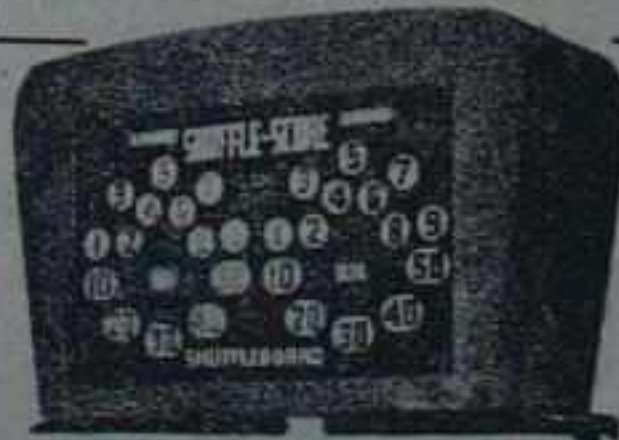
Make more money with the revamp that all operators are turning to. It's a sure-fire winner!

SWEET SUE FROM HAVANA STILL GOING STRONG! GET YOUR HAVANAS IN AT ONCE!

WRITE, WIRE OR PHONE FOR MORE INFORMATION

CANADIAN DISTRIBUTOR ROXY SPECIALTY CORP. MONTREAL, P. Q., CANADA

Now Delivering FRAME SCORING Model of Coin Operated—Overhead—Electric—Double Faced SCOREBOARD



BEAUTIFUL CABINET. BUILT FOR HEAVY PLAY. TROUBLE FREE. SCORES 15, 21 OR 50 POINTS. FRAME SCORING OPTIONAL.

WALL OR STAND MODEL SCORES 15, 21 OR 50 POINTS. BOTH MODELS AVAILABLE IN 5c OR 10c PLAY.

WESTERN DISTRIBUTOR ADVANCE SALES CO. 1350 HOWARD STREET SAN FRANCISCO, CALIF.

T & M SALES CO.

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WANTED FOR CASH

Used Exhibit Dale Guns. Must be in good working condition. Write giving lowest prices.

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Guaranteed USED GAMES

MAM'SELLE	\$ 14.50
HAWAII	19.50
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SCREWBALL	79.50
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SALLY	79.50
SERENADE	89.50
ALICE	94.50
MAGIC	99.50
BIG TOP	109.50
RAMONA	114.50
SWANEE	159.50

1/3 Deposit Cash or Certified Check With Order

NOW DELIVERING: UNITED'S UTAH, CHICOIN'S GOLDEN GLOVES, EXHIBIT'S PLAYTIME AND GONDOLA

MARLIN

Amusement Corporation
412 9th Street, N. W. • DL-1625
Washington 4, D. C.

Skill Games Stressed In New Coin Mch. Bill Before Mass. Solons

BOSTON, Aug. 20.—In a move designed to prevent legalizing of bells, Sen. John E. Powers, South Boston, introduced into the Legislature a bill aimed at erasing a section in the law scheduled to become operative August 27, which would permit operation of all types of automatic coin machine games requiring any element of skill.

It was Powers who sponsored the original measure signed by Governor Dever providing for the licensing and regulation of "mechanical amusement devices." Hardly had the bill become law when legal observers pointed out one section of the measure as almost certain to be made the subject of a court test.

Under terms of the Powers clarifying bill, local authorities in Massachusetts would be permitted to license pinball machines only, with prizes other than free plays prohibited.

MILLS Black Beauty



This is a handload type Bell ideal for club locations. Big Jackpot display that kicks automatically on 3 bars. Colors: Turquoise blue, burgundy and Roman gold, heavy decorations, polished aluminum ornamentations. New, black background reel strips with the fruit symbols beautifully colored and outlined in white. Black reward card to match. Finish is of famous Hammerloid paint, hard, durable and lustrous. Use Black Beauty for top spots!

BELL-O-MATIC CORPORATION
4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

LAKE CITY Specials

... ROCK-OLA'S "STANDARD SHUFFLEBOARD" AND SUPPLIES ...
NOW DELIVERING THE NEWEST & FINEST ELECTRIC CIGARETTE VENDOR

WRITE FOR DETAILS

MUSIC	CONSOLES
ROCK-OLA 39 STD.	DOUBLE UP
ROCK-OLA 40 SUPER	KEENEY SUPER BONUS, 5-10-25
ROCK-OLA COMMANDO	KEENEY SUPER BONUS, 5-25
SEEBURG CLASSIC	MILLS JUMBO PARADE
SEEBURG PLAZA	MILLS 3 BELLS, POST-WAR
SEEBURG 8200	GALLOPING DOMINOES
SEEBURG MAJOR	HIGH BOY
CRAZY BALL	ROLL DOWN and MISCELLANEOUS EQUIP.
RAINBOW	PRO SCORE
BERMUDA	HY ROLL
WISCONSIN	ADVANCE ROLL
BIG TOP	BONUS ROLL
BLUE SKY	TOTAL ROLL
CARNIVAL (NEW)	CHAMPION ROLL
CINDERELLA	BINGO ROLL
CONTACT	BALLY BOWLER SKEE BALL
EL PASO	3-WIRE CABLE
HUMPTY DUMPTY	30-WIRE CABLE
MARDI GRAS	DOUBLE REVOLVE AROUND SAFE
MONTERREY	TRIPLE REVOLVE AROUND SAFE
PARADISE	MILLS BLACK CHERRIES, 5-10-25
RAMONA	MILLS LATEST BELLS
ROBIN HOOD	BLUE BELLS, MILLS DUPLEX, BLACK GOLD, JEWELS, BONUS BELL, Q.T. BELL.
SALLY	
TENNESSEE	
THRILL	
TRADE WIND	
TRIPLE ACTION	

ANY POST-WAR GAME WITHOUT FLIPPERS... \$17.50
1/3 Deposit, Balance C. O. D.
We Will Meet or Beat All Advertised Prices in This Area.

LAKE CITY AMUSEMENT CO.
1648 ST. CLAIR AVENUE • CHerry 7067 • CLEVELAND 14, OHIO

10 MILLS BLUE FRONTS, 5c PLAY. Ea.	47.50
5 MILLS BLUE FRONTS, 25c PLAY. Ea.	37.50
10 MILLS BROWN FRONTS, 5c PLAY. Ea.	47.50
15 MILLS CHERRY BELLS, 5c PLAY. Ea.	47.50
3 MILLS CHERRY BELLS, 25c PLAY. Ea.	47.50
10 MILLS ORIGINAL CHROMES, CONVERTED TO CRISS CROSS, 5c PLAY. Ea.	120.00
10 MILLS ORIGINAL BLACK CHERRIES, 5c PLAY, CONVERTED TO CRISS CROSS. Ea.	155.00
15 JENNINGS STANDARD CHERRY, 5c PLAY.	100.00
3 JENNINGS TIC-TAC, 25c PLAY.	125.00
KEENEY BONUS SUPER BELL, DOUBLE.	395.00
BUCKLEY TRACK ODDS, SINGLE TUBE JACKPOT.	250.00
WATLING ROLL-A-TOP AND PACE COMETS.	25.00

These machines guaranteed to be in excellent condition and ready to operate. They were taken in trade when we set up a complete county and took them in trade on original BUCKLEY CRISS CROSS BELLS.

SOLD OUT! ANOTHER LISTING WILL APPEAR SHORTLY. WRITE FOR PRICES.
AVAILABLE: MILLS ORIGINAL BLACK CHERRIES, 5 & 25c PLAY, \$95.00

All prices F. O. B. New Orleans. One-third deposit.
Write for complete list of bargains
We are cleaning house for our NEW Showroom

CONSOLE DISTRIBUTING CO., INC.
SOUTHERN DISTRIBUTORS FOR BUCKLEY MFG. CO.
3425 METAIRIE ROAD NEW ORLEANS, LOUISIANA

MILLS' NEW LATEST BELLS
MILLS' NEW 1949 Q. T.

A Quality Bell
With Double Visible Jackpot Automatic Payout

A Pony-Size Bell
weighing only 35 pounds

For years the Q. T. with Automatic Payout has been appreciated by operators everywhere. The new Q. T. shines out bright and cheerful in any type of location. The new Q. T. is an entirely new design, with rounded symmetrical front and streamlined execution that makes it the newest Bell of all. Painted Blue and Gold in chip-proof finish. It is made to give unlimited service.

5c Play \$114.50
25c Play 137.50

Metal Base Stands for Q. T. Bells 9.75
1/3 deposit with all orders



BLACK BEAUTY BLUE BELL TOKEN BELL BONUS BELL OVER AND UNDER
5c - 10c - 25c - 50c Play
MILLS' NEW VEST POCKET BELL, 5c Play, Operates on 3-4 Mystery Payout System \$65.00

New Box Stands. Single, Double and Triple Safes for All Bells.
GUARANTEED RECONDITIONED MILLS BELLS
Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

We Have in Stock at All Times
EVERY NEW COIN MACHINE MANUFACTURED
Write for Circular and Price List. 1/3 Deposit With All Orders.

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America's Oldest Distributor
Established 1895
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Associated with SICKING DIST CO., 3833 W Pico Blvd., Los Angeles, Calif.
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WANT TO BUY CITATIONS AND GOLD CUPS
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FOR SALE VICTORY DERBIES, P. O.
with check separators
\$29.50 each
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BUYS! BUYS! BUYS!

SEEBURG CUSTOM BUILT SERVICE PANEL

COST \$3,250.00

Selling at only ... **\$1,500.00**

This is an ideal piece of equipment for any distributor or large operator. Will save you thousands of dollars in service time.

ALL MUSIC AT NEW LOW PRICES

CLOSING OUT FOR CASH!

SEEBURG		WURLITZER	
146 S	\$350.00	500 A	\$ 69.50
147 M	450.00	800	89.50
R. C. 8200	159.50	850	89.50
R. C. LOTONE	199.50	600	69.50
E. S. LOTONE	179.50	780	129.50
CLASSIC	129.50		
SEE. 41 R. C. SPECIAL	175.00	ROCK-OLA	
R. C. 8800 HITONE	169.50	1422, no door	\$175.00
E. S. 8800 HITONE	149.50	AIREON	
SEE. H 146 M	250.00	1200 A	\$69.50

MUSIC ACCESSORIES

Seeburg RS 2—12 Speaker	\$ 39.50
Seeburg RS 1—8 Tear Drop Speaker	16.50
Seeburg 3W2—L56, Post War 3 Wire Box	25.00
Seeburg W 1—L 56, Post War 5c Wireless Box	25.00
Seeburg WRS-10, 30 Wire Box, Metal Covers	4.50
Seeburg Wireless Baromatic WB-1 Z, as is	3.50
Seeburg 5c Wireless Box WS-2 Z, Plastic Covers	8.50
Seeburg 5c Wireless Box WS-2 Z with Metal Covers	12.50
Seeburg 5c 3 Wire Box DS 20-1 Z, Plastic Covers	8.50
Seeburg 5c 3 Wire Box DS 20-1 Z, with Metal Covers	12.50
Wurlitzer Model 120 Wall Boxes	3.00
Rock-Ola 5c Dial A Tune Boxes	3.00
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\$14.50 Each 3 For \$40.00 \$14.50 Each

Ballyhoo — Baffle Card — Bolaway — Carousel — Crossfire — Clover — Five, Ten, Twenty — Four Diamonds — Ginger — Honey — Havana — Liberty — Laura — Miss America — Maisie — Mystery — Rio — Rocket — Riveria — Ranger — Stratoliner — Superliner — Smoky — Smarty — S. D. Canteen — Torchy — In ordering give 2nd choice.
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BRAND NEW!

WILCOX GAY RECORDIO with base and envelope dispenser	\$149.50
R. X. Prescription Penny Scale	49.50
Alkuno 5c Gum & Candy Vendor, Model 130-M-M	49.50
Base for above	\$10.00
Peanut Vendor	7.50

Write for New List of Hundreds of Late Five Ball Games at New Low Prices.

Always Earliest With the Latest!
"The House that Confidence Built"

TERMS: 1/3 Dep., Balance Sight Draft

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ESTABLISHED 1923

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240 Jefferson St., Lexington 2, Ky. 603 Linden Ave., Dayton 3, Ohio
1329 So. Calhoun St., Ft. Wayne 2, Ind. 325 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

State Tax Calendar

Alabama September 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due. September 20—Sales tax report and payment due.	Minnesota September 20—Cigarette tax and report due.
Arkansas September 20—Gross receipts tax report and payment due.	Mississippi September 10—Admissions tax report and payment due. September 15—Manufacturers, distributors and wholesalers of tobacco, report due. Sales tax report and payment due.
Colorado September 15—Denver sales tax report and payment due.	Missouri September 30—Soft drinks manufacturers' report and payment due.
District of Columbia September 20—Sales and use tax reports and payments due.	Nebraska September 10—Cigarette distributors' report due.
Florida September 10—Agents' and wholesalers' cigarette tax report due.	New Jersey September 20—Cigarette distributors' report and payment due.
Georgia September 10—Cigar and cigarette wholesale dealers' report due.	North Carolina September 15—Sales tax report and payment due.
Idaho September 1—Franchise license tax and statement due (last day). September 15—Cigarette wholesalers' drop shipment report due.	North Dakota September 10—Cigarette distributors' report due.
Illinois September 15—Cigarette tax return due. Sales tax report and payment due.	Ohio September 10—Cigarette wholesalers' report due. September 15—Cigarette use tax and report due.
Indiana September 10—Cigarette distributors' interstate business report due. September 15—Cigarette distributor's drop shipment report due.	Oklahoma September 10—Cigarette wholesalers', retailers' and vending machine owners' report due. September 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.
Kansas September 20—Sales tax report and payment due.	Pennsylvania September 10—Soft drinks tax report due.
Kentucky September 20—Cigarette wholesalers' report due. September 30—Amusement and entertainment report and tax due.	Rhode Island September 20—Sales and use tax return and payment due.
Louisiana September 1—Soft drinks tax report due. Tobacco tax report due. September 15—Soft drinks tax report due. Tobacco tax report due. September 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.	South Carolina September 10—Admissions tax report and payment due.
Maine September 1—Franchise tax due.	Tennessee September 20—Sales and use tax report and payment due.
Maryland September 10—Admissions tax payment due. September 15—Sales and use tax report and payment due.	Utah September 15—Sales tax return and payment due.
Massachusetts September 20—Cigarette tax report and payment due.	Virginia September 10—Warehousemen's tobacco tax due.
Michigan September 15—Sales tax report and payment due. September 20—Cigarette tax report and payment due.	West Virginia September 15—Cigarette use tax report and payment due. Sales tax report and payment due.
	Wisconsin September 10—Cigarette wholesalers' and manufacturers' report due.
	Wyoming September 15—Sales tax report and payment due.

SAVE ON RECONDITIONED EQUIPMENT!

PHONOGRAPHS

Seeburg Classics	\$99.50
Colonel or Envoy	99.50
8800, 9800, 8200, RC	99.50
Wurlitzer 850	99.50
Rock-Ola Super	49.50
AMI Hi Boy (40 Selection)	59.50

ARCADE

Ten Strike (High Dial)	\$ 44.50
Tumbler	39.50
Total Polts	39.50
Goalies	74.50
All Stars (Late Serials)	149.50
Advance Rolls	49.50

FLIPPER GAMES

Bermuda	\$54.50
Screw Ball	84.50
Tennessee	69.50
Triple Action	64.50
Humpty Dumpty	54.50
Trade Winds	69.50
Merry Widow	84.50
Spinball	59.50
Lady Robin Hood	\$79.50
Ballerina	79.50
Virginia	49.50
Catalina	59.50
Crazy Ball	69.50
Shanghai	59.50
Mardi Gras	74.50
Yanks	64.50

PINBALL SPECIALS

\$29.50 EA.—4 for \$100.00.
Grid Ball, Ballyhoo, Killroy, High Ride, Flamingo, Honey, Carousel, Ginger, Marjorie, Mystery, Crossfire, Torchy.

Terms: 1/3 Deposit, Balance C. O. D.

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America's Bell Machine Center

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7-BRAND NEW MILLS MODELS-7
 21 BELL • BLUE BELL • BLACK BEAUTY
 TOKEN BELL • JEWEL BELL • MELON BELL • BONUS BELL

GUARANTEED SLOTS REPAINTED
 AT BARGAIN PRICES!

10c OR 25c WATLING ROL-A-TOP	\$49.50
5c, 10c JENNINGS CHIEF CONSOLE, Floor Model	\$49.50
10c MILLS CHROME BELL	\$99.50
MILLS 10c GOLDEN FALLS, HANDLOAD, 2/5	\$129.50
JENNINGS 5c or 10c STANDARD CHIEF, Postwar	\$115.00
MILLS ORIG. JEWEL BELL, 5c, 10c or 25c	\$165.00

NOW AVAILABLE!
 NEW OVER AND UNDER BAR FEATURE ON NEW MILLS

MILLS NEWEST!
21 BELL
 3 Ways to Win Jackpot—6 Ways to Win "10" Payout. Up to \$50 on three 7's, in addition to Jackpot and standard Awards. Write for details!

BRAND NEW!
 MILLS DUPLEX TWIN CONSOLE
 Available 5/5-5/10-5/25
WRITE

RECONDITIONED 1-BALLS
 Victory Derby \$ 79.50
 Bally Gold Cup, F.P. 179.50
 Bally Trophy, P.O. 189.50

CONSOLES

Mills Postwar 3-Bells	\$225.00
Mills Jumbo, P.O.	65.00
Jennings Bobtail, Tot., F.P.	59.50
Jennings Silver Moon, Tot., F.P.	59.50
Buckley Track Odds (No D.D.)	189.50

LIKE NEW—CHICAGO COIN RE-BOUND SHUFFLEBOARD \$99.50

COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS, PARTS
WRITE FOR PRICES ON YOUR REQUIREMENTS!

Terms: 1/3 Dep., Bal. C. O. D. *Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots*

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COIN OPERATED TELESCOPE
 FINEST AMERICAN OPTICS
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A CONSISTENT MONEY MAKER
 This machine has proven to be a consistent money maker on any location where there is something to look at plus reasonable amount of traffic. Airports, parks, beaches, summer and winter resorts, roadside stops in scenic country, ocean and lake fronts, excursion boats, etc. A route of these machines will bring in highest year in and year out profit per equipment and service dollar.

MECHANICALLY PERFECT
 Entirely mechanical, no batteries to replace, mechanism removed by two screws and guaranteed for one year against any failure except intentional damage. This trouble free mechanism plus large secure coin box means just place on location and collect when convenient. We say trouble free and we back it up by guaranteeing to replace any faulty mechanism free. 5c or 10c or any foreign slot. **Price \$490.00**

★ Write for further information ★

Terms can be arranged for responsible operators
LEHIGH DEVELOPMENT CO.
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OPERATORS
 NEW SALES POLICY 1949 MODEL
QUIZZER

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TRAINING DEVICES, INC.

1469 Electric Ave. Manufacturer Lincoln Park 25, Michigan

FILM
Cavalcade
 Converted From
MANHATTAN



\$74.50

for Complete Conversion

FEATURING

- Two Bang Bumpers With Power Feather Touch Rebound Counters
- Flippers Located at Bottom of Board
- Two Special "When Lit" Side Roll-Overs
- Multi-Colored Back Glass
- New Live Rubber
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- New A.B.T. Ace Coin Chute
- Sanded Legs
- 2 1/2" Leg Levelers

SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT

NASCO conversions are unsurpassed. They are proven HITS and MONEY-MAKERS because they are LOCATION TESTED and LOCATION ACCEPTED. Use any of these NASCO conversions. They put life into dead equipment—maintain the play—and PROVE THEMSELVES WITH PROFITS!

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Give 'em Chicago Coin's

GOLDEN GLOVES

when your locations ask for something that's really DIFFERENT!

Here's a WORLD WIDE list of values!

Bigger, Stronger Than Ever

NEW KEENEY TWIN BONUS SUPER BELL

Brand new. More popular every day. Convertible free play and payout. Any combination coin chutes. Fastest, finest, most satisfactory console ever built. Immediate shipment.

Reconditioned CONSOLES

Perfect—Guaranteed

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Draw Bell \$195
De Luxe Draw Bell... 250
Triple Bell, 5-10-25... 375
Spot Bell, New..... Write

KEENEY

Single Bonus Super Bell \$235
Twin Bonus Super Bell 395

JENNINGS

Challenger, 5-5..... \$225
Challenger, 5-10..... 225
Challenger, 5-25..... 250

MILLS

Three Bells, 5-10-25, New \$375

Exhibit's DALE GUN

Like New—Guaranteed

Only **\$145**

17 piece Jungle Conversion Kit for Dale Gun \$8.95

Bally CITATION

One Ball Free Play Perfect **\$369**

Bally GOLD CUP

Perfect Condition **\$200**

NEW FIVE BALLS Williams BOSTON

New 5-Ball Game Exclusive with "Handicap Equalizer" Tops in Play Appeal

★ Exhibit PLAYTIME United UTAH Genco CAMEL CARAVAN Chicago Coin GOLDEN GLOVES Gottlieb THREE MUSKETEERS (Immediate Delivery!)

New Bally ONE BALLS


CHAMPION, F.P. ... \$645
KENTUCKY, P.O. ... 645

★ TELEQUIZ Late Model Write for Price!

Chicago Coin BASKETBALL CHAMP

Excellent Condition **\$225**

TERMS: 1/2 down, balance sight draft



Phone: EVerglade 4-2300

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New low price!

HAN-DEE PIN GAME Lift Truck.

Now . . . just reduced! A real bargain investment in time . . . labor . . . money saving. HAN-DEE picks up any size pin game . . . sets it down by means of a hydraulic pump. One man does it!

Built to lift any size pin game off the floor

Durable all-steel construction. Will never wear out.

Patented No. 224818



All joints electrically welded. Nothing to gim or work loose.

Handy instant release trigger.

Lift lever raised machine when second down.

Over-size double ball-bearing Rubber Casters.

No Bending
No Lifting
No Straining

\$49.50

complete with rubber casters

L. BERMAN & CO. 114 N. W. 15T ST. EVANSVILLE INDIANA

CLEARANCE SALE USED ARCADE EQUIPMENT

SKEE BALLS	STEEL BALL ROLLDOWNS
Bang-a-Fifty \$75.00	Mimi—Like New \$50.00
9 Ft. Bowl-a-Bomb 20.00	Bally Moo 45.00
9 Ft. Supreme and High Score 25.00	
9 Ft. Barrel Rolls 40.00	MUSIC
6 Ft. Barrel Roll 50.00	Rock-Ola Hideaway \$50.00
Crating—Extra 10.00	Wurlitzer Hideaway 30.00
	Rock-Ola Telephone Boxes 2.50
TEN PINS	Seeburg 30-Wire—Buckley Boxes 2.50
Rock-Ola Ten Pins \$25.00	Rock-Ola Windsor 50.00
Evans Ten Strikes 25.00	Wurlitzer 300 75.00
Supreme Bolascare 40.00	Seeburg Gem 75.00
Evans 1947 Ten Strike 75.00	Seeburg Casino 75.00
Crating—Extra 5.00	
	SCALES
ROLL DOWNS	Pace \$20.00
Eight Ball \$50.00	Navco 20.00
Esso Arrows 40.00	Rock-Ola Lowboy 25.00
Advance Rolls 40.00	Mills 30.00
Sportsman Rolls 25.00	Walling Tom Thumb 30.00
Super Triangle 25.00	Walling 500 75.00
Quizzer 20.00	
Crating—Extra 5.00	Seven H. Pool Tables, used 30 days \$150.00
	PRE-WAR ONE BALLS
GUNS	Club Trophy—41 Derby, Each \$22.50
Rapid Fires \$ 25.00	Blue Grass—Sport Special, Each 17.50
Seeburg Conversions 25.00	
Bally Defender 50.00	ALL PRE-WAR 3-BALLS, Each \$10.00
Dale Guns 150.00	POST WAR 20.00 Up
Quizzer 250.00	
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Terms: 1/2 cash with order, balance C. O. D., F. O. B. Grand Rapids.

E. & R. SALES COMPANY

813 COLLEGE AVE., N. E. PHONE: 6-9102 GRAND RAPIDS 5, MICH.

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Banjo (Exh) \$ 69.50	Majors '49 (Chi) \$139.50
Bermuda (Chi) 59.50	Rondeevoo (Uni) 79.50
Carousel (Keeney) 19.50	Samba (Exh) 79.50
Cinderella (Cott) 69.50	Serenade (Uni) 109.50
Caribbean (Uni) 69.50	Screwball (Genco) 99.50
Elmer (Marvel) 69.50	Shanghai (Chi) 69.50
Havana (Uni) 19.50	Sea Isle (Chi) 39.50
Jamboree (Exh) 69.50	Sweet Sue (Marvel) 59.50
Monterrey (Uni) 69.50	Tennessee (Will) 79.50
Magic (Exh) 89.50	Virginia (Will) 89.50
Manhattan (Uni) 39.50	Yanks (Will) 59.50
Mystery (Exh) 19.50	Wisconsin (Uni) 69.50

CONSOLES & 1 BALLS

F. P. Jumbos (Mills) \$ 40.00

1947 3 Bells (Mills) 195.00

PHONOS

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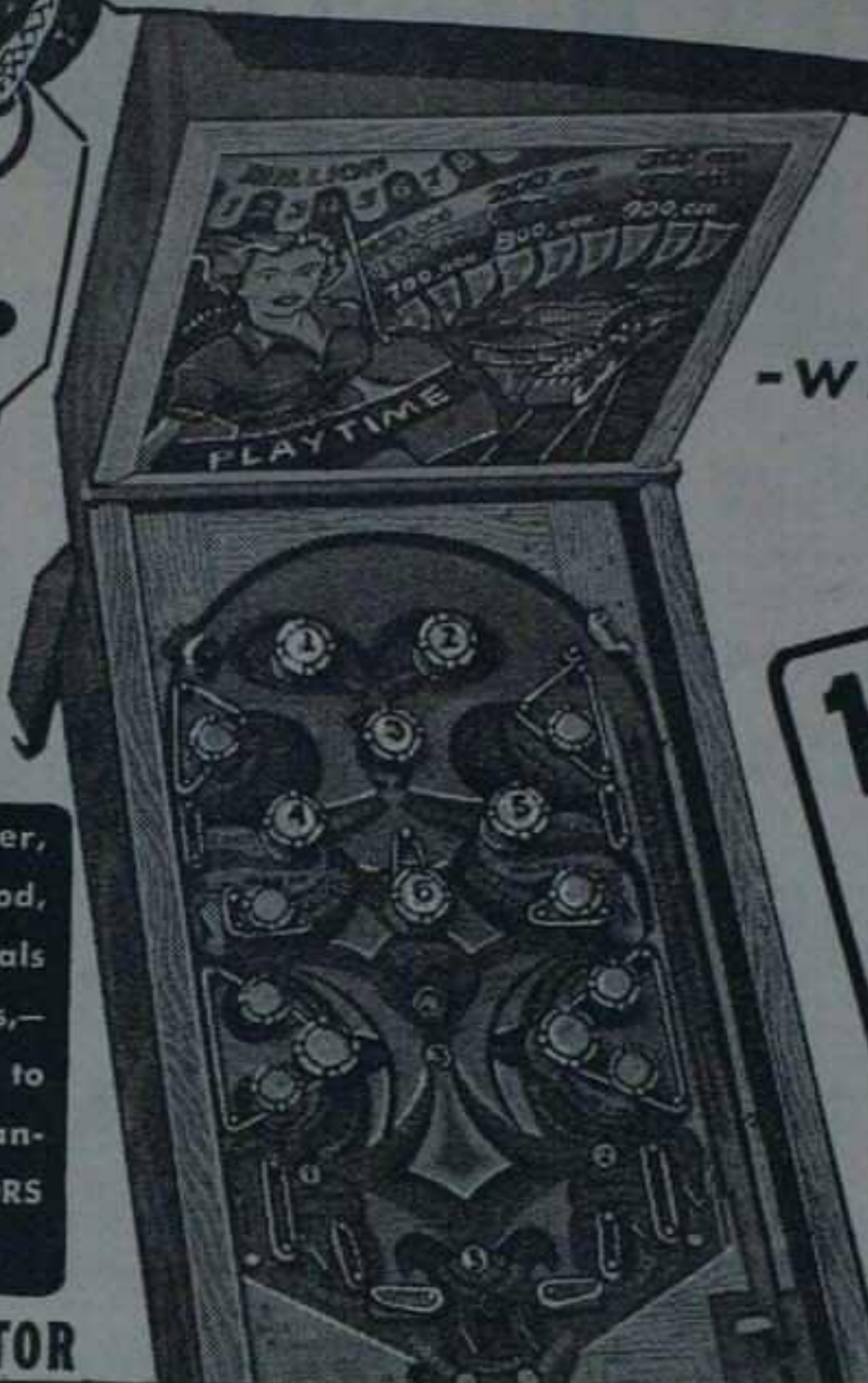
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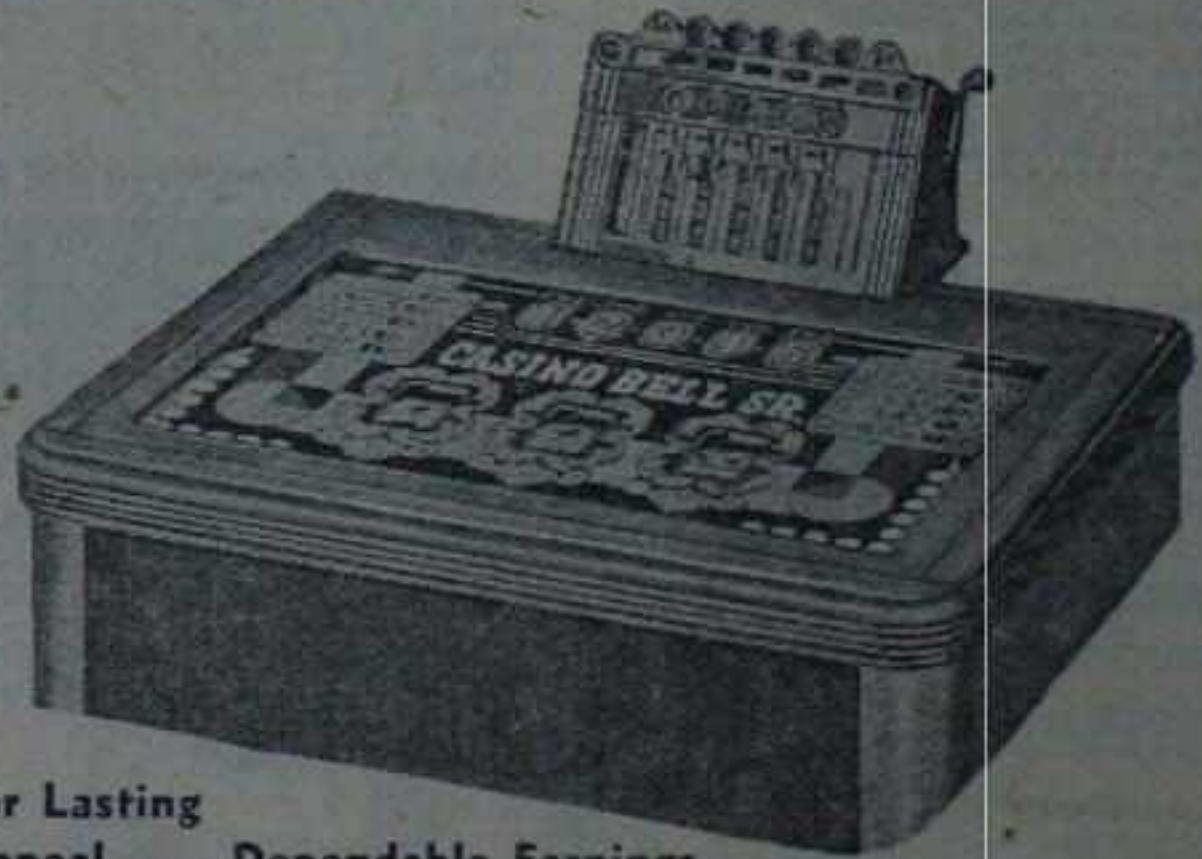
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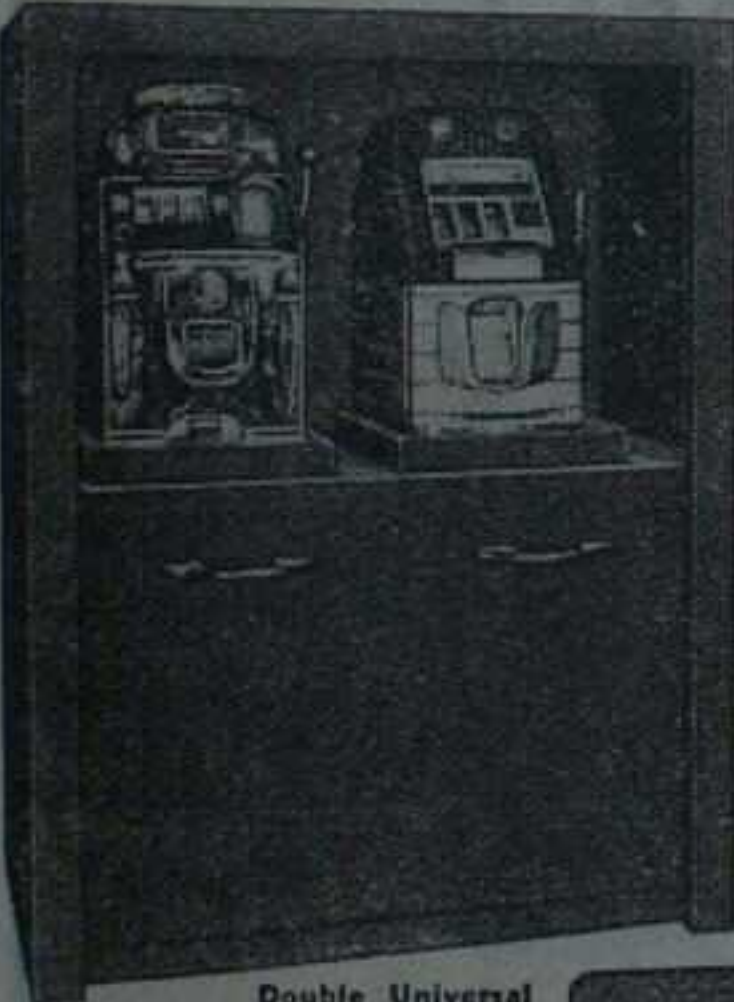
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