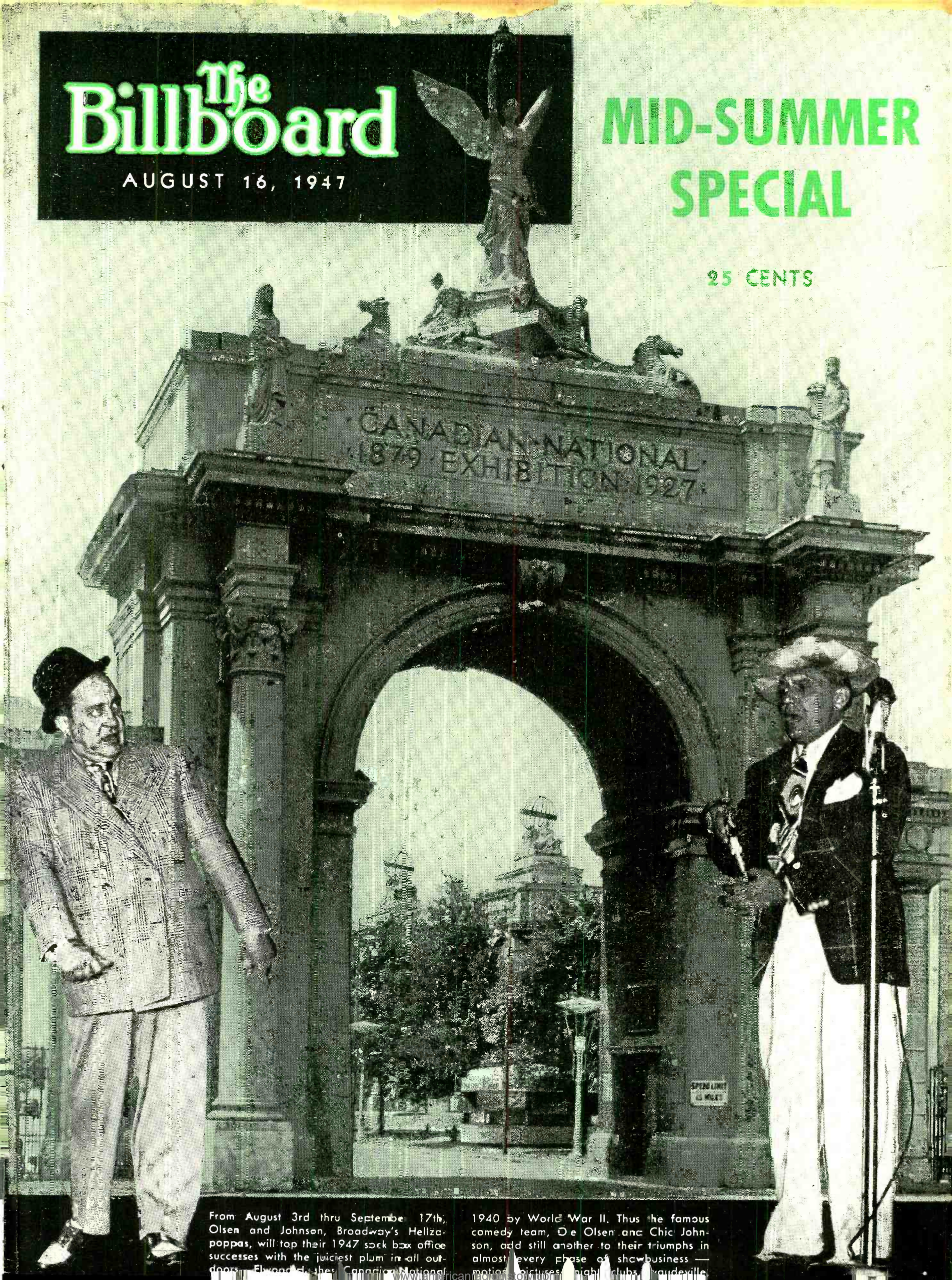


# The Billboard

AUGUST 16, 1947

## MID-SUMMER SPECIAL

25 CENTS



From August 3rd thru September 17th, Olsen and Johnson, Broadway's Hellzapoppas, will top their 1947 sock box office successes with the juiciest plum in all outdoors. Elwood takes Canadian National

1940 by World War II. Thus the famous comedy team, De Olsen and Chic Johnson, add still another to their triumphs in almost every phase of showbusiness — motion pictures, night clubs, Broadwayville,





**"My Investment was returned in 30 days"**  
 states **MANLEY** Popcorn Machine Owner  
**"From now on it's all gravy"**



**3 M's THAT MEAN**

**MONEY FOR YOU**

...and that's the experience of thousands of other successful users of Manley Popcorn Machines, Manley Popcorn, Seasoning, Salt, Bags, and Cartons. Of course, there's a reason...

It starts with the people themselves—all of them, everywhere love popcorn. There's no age limit—no income bracket—no special season for hot, fresh, delicious Manley Popcorn as served from a big, sparkling bright Manley Popcorn Machine. Its appeal is universal—year 'round.

If you are already dealing with people—if crowds gather around your place of business or pass your door—a prominently displayed Manley Popcorn Machine will make you more money than you've ever dreamed about.

If you're looking for a new business opportunity—one with amazing, big money-making potentials, let us show you how to start yourself on the road to financial independence.

The handy coupon below will bring you the answers and—there's no obligation.

**THERE IS NO SUBSTITUTE FOR POPCORN THAT IS...**

**MACHINES** The most important "M"—the Manley Popcorn Machine combines sparkling beauty and eye appeal with mechanical perfection, trouble-free operation and large capacity. Many exclusive features. Designed to make the handling of crowds easy... you'll make more money with Manley.

**MERCHANDISE** It takes the best merchandise to win the largest profits. Manley Popcorn is quality controlled—grown to meet high company standards. Pop it in Manley Popcorn Seasoning and use only Manley's Popcorn Salt. Serve in a Manley Carton or Bag and you'll make more money with Manley.

**METHODS** Manley has compiled a booklet explaining how to operate a successful popcorn business and included many proven, sales-building practices accumulated during twenty-five years of acknowledged leadership. Ask for free copy. Use the handy coupon and make more money with Manley.



**"The Biggest Name in Popcorn!"**

1920 Wyandotte St., Kansas City 8, Mo.

**SALES AND SERVICE OFFICES IN PRINCIPAL CITIES**

- |                  |                     |                      |                       |
|------------------|---------------------|----------------------|-----------------------|
| Aibion, Mich.    | Dallas, Texas       | New Orleans, La.     | San Francisco, Calif. |
| Atlanta, Ga.     | Denver, Colo.       | New York City, N. Y. | Seattle, Wash.        |
| Boston, Mass.    | Detroit, Mich.      | Oklahoma City, Okla. | Toronto, Canada       |
| Camden, N. Y.    | Indianapolis, Ind.  | Omaha, Nebr.         | Vancouver, B. C.      |
| Charlotte, N. C. | Los Angeles, Calif. | Roanoke, Va.         | Washington, D. C.     |
| Chicago, Ill.    | Memphis, Tenn.      | St. Louis, Mo.       | Winnsboro, Texas      |
| Cleveland, Ohio  | Minneapolis, Minn.  | San Diego, Calif.    |                       |

**MANLEY, INC.**  
 1920 WYANDOTTE STREET, Dept. BB 8-9  
 KANSAS CITY 8, MISSOURI

Without obligation please send me a copy of your booklet "How to Make Big Profits From Popcorn."

YOUR NAME \_\_\_\_\_  
 BUSINESS NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



© 1947 MANLEY, INC.



The World's Foremost Amusement Weekly

# OUTDOOR FALL OUTLOOK ROSY

## NAB Responds to Alexander Charges Vs. BMI; Miller Asks Haverlin for a Full Report

### Small Publishers' Committee Letter Draws Wide Response

NEW YORK, Aug. 9.—The second communique from Perry Alexander, chairman of the Broadcast Music, Inc. (BMI), Small Publishers' Committee, which was sent out to 2,000 broadcasters early this week (*The Billboard*, August 9) brought immediate action when Alexander received notice from Justin Miller, president of the National Association of Broadcasters (NAB), that Carl Haverlin, BMI prexy, has been asked to submit a full report on the matter, and that the NAB would take up Alexander's charges against BMI and its executives at the next meeting of the board of directors.

What initially started out as a program by Alexander to bring about a new shake as far as BMI performance royalties are concerned, now has mushroomed into a major issue, with Alexander, after getting the backing of more than 250 small publishers, and now seemingly drawing some broadcaster support, currently going all-out for a complete investigation of BMI practices in relation to their dealings with affiliated publishers who are not working with "incentive" contracts.

In answer to the Alexander letter to the broadcasting industry, Justin

Miller Thursday (7) sent the following reply to the pubber:

#### Miller's Letter and Others

"This will acknowledge receipt of your letter of August 4, 1947. Needless to say, I am very much dis-

(See NAB Acts on page 17)

## House Probe Of AFM Under Way on Coast

HOLLYWOOD, Aug. 9.—The first week of the congressional investigation of American Federation of Musicians (AFM) practices here wound up Thursday (7) after extensive testimony dwelling on AFM's Local 47 and its activities in television, licensing, the Earl Carrol controversy, etc. Sessions were marked thruout by personality clashes, strong accusations and heated denials. The investigation is being conducted by Rep. Carroll D. Kearns, chairman of the subcommittee of the House Committee on Labor (See *House Begins Probing*, page 18)

## '46 Showbiz Nears '29 Employ'm't Top; Av. Income Doubles

WASHINGTON, Aug. 9.—Reflecting what Department of Commerce officials regard as a return toward "1929 prosperity," figures compiled by the department this week reveal that employment in showbiz last year was only 22,000 under the 1929 peak of 253,000 workers. Average income received by showbiz employees in 1946 was nearly double the 1929 average, tho still below the average income of employees in other industries.

The commerce statistics disclose that with the exception of 1943, employment in the amusement industry has shown a steady climb from the depression low of 135,000 in 1933. Among those classified as amusement industries are theaters, circuses, night clubs, coin operators, and amusement parks. Movie and radio employees are not included.

#### Average Income \$2,044

Average income of full-time showbiz employees last year was \$2,044, or about \$300 less than the average for all workers. This represents an increase from \$1,771 in 1945 and from the average \$1,185 earned by showbiz employees in 1933.

Radio employees fared much better last year, earning an average salary of \$3,694. Radio last year employed a total 36,000 full-time employees, whereas only 4,000 were employed in 1939. Total income of showbiz (See '46 Showbiz Nears on page 4)

## Coin Harvest Beckons Gees Having Savvy

### Crops Good, Biz Humming

By Pat Purcell

CHICAGO, Aug. 9. — Outdoor showmen, always at the mercy of the weather and always insufferable optimists despite their constant use of crying towels or continuous visitations to the wailing wall, are swinging into the home stretch of the 1947 campaign, and there is no cause for alarm for those capable of getting money and who have suitable routes.

Those of the carnival and circus industry are most vulnerable as far as weather is concerned, and during the season the fair operators go along with the carnivals. The park operators, too, are dependent on weather, but they seldom miss a day because it rained the day before. The parkies, to coin a word, are usually parked on dry land when the storms subside.

Because of this vulnerability, carnival and circus men generally have taken some sound thrashings since the general opening of the tented operas last April. It was the worst spring in the annals of the weather bureaus, and yet only a few fell by the wayside. Some are still staggering, making it from town to town by the skin of their teeth and their credit, but they are making it and are ready for the fall harvest.

#### Fairs and Carnivals

Carnivals generally are in the better position to make a Garrison finish, particularly those with the hefty fair routes. Managers of the annuals have gone all out in build-

(See *Fall Biz Looks* on page 48)

## Sports Rebels Worry Video

### Loss of Bouts And Baseball Is Threatened

#### Fights Sure Until June

NEW YORK, Aug. 9.—Television, at a crucial moment in its development as an entertainment and advertising medium, this week appeared in danger of losing its strongest sales argument from a program point of view—namely, sports coverage. Smoldering antagonism of sports promoters rose to the surface in a report carried in some dailies that the 20th Century Sporting Club is seeking cancellation of its contract with the National Broadcasting Company (NBC) covering televising of bouts sponsored by Gillette.

Spokesman for 20th Century later denied the report, stating that the boxing club would stick by its agreement to furnish bouts for video up to May 31, 1948. Questioning of match-

### Theater TV Hit?

NEW YORK, Aug. 9.—Friction between sports and video execs may affect the development of theater television. Radio Corporation of America (RCA) and Warner Bros., in the past several months (since the large screen demonstration in Philadelphia), have been working closer than ever on the development of this phase of video. It's known that one of the chief attractions for film theaters is the possibility of telecasting sports events into their houses. The developing antagonism, it's felt, may throw a damper on the optimism.

makers and sports exec revealed, however, that the sports-video marriage is by no means a happy one—and that the Boxing Managers' Guild of New York will convene in two weeks to map strategy for protecting members' rights with respect to television.

#### Report Attendance Cut

What's behind the irritation of some boxing execs is the belief that (See *Video Threatened* on page 16)

## Feinberg May Become NBC Labor Adviser

### Quits GAC for Own Biz

NEW YORK, Aug. 9.—William Feinberg, who this week resigned as executive assistant at General Artists Corporation (GAC), to start his own biz as a labor relations consultant, was reported at press time as slated to become labor consultant for the National Broadcasting Company (NBC). Altho the deal isn't quite completed, it was stated that Feinberg's NBC deal was about set.

Feinberg's move into the labor relations field, after having spent some 14 months with the booking agency under New York office topper Art Weems, and particularly his pending move into the NBC labor picture, is of vital interest since, prior to his GAC stint, he spent 12 years as secretary of Local 802 of the American (See *Feinberg Leaves* on page 17)

## Unions Prep Fight Against T-H Law; Orks, Acts on Air

NEW YORK, Aug. 9.—A group of key figures in labor representing both the Congress of Industrial Organizations (CIO) and the American Federation of Labor (AFL) have been meeting secretly here in Chicago and on the West Coast in an effort to shape up an all-out program for 1948. The plan will be directed against re-election of the Taft-Hartley Bill backers in Congress and toward the eventual fight to have the controversial act declared unconstitutional, with showbiz unions skedded to play a major part in the over-all program.

Headed by individual union officials as well as expert legal advisers, the meetings have advanced two major proposals. The first calls for a marriage of CIO and AFL leaders, if not on a permanent basis, at least for the ensuing fight. The second is to obtain from the unions (See *Unions Prep Fight* on page 20)



# BARN TO BROADWAY CHECK-UP

## 64 New Plays Get Tryouts On Silo Cirk

### 5 or More Headed for Stem

NEW YORK, Aug. 9.—Summer theaters this season are dishing out the biggest welcome to authors of new plays since before the war. More new scripts already have been given strawhat tryouts in the last two months than in the entire season last year and many more are yet to come before the barns call it a summer. Without even considering the forthcoming preems, it looks as tho Broadway will get a bigger bundle of plays from the gleanings of the strawhats than it has in several years.

So far this season, the barns have lent their ears to 41 new scripts, with 23 more scheduled for this (See 64 NEW PLAYS on page 45)

### '46 SHOWBIZ NEARS

(Continued from page 3)

enterprises—excluding radio and movies—last year reached the record high of \$656,000,000. Lowest showbiz income in the last decade was \$152,000,000.

#### Radio's \$214,000,000

Radio's income in 1946 was \$214,000,000. The industry's low was reached in 1930, when only \$8,000,000 was taken in.

Vending coin machines last year took in an estimated \$132,000,000 after pay-offs were deducted. This amount represents a terrific increase over the \$6,000,000 earned in 1930 and is 10 per cent above the 1945 level.

### In This Issue

American Folk Tunes	158
Broadway Showlog	43
Burlesque	46
Carnival	52-81
Circus	82-87
Classified Ads	105-138
Club Activities	68-69
Coin Machines	141-196
Continuing Program Studies	10-13
Fairs and Expositions	92-101
Final Curtain, Births, Marriages	47
General Outdoor	43-51
Honor Roll of Hits	22
Legitimate	43-45
Letter List	116-117
Lists	101-136
Magic	46
Merchandise	105-138
Music	17-36
Music as Written	36
Music Machines	152-160
Music Popularity Charts	22-33
Night Clubs	37-42
Parks and Pools	88-91
Pipes for Pitchmen	137
Radio	5-16
Repertoire	104
Reviews: Album	160
Legit	43-44
Night Club	40-41
Records	30
Vaudeville	39
Rinks and Skaters	102-103
Roadshow Films	104
Routes: Carnival	62
Circus	62
Legitimate	44
Miscellaneous	62
Salesboards	139-140
Sponsored Events	80-81
Television	14-16
Vaudeville	38-42
Vending Machines	143-151

The Billboard, Main Office, 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10.00. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1947 by The Billboard Publishing Co.

## Box Score on Strawhat Tryouts

Here's how the tryouts have been making out on the silo circuit this summer:

**Act of Darkness**, play by Frank Gabrielson, opened at the Theater-in-the-Dale, New Milford, Conn. (capacity, 250). Best draw by far of all plays here this summer; sold out two nights. Probable rewrite.

**After Hours**, revue by Charles Gaynor, with Jane Pickens, opened June 30 by South Shore Players, Cohasset, Mass. (capacity 424, gross \$3,300). Averaged \$2,700 for week. Music Corporation of America trying to interest Broadway.

**Alice Adams**, satire-comedy dramatized by Elizabeth Trotter and Booth Tarkington from the latter's novel, opened August 4 at Kennebunkport (Me.) Playhouse (capacity 340 seats, capacity gross \$2,200). Had best opening night of summer, 280 attendance. Probable script revision.

**Among Ourselves**, drama by Joanna Ross, opened June 19 at Hedgerow Theater, Moylan, Pa. (Open nine months in the year with rep sked.) Played practically capacity.

**Bent Halo**, comedy by William Corington, with June Duprez, opened July 14 at Chapel Theater, Great Neck, L. I. (capacity 215, gross \$2,500). Biggest draw here of the summer; attendance average about two-thirds full; sold out two nights; turned people away one night. Universal and Columbia pix requested script. Author planning extensive rewrite.

**Bite the Dust**, fantasy drama by Earle Reynolds requiring cast of 39, opened July 30 at Yellow Springs (O.) Summer Theater (capacity 500). Capacity audience. Jose Ferrer owns it.

**Bonfire**, drama by Elaine Elliot and Abraham Mandelstan from a novel by Dorothy Canfield Fisher, with Vicki Cummings, opened July 22 at Riverside Theater, Bridgton, Me. (capacity 380, gross \$4,000). Some pic and legit interest.

**Common Glory**, The, open-air presentation by Paul Green, based on Thomas Jefferson's life, opened July 17 at Lake Matoaka Amphitheater, Williamsburg, Va.

**Catch on the Wing**, play by Francis Goforth and Howard Richardson, opened July 2 at Theater-in-the-Dale, new Milford, Conn. (capacity 250). One of the best draws of summer here. Producer Louis Townsend has option on it; Shuberts reported interested in it.

**Dear Judas**, Michael Myerberg's dramatization of Robinson Jeffers' dramatic poem, opened August 4 at Ogunquit (Me.) Theater (capacity 1,040). Usual opening night draws 400-500, but this drew 700-800. Also will play in Boston August 25. Scheduled for Mansfield in September.

**Devil to Pay**, The, American premiere of Dorothy L. Sayers' version of the Faustus legend, opened August 7 at Fordham University Theater, Bronx, N. Y. (capacity 588, gross \$550 night). Opening night three quarter capacity.

**Dog Beneath the Skin**, The, poetic fantasy-satire by W. H. Auden and Christopher Isherwood, opened July 21 at the Cherry Lane Theater, New York (capacity 200). Scheduled for two weeks, but held over another two. Doing close to sellout every night, averaging \$300.

**Dream of Fair Women**, comedy fantasy by Reginald Lawrence, tried out last year by Theater Guild at Westport (Conn.) Country Playhouse and rewritten, opened June 23 at Hilltop Theater, Lutherville, Md. (capacity 250 gross \$1,800). Play grossed \$950.

**Expensive Wench**, The, play by Zoe Schiller, with Vega Keane, opened August 5 at Red Barn Theater, Westboro, Mass. (capacity 300, gross \$2,200). Well received and some legit interest reported. Probable rewrite.

**Four Flights Up**, mystery by Ken Parker, opened July 22 at the Greenwood Garden Playhouse, Peaks Island, Me. (capacity 350, gross \$3,000). Play grossed \$1,900, close to sellout one night. Being rewritten extensively.

**Grand National Night**, American premiere of London melodrama, opened July 7 at Bucks County Playhouse, New Hope, Pa. Fair audience reaction. Owned by Herman Bernstein and Warren Munsell. Considered to have fair chance of going to Broadway.

**Heaven Help the Angels**, a revue with Paul and Grace Hartman, opened June 23 at Bucks County Playhouse, New Hope, Pa. Close to capacity audience like it. Also opened June 30 at John Drew Theater, East Hampton, L. I. (capacity 411), selling out four nights; July 7, New England Mutual Hall, Boston; July 14, Greenwich (Conn.) Playhouse; July 21, Berkshire Playhouse, Stockbridge, Mass. (capacity 436, gross \$5,200), selling out every night and topping \$5,200; July 28, North Shore Players, Marblehead, Mass. (capacity 974, gross \$1,800 a night). Building steadily and grossing \$7,500 for week. Revue has undergone constant revision. On production schedule of Eddie Dowling and Louis J. Singer for this fall, but will tour first, probably opening in Chicago next month.

**Helena's Room**, psycho-drama by John Lynn, opened July 8 at Provincetown Playhouse, New York (capacity 185, gross \$1,000). Did \$400.

**Hi Ho Figaro**, by Bill Whitney, comedy adaptation of the opera, *The Barber of Seville*, opened July 22 at Provincetown Playhouse, New York. Did \$650.

**Kingdom of the Blind**, a melodrama by Frank Ford, opened July 20 at Catholic University, Washington.

**Lady Maria**, The, (formerly called *The Woman I Love*.) American premiere of a period play, by W. P. Lipscomb with Gertrude Lawrence, Carl Esmond and Bramwell Felther, opened August 4 at Cape Playhouse, Dennis, Mass. (capacity 500, gross \$8,000-\$9,000). Sold out before it opened. Play will be revised, largely editing and cutting. John Golden owns and plans to bring it to Broadway in fall.

**Laughter From a Cloud**, a comedy by Lynn Riggs, with Ilka Chase

(See Box Score on page 45)

## '47 Donaldson Winners Go on Air Saturday

### 3,000 Ballots Are Talled

NEW YORK, Aug. 9.—The chips are down. The balloting for the Fourth Annual Donaldson Awards, the theater's only democratically bestowed laurels for seasonal achievement, is tallied. Benson & Benson, national tabulating firm, have counted and checked the total of nearly 3,000 votes stemming from all branches of the theatrical trades, to clock the 1946-1947 winners of the Donaldson Awards' gold keys and scrolls, the theater's own accolades for its seasonal "bests."

So come Saturday (16), the tops in 27 categories of achievement in last season's legit showbiz will receive their keys and scrolls via a coast-to-coast broadcast over the American Broadcasting Company (ABC) network (7:30-8:00 p.m.) on the stage of the Vanderbilt Theater.

Best play and best "first" play will be honored, as well as the year's best musical. Winners of acting stints will be on hand to contrib excerpts of their work which won them the popular nod in their respective fields. Dancing, choreography, set and costume design will also come in for their annual recognition. Ralph Belamy, star of 1945-'46 best play, *State of the Union*, and currently representing the actors on the Fourth Annual Donaldson Awards Committee, will emcee the broadcast and present the individual awards.



## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr. William D. Littleford

E. W. Evans Pres. & Treas. Joseph C. Csida Vice-Pres. Lawrence W. Gatto Secy.

### Editors

Joseph C. Csida Editor in Chief Pat Purcell Outdoor Editor C. R. Schreiber Coin Machine Editor William J. Sachs Executive News Editor

### Managers and Divisions:

W. D. Littleford, General Manager Eastern Division 1664 Broadway, New York 19, N. Y. Phone: MEEdallion 3-1615

M. L. Reuter, General Manager Midwest Division 155 North Clark St., Chicago 1, Ill. Phone: CENTral 8761

Sam Abbott, General Manager West Coast Division 6000 Sunset Blvd., Hollywood 28, Calif. Phone: HOlywood 5831

F. B. Joerling, General Manager Southwest Division 390 Arcade Bldg., St. Louis 1, Mo. Phone: CHestnut 0443

C. J. Latscha, Advertising Manager B. A. Bruns, Circulation Manager Cincinnati, Ohio Phone: DUbar 6450

Printing Plant and Circulation Office 2160 Patterson St., Cincinnati 22, Ohio

Subscription rates, payable in advance—One Year, \$10.00; Two Years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes: The Billboard Encyclopedia of Music Vencd





# DYKE'S LONG-RANGE PLANS

## Eddy Howard Ork In Shaeffer Slot

HOLLYWOOD, Aug. 9. — Eddy Howard and his orchestra have been signed for the Sunday afternoon Shaeffer Pen stanza, it was reported here this week. Spot currently is held by Carmen Cavallaro and his outfit.

Program airs over National Broadcasting Company. Howard agreement is said to allow him to play road dates, with pick-ups from wherever he may be playing.

## WNEW Has New Record Gimmick

NEW YORK, Aug. 9.—What is believed to be a new type of programming via phonograph records will be unveiled next month by WNEW, New York, thru use of albums with top name stars giving readings of classic selections. The series, to be called *The Spoken Word*, is slated for a Sunday night spot.

Phonograph recording outfits have extensive libraries of such readings. A few examples are John Barrymore in the *Hamlet* soliloquy; Maurice Evans and Judith Anderson in excerpts from *Macbeth*, and Evans alone in *Hamlet*; Paul Muni in Tom Paine's *The Crisis*; Charles Laughton and Raymond Massey reading *Lincoln's Gettysburg Address*; Otis and Cornelia Otis Skinner in Shakespearean excerpts; Charles Coburn in *Comedy of Errors*, and others.

Altho virtually all the text of the platters is public domain material, WNEW is clearing with the record pressers for the albums it will use. One reason for this is that while the (See WNEW'S RECORD on page 11)

## AFRA Sets Up Group To Aid Reprise Group

Similar to Screen Guild Deal

HOLLYWOOD, Aug. 9.—A committee of top radio performers was set up here this week by the American Federation of Radio Artists (AFRA) to co-operate with the Sullivan, Stauffer, Colwell and Bayles (SSC&B) Agency of New York in production of the agency's new program, *Show of the Year*. Jack Benny, Edgar Bergen, Ed Gardner, Eddie Cantor, and Burns and Allen are understood to have agreed to work with SSC&B's show, which will rebroadcast what one agency official called a star's "best show of the season" on its weekly outing. In return for its endorsement and active participation, AFRA is scheduled to receive a "substantial weekly donation for its relief fund, in a deal similar to that which has been operating for some time for *Screen Guild Players* between sponsoring Lady Esther and the Screen Actors' Guild. Latter gets \$10,000 weekly.

The agency is understood to have pacted a sponsor already, with the bankroller said to be a major firm currently in network radio. Announcement of the sponsor is being delayed until about the middle of next month, when the network and time for the show will be decided.

Cost for *Show of the Year*, which will be broadcast live, is estimated at about \$15,000 weekly for talent. This sum, plus the additional outlay to AFRA probably will place total expenses for the show on a par with the

## Double Boner

NEW YORK, Aug. 9.—*Life* magazine, in its current issue, pulled two neat blunders, and in one simple sentence, at that. In an article on William S. Paley, board chairman of Columbia Broadcasting System (CBS), and his bride, the former Barbara Cushing Mortimer, the mag referred to him as the "millionaire president of the Columbia Broadcasting Company." No mention was made of Frank Stanton, CBS prexy.

Time, Inc., *Life* publisher, is a former CBS advertiser (*March of Time*).

## New Indie Web Rumor in East

NEW YORK, Aug. 9.—Word leaked out this week that another new network, probably a regional set-up of indie stations, is being planned. Motivating figure in the hush-hush exploration, according to reliable sources, is Harold A. Lafount, vice-president of Wodaam Corporation, which owns WOV, local indie.

WNEW, rather than WOV, reportedly would be the New York link in the new chain if it goes thru. Arde Bulova, who heads Wodaam, also has controlling interest in WNEW. It is known that Lafount already has contacted other stations regarding their willingness to come into a new web.

costs put out by the original sponsors of programs to be reprised. Each week's program will get in plugs for the guest show's regular series and will credit the original sponsor.

## NBC Exec Out To Encourage Fresh Talent

Will Develop Pubserv

By Paul Ackerman

NEW YORK, Aug. 9.—Altho he has inherited the post of program chief at a time when the National Broadcasting Company (NBC) is at a peak in billings and top-rated shows, Ken R. Dyke is not satisfied with existing programing conditions and is mulling long-range plans to rectify what he considers some of radio's shortcomings. Not only does what's in Dyke's mind have a bearing on future policies of NBC, but his ideas are predicated on the development of radio as an industry.

In line with this, Dyke intends to spend much time on talent development, public service, greater use of radio's research tools, and program and commercial standards. Additionally, and tied up with the aforementioned points, there will be an attempt made to meet adequately the problem of public criticism of broadcasting. Apropos the latter point, Dyke stated:

"If the criticism is unwarranted, then we must answer back. If it is warranted, then we must do something about it."

Vaude Parallel

Stating that one of the chief problems is that of future planning, Dyke added that the industry was looking ahead to the time ("and the time is now") when it would need "new stars, writers, talent." "We'll be accessible to new people," he said. The NBC exec wouldn't elaborate, but indicated that in addition to the web's own production efforts, outside sources would be tapped. He drew a parallel with vaudeville, pointing out that circuits were able to develop performers in large and small theaters. (See Dyke To Encourage on page 7)

# Angels See Radio Here To Stay

## Banks Losing "Poor Risks" Prejudice

One Has 10-Mil Fund

By Sam Chase

NEW YORK, Aug. 9.—Many banks and insurance companies, which heretofore have eschewed financing radio stations and radio station purchasers—regarding them as too risky—slowly are ridding themselves of that attitude and are beginning to issue an increasing number of loans to station operators acquiring new properties. With the AM radio spectrum now virtually at saturation point, those seeking entry into radio ownership find it necessary to purchase properties already in operation. Chances are, as a consequence, that more and more broadcaster financing will be undertaken within the next few years. One major banking house is known to be considering setting

## Borden Vacating "Arthur's Place"

HOLLYWOOD, Aug. 9.—There was considerable uncertainty this week as to the future of *Arthur's Place*, the recently-inaugurated Borden comedy series on Columbia Broadcasting System. Altho some official denials were made, it appeared that the show was headed for the scrap heap, to be replaced by a musical stanza.

*Arthur* started about six weeks ago and got a general critical lacing. Program starred Arthur Moore, also its producer, with Jack Kirkwood later being brought in to do the lead. Its July 15 Hooperating was a weak 2. Agency is Kenyon & Eckhardt.

aside \$5,000,000 to \$10,000,000 for this purpose exclusively.

This trend follows a pattern similar to that which began in the newspaper industry about 20 years ago, but picked up momentum only in the past decade. The fact that recent years have found financing and loans for purchase of newspapers be- (See BANKS LOSING on page 11)

## STATION AND PROMOTION MANAGERS..

THE BILLBOARD  
10TH ANNUAL  
RADIO PROMOTION  
COMPETITION  
AND EXHIBITS

?

Have You  
Sent in  
Your  
Presentation  
Yet?

will be the BIGGEST and BEST EVER!

See page 7, this issue . . .



# TELE TOPS AFRA AGENDA

## Disk Jockeys, T-H Law Also Up for Airing

### 300 Expected at Convention

NEW YORK, Aug. 11.—Eighth annual convention of the American Federation of Radio Artists (AFRA) will open Thursday (14) at the Astor Hotel here, with television, disk jockeys and Taft-Hartley as the three top items on the agenda. A turnout of some 300 delegates—the largest in the union's history—is expected. Of these, 106 will be from New York, that number having been chosen in the New York AFRA local's recent mail ballot.

On the non-political front television is the top item on the convention agenda for a number of reasons. The convention will be the first of any affiliate of the Associated Actors and Artistes of America (Four A's), the international covering all performers other than musicians, to act on the tele report. This report, prepared by a committee headed by George Heller, AFRA executive sec-

### AFRA Convention Agenda

**THURSDAY, AUGUST 14, 1947**  
 First Session: 2:00-5:30 p.m.  
 Registration of Delegates  
 6:00-8:00 p.m.  
 Meeting of National Board  
 Second Session: 8:30-11:00 p.m.

1. Call To Order
2. Greeting of Chairman
3. Messages to Convention
4. Appointment of Convention Secretary
5. Appointment of Two Sergeants-At-Arms
6. Report of Credentials Committee (Appointed by National Board)
7. Roll Call
8. Election of Resolutions Committee
9. Appointment of Tellers' Committee of Three

**FRIDAY, AUGUST 15, 1947**  
 First Session: 10:10 a.m.-12:30 p.m.

1. Roll Call
2. Report of National Executive Secretary
3. Report of National Assistant Executive Secretary
4. Report of National Treasurer
5. Caucus of Locals—(National Executive Will Be Available To Attend, if Requested)

Second Session: 2:00-5:30 p.m.

1. The Problem of AFRA Expansion
2. AFRA Shop Clause and National Policy
3. Local Fines for Non-Attendance at Membership Meetings

**SATURDAY, AUGUST 16, 1947**  
 First Session: 10:00 a.m.-12:30 p.m.

1. Roll Call
2. Taft-Hartley Law
3. Leasing of Localities as Presented by Resolutions Committee
4. Final Report of Resolutions Committee

Second Session: 2:00-5:30 p.m.

1. Roll Call
2. Election of National Officers
3. Selection of Convention City for Ninth Annual Convention
4. Other Reports, if Any
5. Adjournment

**SUNDAY, AUGUST 17, 1947**  
 First Session: 10:00 a.m.-12:30 p.m.

1. Roll Call
2. Matters Affecting Locals as Presented by Resolutions Committee
3. Final Report of Resolutions Committee

Second Session: 2:00-5:30 p.m.

1. Roll Call
2. Election of National Officers
3. Selection of Convention City for Ninth Annual Convention
4. Other Reports, if Any
5. Adjournment

retary, proposes not only the first scale for actors working in video, as well as interchangeability of cards (the first time this has been actively considered by the various actor unions), but is regarded as the means by which one union for all actors ultimately may be established. Thus, what action the AFRA delegates take on the video report has special sig-

nificance for other unions. Taft-Hartley labor law is certain to come in for heavy condemnation at the AFRA powwow, with the radio actors' union joining other affiliates of the American Federation of Labor (AFL) in campaigning to have the law repealed. AFRA action probably will include means to bring about the (Tele Tops AFRA Agenda, page 11)

## Hooper Offers To Conduct BMB Studies

### Savings Seen in Plan

NEW YORK, Aug. 9.—An offer to conduct the 1949 Broadcast Measurement Bureau (BMB) station circulation survey, as well as the interim studies to be undertaken by BMB, was made to BMB this week by C. E. Hooper, head of the research firm bearing his name. Offer was made in a letter sent to Hugh Feltis, BMB president, Thursday (7).

Hooper's letter stated, in part, that he felt new techniques he and his organization have worked out in recent experimentation would provide BMB with a higher standard of measurement than the base used in the 1946 BMB survey. Hoop also noted that in view of his present set-up, he felt that were his organization to handle the field work, it would represent a considerable saving to BMB and, therefore, to the radio industry at large, which finances BMB.

Meanwhile, BMB announced that its new plan for future operations appears to be meeting with general station approval. BMB stated that six days after the new contracts for subscribers were put in the mail, a total of 34 stations had signed up, with more coming in each day. New BMB procedures set that firm up as a permanent operation, with year-in, year-out financing, rather than catch-as-catch-can, survey-to-survey financing.

# Do Summer Replacements Pay?

## Bum Ratings And Big Costs Stir Doubts

### "Philip Marlowe" Only 15th

NEW YORK, Aug. 9.—A special Talent Cost Index (TCI) of summer replacement programs, giving the cost per Hooper point of each hot-weather show now on air, reveals a gloomy story for those programs. Based on the July 30 Hooperatings, against which are applied *The Billboard's* estimates of talent charges, the TCI discloses that per point cost, in most cases, are high—higher generally than the regular season's high-

## Garry Moore Set For Eversharp Seg

NEW YORK, Aug. 9.—The deal for Garry Moore to take over the Phil Baker slot as emcee on *Take It or Leave It* for Eversharp next month is just about set, and the signing probably will occur over this week-end or the first of next week.

Baker was paid \$3,500, plus \$500 a week expenses. He is being offered in new quiz package.

priced programs. More than that, in the Hooperating rankings, the summer shows are compiling a most unenviable record.

Thus, the highest rated summer show, *Philip Marlowe*, the Bob Hope Lever Bros.-Pepsodent fill-in, is only 15th in the Hooper standings, while the next best rated show, *Call the* (See *Do Summer Fill-Ins* on page 10)

## State Aid Is Asked by AFRA In KSTP Jam

MINNEAPOLIS, Aug. 9.—Twin City local of American Federation of Radio Artists (AFRA), which has tried for some time to break back into KSTP, 50 k.w. National Broadcasting Company affiliate here, finally has been forced to turn to the State labor conciliator's office for aid.

A petition was filed Wednesday (6) by AFRA's attorney, Lee Loevinger, of Minneapolis, asking the conciliator to certify the local as bargaining agent for 13 station gabbers.

Kenneth Hance, station manager, expressed surprise at the move, claiming management had agreed to a consent election for eight announcers. Loevinger countered with the claim that the union would not agree to a consent election unless the 13 were included. Hance said the disputed five are in the specialist class, such as farm service director and sports director, and should not be included in the union set-up.

## FBI Causes Change In Program Title

NEW YORK, Aug. 9.—The dispute in which the Federal Bureau of Investigation objected to a proposed title for a new magazine and radio program this week was resolved when Street & Smith publishing house altered the name. The firm's newest magazine, initially skedded to be tagged *Top Secrets of the FBI*, was to be released later this month and was to furnish the material for a cloak and dagger series of the same name, tentatively set to air over WOR. William J. DeGrouchy, of Street & Smith, said, however, that following the protest the title had been changed simply to *Top Secrets*, with the subtitle, "Based Upon the Exploits of the FBI."

According to G-men, the only radio show carrying their official sanction is *This Is Your FBI*, aired over American Broadcasting Company (ABC). DeGrouchy said plans for the WOR program still are formative, and a starting date within two months is unlikely.

## P&G Is Adding To Radio Sked

NEW YORK, Aug. 9.—Radio men this week anticipated an early addition to Procter & Gamble's lengthy string of radio offerings, as the soap company reinstated sales of its Chipso soap flakes and named Benton & Bowles as the agency. Sales for the product were halted during the war in this country when P&G

consolidated its production, but Canada continued to market the brand. Appointment of B&B is effective immediately in the United States and on October 1 in Canada.

The soap firm stated early this summer that it anticipated placing additional products on the market this fall and would consider new radio shows at that time.



**MGM'S LEO PACKS 'EM IN . . . WBNS HELPS HIM DO IT**

Leo has been roaring about his box office hits over WBNS for seven years.

**ASK JOHN BLAIR**  
In Columbus, Ohio, It's



# WBNS

163,550 WBNS FAMILIES IN CENTRAL OHIO



# New Code Set for Final Vote By NAB Board at Convention

WASHINGTON, Aug. 9.—National Association of Broadcasters' (NAB) proposed new code now is set for final action of NAB board at next month's convention, having been formally recommended for approval with minor changes by NAB's program executive committee late yesterday (8) at the climax of a grueling two-day session. The program executive committee, headed by Merle Jones, manager of WCCO, Minneapolis, discussed the proposed new code word by word with members of the special committee on standards and practices, headed by Robert Swezey, vice-president of Mutual Broadcasting System (MBS). The Jones committee announced that the session, which was held behind closed doors at NAB headquarters, was "strictly harmonious" and resulted only in minor changes of "wording" rather than meaning. It was learned that most of the changes were for the purpose of getting more "generalized" wording.

## Dyke Holds To Stand

At the two-two session, Ken Dyke, new administrative vice-president of National Broadcasting Company (NBC) and a key strategist in the special standards and practice committee, stuck to his role as a staunch champion of more rigid standards and for specific language in such provisions as the new "Ten Commandments" for children's programs (*The Billboard*, August 9) and for moderation of commercials (*The Billboard*, August 2).

The proposed new code now is regarded as in "final" shape for review by the NAB board on the eve of the convention, which opens September 15 in Atlantic City. Board members will receive copies of the proposed new code by mail within the coming week and will confer Sunday night (14) prior to the convention. The program executive committee, in handing up its recommendations, unanimously adopted a motion commending the special standards and practice committee for its speedy work in drafting the proposed new code.

## Code Group

Code group representatives, besides Dyke, who sat with the special executive committee were: Swezey, chairman of the code committee; John M. Outler, Atlanta, and Harold Fellows, WEEI, Boston.

Members of Jones committee present were Edgar Bill, WMBD, Peoria; Philips Carlin, MBS; Arthur B. Church, KMBC, Kansas City; Herbert Clambeck, WHO, Des Moines; W. W.

Slavick, WMC, Memphis; Glenn Snyder, WLS, Chicago; Davidson Taylor, CBS, and E. R. Vadeboncoeur, WSYR, Syracuse. Three members of the program executive committee failed to attend. They were James B. Shouse, WOW; Stanley E. Hubbard, KSTP, and Clarence L. Menser, a former vice-president of NBC.

# Dyke To Encourage New Talent; Develop Pubserv Features

(Continued from page 5)

ters. "A network," he added, "has affiliated stations in addition to managed and owned stations."

Dyke indicated that perhaps "a two-way-street" plan could be worked out, with talent being farmed out at the affiliates for development. Clarence L. Menser, Dyke's predecessor, had a similar farming out idea and some men were sent to hinterland spots—for instance, Tommy Allen, a tenor who is now sponsored over WKY, Oklahoma City, Okla., but nothing in a large way was ever done with the idea. Just how Dyke will handle the matter is not known yet, but he says it needs "exploration."

## Must Take Chances

Another programing thought in Dyke's mind is the need for continued sound program research, plus the courage to spend money and take chances on new programs aired over test areas. "We won't put radio into a test tube," he said, adding that radio must make use of "all available tools." He also pointed up the necessity of looking forward program-wise, rather than looking into the past for program types which proved successful.

The NBC exec, who has made an intensive study of commercials and standards, sees this study as a continuing project. Code activity, he said, must be continued in such a way that the public is persuaded that radio will not ignore its problems. He added that in some respects the web had found it necessary to define its policies carefully and in others the web had become more liberal.

In the matter of public service, Dyke reaffirmed that the web would make a push in this direction. "We will examine the picture and decide how best to utilize our time and make a major contribution in such fields as religion, public affairs, good music, etc.," he said.

"Radio," he concluded, "must put its best foot forward."

# Crawford in 52-Week 500G Drive on Six N. Y. Stations

NEW YORK, Aug. 9.—Beginning August 17, Crawford Clothes, manufacturer-retailer, will launch a 52-week radio drive in New York that will involve more than 200 shows and spots each week, running into a total yearly billing of more than a half-million dollars. The firm will spend about \$10,000 a week on six stations, WJZ, WHN, WNEW, WMCA, WOV and WINS. More than 100 of the shows each week will be 15-minute programs, some will run 10 minutes, several an hour and there will be 36 spots.

WJZ will get 10 quarter-hour shows a week, a deal which will bring the station \$165,000 in time costs for the year. Starting Monday, August 18, Crawford will sponsor the

five-times-a-week broadcasts of *Headline Edition*, Monday thru Friday, 7-7:15 p.m., and the news commentary of Martin Agronsky at 8-8:15 a.m., Monday thru Friday.

WINS will pick up 36 quarter-hours a week and 36 spots. Among the talent that will be used will be Don Goddard. WHEW is slated for 24 quarter-hours.

WOV will get 36 quarter-hours a week. Six will be a.m. shows in Italian, six afternoon shows in Italian, six will run at 7-8 p.m. on the *1280 Club*, six more will be at 8-9 on the *1280 Club*, six will run on *Prairie Stars* and six on *Wake Up*, New York.

Al Paul Lefton Company, Inc., is the agency.

# Station and Promotion Managers . . .

This is JUST ONE of the reasons why . . .

THE BILLBOARD 10TH ANNUAL RADIO PROMOTION COMPETITION AND EXHIBITS will be the BIGGEST and BEST EVER!

## BOARD OF JUDGES

### Advertiser Panel



Wm. Ramsey  
Procter & Gamble



Mrs. E. B. Myers  
General Foods



R. E. Healy  
Colgate



John Gilman  
Lever Bros.



J. M. Allen  
Bristol-Myers



A. S. Demplewloff  
Colanese Corp.



J. W. Maurer  
Wildroot



George Potter  
Prudential Life



R. G. Rettig  
Whitehall Pharmacal



Seymour Ellis  
Philip Morris

HARVEY MANNS, Vice-Pres.  
Sterling Drug, Inc.

### Agency Panel



Linnea Nelson  
J. Walter Thompson



Walter Craig  
Benton & Bowles



C. MacCracken  
D., C. & S.



Wickcliffe Crider  
B., B., D. & O.



Kendall Foster  
Wm. Esty & Co., Inc.



Frank Kemp  
Compton

DOUGLAS COULTER  
Foote, Cone & Belding

CARLOS FRANCO  
Young & Rubicam, Inc.

JOHN HYMES  
Biow Co., Inc.

WILLIAM B. LEWIS  
Kenyon & Eckhardt, Inc.

STANLEY PULVER  
Dancer-Fitzgerald & Sample, Inc.

TOM REVERE  
Donahue & Coe, Inc.

DON STAUFFER  
Sullivan, Stauffer, Colwell & Bayles, Inc.

RAY SULLIVAN  
Sullivan, Stauffer, Colwell & Bayles, Inc.

Rush Your Presentation Now to . . .

THE BILLBOARD 10TH ANNUAL RADIO PROMOTION COMPETITION

1564 Broadway

New York 19, N. Y.

Remember: Final Deadline Aug. 27



# UW SPOTLIGHTS PUBSERV

## Informality Marks Annual Madison Meet

### Attendance Best in History

By Cy Wagner

MADISON, Wis., Aug. 9.—The role of radio as a public servant, as a purveyor of educational and public service programs was given exhaustive treatment at the Fourth Annual Radio Institute here, held under auspices of WHA, University of Wisconsin radio station, July 28-August 5. This year, as it has for the preceding two years, the institute confined itself to public service and educational programs and their various ramifications in the over-all radio industry picture. This year's institute, attended by about 125 working radio people and educators, was the best attended to date. Reflecting increased interest in public service radio programming by commercial broadcasters, representatives from the commercial fields attended in greater numbers than they have in the past, with about 20 per cent more than last year on hand from this segment.

Practically a keynote statement and (*Pubserv Gets Spotlight, page 13*)

## State-Owned FM Networks Aired At Wis. Meeting

MADISON, Wis., Aug. 9.—A resume of statistics which proved that many States were planning State-owned-and-operated FM networks was presented by Walter Emery, head of the FCC division of renewals and revocations, at a meeting of the Public Service Radio Institute here this week. Emery, pointing to an ever-growing trend toward State-owned networks, most of which would be programed by colleges and universities on a non-commercial, public service and educational basis, gave a complete picture of a development which many facets of the commercial broadcasting industry feel will be a competitive threat, a threat which in many localities, such as in Southern California, has been opposed violently by commercial interests.

Emery stated that in five States, Pennsylvania, South Carolina, Virginia, Wisconsin and California, proposals for FM network appropriations have already been considered by the legislatures. Georgia, Illinois, Kentucky, Louisiana, Michigan and Texas, he said, are drawing up plans for FM networks and getting them ready for presentation to legislative bodies. He said Texas plans a network of about 50 stations. In still other States, such as Alabama, Oklahoma, Iowa, New York, Missouri and Mississippi, Emery added, certain groups are discussing the need for educational FM networks and are beginning to get together to figure out ways and means of presenting the plan to legislative branches.

He claimed that there would be room for 700 to 800 FM educational stations in the 20 channels set aside for this purpose and that the expecta-

## Kobak Will Give Ad Council Anti-War Co-Op Series Plan Involving 4 Webs Plus Indies

MADISON, Wis., Aug. 9.—The Advertising Council will be given the suggestion of H. J. Skornia, director of radio for Indiana University, that all networks and even independent stations co-operate to present a 13-week series explaining to the American people the uncertainties of our peace and pointing out the means by which war can be prevented, Edgar Kobak, president of the Mutual Broadcasting System, told a meeting of the Public Service Radio Institute here this week.

After Skornia's plan for a 13-week series, which would use top name talent and writers and would be aired

at various times on all four nets and many indies, had been read and after Skornia and others had taken part in a long discussion of the problem, Kobak said he would present the idea to the Advertising Council because he felt it fell within the council's province, as did many war-time efforts in which advertisers, agencies and media co-operated. He remarked that he naturally could speak only for MBS, but said his network would be in favor of the proposal.

### Would Use Top Names

Skornia's suggestion is "that each national network, in co-operation with the agency involved, offer the three half-hour periods during the week when it has the largest listening audience, for the purpose of broadcasting a program devoted to a specific problem or organization or accomplishment. This would make a total of 12 popular program periods, to cover 12 weeks, at what would probably be a different evening and period each week. Perhaps a final summary program could make this a 13-week series. Each program of the series would be carried by all four networks, and unaffiliated stations as well would be authorized to carry it. Skornia's proposal also calls for use of talent, such as Bob Hope, Fibber McGee and Molly, etc., and for having the shows aired in the spots occupied by these and other top names so that a maximum audience could be garnered.

Kobak stated that the presidents of the four networks have had seven meetings in the past few months to consider general policy relative to programing and research, and this suggestion undoubtedly would be considered by the four at their next meeting, time for which has not yet been set.

### Some Are Skeptical

During the discussion some participants voiced disbelief that the net- (*See Anti-War Series on page 11*)

## NBC Renews Pact With Schwerin for Research Until '49

NEW YORK, Aug. 9.—National Broadcasting Company (NBC) has renewed its pact with Schwerin Research Corporation for qualitative testing of programs and commercials until December 31, 1948—with option rights for five additional years. The method uses mechanical means to check reaction. The contract, which allows Schwerin to accept outside clients regardless of webs or stations used, is regarded by NBC as benefiting all radio, in the sense that the system will enable the industry generally to remove uncertainties in programing.

Two of the audience reaction sessions each week will be used for testing NBC-produced shows, and in addition the web will supply studio space for other clients. Schwerin system will also continue to make special studies for the network, dealing with broadcast standards, ac-

tion is that before too many years have gone by most of these frequencies would be utilized for bringing to the public a programing service which would supplement that presented by commercial radio.

## Swift Steps Up Air Time With 'Meeks' Stanza

CHICAGO, Aug. 9.—Further expanding its use of radio, Swift & Company, one of the top meat packers, will begin a new comedy-drama show on NBC November 8. The program, which will originate in Chicago, will be titled *Meet the Meeks* and will be written and directed by Les Weinrott, of L. A. Weinrott and Associates, local package company. The program, to advertise an as yet unassigned product, will be aired Saturdays from 10 to 10:30 a.m. (CST). The Chicago office of J. Walter Thompson will handle the program.

The new program will give Swift a full hour on NBC Saturday mornings, from 9:30 to 10:30 a.m., in the fall. Starting today, *Archie Andrews*, another J. Walter Thompson show for Swift's, will be aired on NBC from 9:30 to 10 a.m. *Andrews* program will originate in New York.

Swift will continue its expansion in radio in the fall and winter, according to present reports here that the packing company is looking for at least two new programs, one of them a kid show. Swift uses three agencies, McCann-Erickson, J. Walter Thompson, and Needham, Louis & Brorby.

## Sales Limit of 50% Set Up by ILGWU, Morris Novik Says

MADISON, Wis., Aug. 9.—Complete programing plans for the community service—labor FM stations which the International Ladies Garment Workers' Union expects to operate in St. Louis, Boston, Los Angeles, Philadelphia, Chattanooga and New York were outlined by Morris Novik, radio head for the union, at the Fourth Annual Radio Institute here this week. Novik explained that 50 per cent of the time on these stations would always be sustaining and that this limitation was being used so that the stations could give their listeners plenty of public service stuff. He said they could operate profitably on a 50 per cent commercial basis.

Novik emphasized the need for scheduling public service across the board at the same time each day. His stations would have, for example, daily programs on best market buys, health, public affairs forums, symphonic and semi-classical music, entertainment guides, and news. Weekly shows scheduled would be given on local schools, veterans affairs, civic forum, and top dramatic presentation.

Novik said that his stations would repeat top shows of nets and independents if they were available and that there would be little sports, because stations could do only so much and those dedicated to public service would have little time for sports.

ceptability of commercials and blended programing.

Schwerin began testing for NBC in the summer of 1946, and to date nearly 35,000 people have attended the sessions.



Networks

NAT'L BROADCASTING CO. Colonel Humphrey Flack 8-8:30 p.m., Thursdays Rep.: NBC Program Sales

COLONEL HUMPHREY FLACK existed before he went on the air thru his creation in pages of The Saturday Evening Post. This program dramatizes adventures of this Robin Hood among confidence men, who never fails to outwit those who would fleece him.

Television

Pennsylvania

WFIL-TV, Philadelphia Chester County Horse Show Telecasting Sept. 18, 19 and 20, 1947. Rep.: Katz Agency

Philadelphia's newest television station makes available for sponsorship first telecast of this famous horse show. From beautiful Devon Grounds at Devon, Penna., all excitement and charm of this top-notch exhibition will be available for 8,000 Philadelphia receivers.

Radio Stations

Maryland

WFBR, Baltimore CHILDREN'S THEATER 10-10:15 a.m., Saturday (Also Transcribed for Syndication) Rep.: John Blair & Co.

The "Children's Theater" represents top juvenile dramatic effort and is a program of special interest to youngsters and parents. Program consists of original dramatizations and adaptations from Children's stories and fairy tales.

PROGRAM AVAILABILITIES

A weekly advertising service, listing pertinent details concerning outstanding programs available for sponsorship. Agencies and advertisers interested in any one or more of these programs are requested to communicate with station representative or production organizations listed.

For information concerning rates for program listings in this section, write Program Availabilities, The Billboard, 1564 Broadway, New York 19, N. Y.

Massachusetts

WSPR, Springfield WSPR Rhythm Society 4:30-5 p.m., EDT, 5 times wkly. Rep.: Geo. P. Hollingbery Co. Ed Peck, No. One disc jockey of the area, "made" The Billboard (page 47, July 19) with a "first."

Michigan

WJR, Detroit Know Your America Weekdays, 9-9:30 a.m. Rep.: Edw. Petry & Co., Inc. A telephone quiz type of show that has won highest Detroit audience ratings (10.1) against network offerings that elsewhere rank first.

New York

WCBS, N.Y.C., Key Station of CBS This Is New York, Bill Leonard Reporting 9:15 to 10 a.m., Mon. thru Fri. 9:15 to 9:45 a.m., Sat. Bill Leonard and his staff of skilled reporters cover New York 24 hours a day, 7 days a week.

Washington, D. C.

WRC David Brinkley News Mon. thru Sat., 12:05-12:15 p.m. Rep.: NBC Spot Sales David Brinkley's presentation of news and comment about local Washington is just different enough to make him one of the most popular figures in Capitol City radio.

Transcribed Services

CAPITOL TRANSCRIPTIONS Sunset & Vine, Hollywood 28 The Jan Garber Show 1/4 hour; five times weekly Jan Garber, the idol of the airlines, gives you the original Garber style for which he became famous.

HARRY S. GOODMAN 19 E. 53d St., N. Y. 22, N. Y. Linda's First Love A radio program that completes 10 years on the air is something, but one that retains its original sponsor through those years is SOMETHING!

HOPKINS SYNDICATE, INC. 11 S. LaSalle St., Chicago 3, Ill. Dr. George W. Crane, M.D., Ph.D. From WAIM, Anderson, S. C., owner Wilton E. Hall writes: "We have had fine comment about Dr. Crane's programs. We feel they are comparable to his newspaper column of which we have often said, 'If we could have only one newspaper feature, we'd retain Dr. Crane's "Worry Clinic."'

FREDERIC W. ZIV CO. 1529 Madison Rd., Cin. 6, O. Favorite Story, With Ronald Colman Shirley Temple, Orson Welles, Spencer Tracy, Bing Crosby pick their FAVORITE STORIES, which are brilliantly dramatized in the most lavish series of half-hour productions ever transcribed.

TRANSCRIBED RADIO SHOWS 2 West 47 St., New York 19, N. Y. Salute to Song A 15 minute transcribed program—music millions love. A special feature on each program (the dramatization of a story which inspired a never-to-be-forgotten song.)

AMUSEMENTS

- BROADWAY & 50TH ST. ENTERPRISES, INC. PALISADES AMUSEMENT PARK PARAMOUNT PICTURES, INC. PATHÉ INDUSTRIES RKO RADIO PICTURES, INC. REPUBLIC PICTURES CORPORATION RINGLING BROS. & BARNUM & BAILEY ROY ROGERS CIRCUS SELECT THEATRE SELZNICK REPERTORY THEATRE GUIDES TWENTIETH CENTURY UNITED ARTISTS UNIVERSAL PICTURES UNIVERSAL-INTERNATIONAL

AUTOMOBILES

- CHRYSLER CORPORATION GENERAL MOTORS STUDEBAKER CORPORATION

BEVERAGES

- BISCEGLIA BROTHERS JOHN EICHLER BROS. GAMBARELLI AND D. GARRETT & COMPANY LA BOHEME VINEYARD PETRI WINE COMPANY RUBSAM AND HORMANN RUPPERT BREWERY, INC. TIARA PRODUCTS COMPANY

CLOTHING AND APPAREL

- BALI BRASSIERE COMPANY BARBIZON CORPORATION BENJAMIN AND JOHNES, INC. BYER-ROLNICK HAT COMPANY DAN RIVER MILLS, INC. EL-EE'S FOUNDATIONS, INC. HORWITZ & DUBERMAN INTERNATIONAL EXPOSITIONS, INC. NASH, INC. RAINBREAKER COMPANY STARDUST, INC.

CONFECTIONS AND SOFT DRINKS (Con't)

- ROCKWOOD AND COMPANY LOUIS SHERRY, INC. SWEETS COMPANY OF AMERICA WILLIAMSON CANDY COMPANY

DRUGS AND PHARMACEUTICALS

- BEARDSLEY'S SONS, J. W. BEATRICE FOODS COMPANY BEST FOODS, INC. BUITONI PRODUCTS, INC. COLLEGE INN FOOD PRODUCTS CO. CONTINENTAL BAKING CORPORATION DEER PARK BAKING COMPANY DUGAN BROS. OF NEW JERSEY, INC. B. FISCHER & CO., INC. FISCHER BAKING COMPANY FLOWERS COMPANY

FOODSTUFFS (Con't)

- NATIONAL BISCUIT CO. NESTLE MILK PRODUCTS, INC. PENICK & FORD, LTD. PHILLIPS PACKING COMPANY PRATT & BURNETT

RETAIL ESTABLISHMENTS (Con't)

- HOWARD CLOTHES ICELAND RESTAURANT CORPORATION MAXAN'S RESTAURANT, INC. MCCLOSKEY STEAK HOUSE WILLOUGHBY CAMERA STORES, INC. WILSON SPORTING GOODS COMPANY WOODCLEFT RESTAURANT

SOAPS AND HOUSEHOLD SUPPLIES

- AMERICAN CYANAMID COMPANY CELLO WAX COMPANY, THE COLGATE-PALMOLIVE-PEET CO. COUGHLAN MFG. CO. G. M. CUDAHY PACKING COMPANY F. R. CORPORATION, THE GENERAL FOODS CORPORATION GRIFFIN MFG. COMPANY HUDSON PULP & PAPER COMPANY KIRKMAN & SONS LEVER BROTHERS COMPANY OPITZ, INC. JOHN PARK AND TILFORD PROCTER AND GAMBLE RIT PRODUCTS CORPORATION SAGE LABORATORIES, INC. SIMONIZ COMPANY STANCO, INC. SUTHO SUDS, INC. ZONITE PRODUCTS CORPORATION

TOBACCO PRODUCTS

- ACE MAIL ORDER COMPANY AMERICAN TOBACCO COMPANY BAYUK CIGARS STORES, INC. BLACK CIGAR STORES, INC. BROWN AND WILLIAMSON CONSOLIDATED CIGAR CORPORATION LARUS & BROTHERS CO., INC. PHILIP MORRIS & CO., LTD., INC. SMOKERS SERVICE

TOILET GOODS AND COSMETICS

- AMERICAN HARD RUBBER COMPANY AMERICAN SAFETY RAZOR CORP.

WOR sells everything mutual

HOUSEHOLD EQUIPMENT AND FURNISHINGS

- GENERAL ELECTRIC COMPANY KEYSTONE VARNISH COMPANY NOMA ELECTRIC COMPANY OLSON COMPANY, THE SAPOLIN COMPANY, THE SEALY MATTRESS COMPANY THIBAUT INC., RICHARD E. TRANSPARENT COVER COMPANY VITA VAR CORPORATION WASHINGTON UPHOLSTERING AND FURNITURE COMPANY



Part I

The Billboard



Summer Replacement Talent Cost Index

Tabulations are based on sponsored programs only. This list includes only sponsored summer replacement programs. Ranking in Hooperating list is based on 97 sponsored evening programs and 67 sponsored daytime programs. Ratings are from the July 30, 1947, Hooperatings.



Program and Program Replaced, Sponsor, Agency, Network and Stations	Hooperating	Rank in July 30 Ratings	Opposition	Talent Cost	Cost Per Point
<b>PHILIP MARLOWE</b> (Bob Hope) Pepsodent Div.-Lever Bros. Co. Various Products F.C.&B., NBC 128	7.0	15	NSP-ABC NSP-CBS NSP-MBS	\$5,500	\$ 785.71
<b>CALL THE POLICE</b> (Amos 'n' Andy) Lever Bros. Rinso R&R, NBC 149	6.2	24	NSP-ABC We, the People-CBS Gabriel Heatter-MBS Real Stories-Real Life-LN-MBS	\$4,000	\$ 645.16
<b>ALEC TEMPLETON</b> (Edgar Bergen) Standard Brands Chase & Sanborn Coffee, Tenderleaf Tea J.W.T., NBC 143	5.8	31	NSP-ABC Adv. of Sam Spade-CBS NSP-MBS	\$8,000	\$1,379.31
<b>FRED WARING</b> (Fibber McGee) S. C. Johnson Floor Wax N.L.&B., NBC 144	5.4	39	NSP-ABC NSP-CBS NSP-MBS	\$8,500	\$1,574.07
<b>EVENING WITH ROMBERG</b> (Red Skelton) B. & W. Tobacco Raleigh 903 Blend Cigarettes R.M.S., NBC 159	5.4-CH	40	NSP-ABC NSP-CBS NSP-MBS	\$4,000	\$ 740.74
<b>ROGUE'S GALLERY</b> (Bandwagon) F. W. Fitch Various Products L. W. Ramsey, NBC 157	5.0	45	NSP-ABC Blondie-CBS Gabriel Heatter Show-MBS	\$3,000	\$ 600.00
<b>JACK PAAR</b> (Jack Benny) American Tobacco Co. Lucky Strike Cigarettes F.C.&B., NBC 160	5.0-R	46	NSP-ABC Gene Autry-CBS NSP-MBS	\$6,000	\$1,200.00
<b>ABBOTT MYSTERIES</b> (Quick As Flash) Helbros Watch Co., Inc. Weintraub, MBS 360	4.8	3†	Counterspy-ABC Jean Sablon-CBS NSP-NBC	\$2,000	\$ 408.16
<b>MYSTERY IN THE AIR</b> (Abbott & Costello)* R. J. Reynolds Camel Cigarettes Esty, NBC 151	4.8	56	NSP-ABC Reader's Digest-CBS NSP-MBS	\$4,500	\$ 937.50
<b>LAWYER DAN TUCKER</b> (Dick Haymes) Electric Auto-Lite Co. R&R, CBS 155	4.4	59	America's Town Meeting of Air-LN- Co-Op-ABC Gabriel Heatter-MBS Real Stories-Real Life-LN-MBS Music Hall-NBC	\$4,000	\$ 809.09
<b>FRANCES LANGFORD</b> (Burns & Allen) General Foods Maxwell House Coffee B&B, NBC 143	4.2	60	America's Town Meeting of Air-LN- Co-Op-ABC Johns-Manville News-CBS NSP-MBS	\$5,000	\$1,190.48
<b>LIGHTS OUT</b> (Henry Morgan) † Eversharp Schnick Injector Razors and Blades Blow, ABC 200	4.2-CH	61	NSP-CBS NSP-MBS Rexall Summer Theater-NBC	\$4,500	\$1,071.43
<b>BLUE RIBBON MUSIC TIME</b> (Eddie Cantor) Pabst Sales Pabst Blue Ribbon Beer W&L, NBC 146	3.4-CH	79	NSP-ABC Man Called X- CH-CBS NSP-MBS	\$6,500	\$1,911.76
<b>TEX &amp; JINX</b> (Duffy's Tavern) Bristol-Myers Ipana Y&R, NBC 134	3.4	81	NSP-ABC Rhapsody in Rhythm- CBS Gabriel Heatter-MBS Real Stories-Real Life-LN-MBS	\$3,500	\$1,029.41
<b>SILVER THEATER</b> (Silver Theater) International Silver International and 1847 Rogers Bros. Silverplate Y&R, CBS 154	3.2	85	Drew Pearson- ABC Monday Morning Headlines-ABC Those Websters-MBS NSP-NBC	\$5,000	\$1,562.50
<b>SUMMERFIELD BANDSTAND</b> (Gildersleeve) Kraft Foods Various Products N.L.&B., NBC 100	2.2	100	NSP-ABC Dr. Christian-CBS Johns-Manville News-CBS NSP-MBS	\$5,000	\$2,272.73

L. & M.—Lennen & Mitchell, F., C. & B.—Foots, Cone & Belding, Y. & R.—Young & Rubicam, W. & L.—Wawlick & Legler, W. & C.—Williams & Cleary, L. W. R.—L. W. Ramsey, J. W. T.—J. Walter Thompson, McK. & A.—McKee & Albright, R. & R.—Ruthrauf & Ryan, D. C. & S.—Doherty, Clifford & Shenfield, S. & S.—Schwimmer & Scott, R. W. & C.—Roche, Williams & Cleary, A. M. & W.—Audrey, Moore & Wallace, W. H. W.—William H. Weintraub, McC. E.—McCann-Erickson, P. & R.—Pedlar & Ryan, D. F. S.—Dancer-Fitzgerald-Sample, N. L. & B.—Needham, Lewis & Brorby, R. M. S.—Russel M. Seeds, B. & B.—Benton & Bowles.

NSP—No sponsored program.  
CH—Computed Hooperating.  
LN—Limited Network.  
R—Includes repeat broadcast.  
† Program canceled after broadcast of July 30.  
‡ Program is third in Sunday Afternoon rank.  
\* Program replaced Abbott and Costello, but regular fall series has not been set. Screen Guild will probably be it, tho.

## No Comic for Haymes Show?

NEW YORK, Aug. 9.—The format of the Autolite-Dick Haymes show will be kicked around for a final decision next Thursday (12), when the sponsor meets with execs of Ruthrauf & Ryan, agency handling the program.

Despite its original roster of some

60 possible comedians for the show, Autolite still hasn't found anyone to join Dick Haymes, and the idea of adding a comic may be abandoned. Bea Lillie definitely has nixed the show and Bob Burns turned down feelers reportedly because of dough and the star billing problem. Haymes gets top billing.

In the meantime, the agency is shopping for a singer to replace Helen Forrest, whose option was dropped last month. Connie Haynes and Nan Wynn are among the candidates.

## Do Summer Fill-Ins Pay The Freight?

### Ratings Low, Costs High

(Continued from page 6)

Police (Amos 'n' Andy), also bankrolled by Lever Bros., for Rinso, comes in 24th. From here on down the list, the returns are even more discouraging. The net result might be to raise the question, "Do summer replacements pay?" Do they, the question is, reach a sufficiently large audience to warrant their expenditures, and do they keep the time franchise for the bankrolling sponsor?



### \$2,272 Per Point!

Altho it might be the most extreme case, since it is lowest on the list, the *Gildersleeve* replacement is a case in point. The show, *Summerfield Band Concert*, has a meager 2.2 rating as of July 15 and its talent cost, estimated at \$5,000, means a per point rap of \$2,272.73. Others give comparatively high figures, as well. *Tex and Jinx* (Duffy's Tavern, for Bristol-Myers) has a per point tab of \$1,029.41, with a 3.4 rating; *Summer Silver Theater* returns a \$1,562.50; *Blue Ribbon Time*, for Eddie Cantor and Pabst, rates 79th in the total Hooperatings and its per point cost is \$1,911.76.

For the purposes of comparison, *The Billboard* in its May 3 issue showed the following cost per points: Bob Hope, \$647.25; Bing Crosby (one of the costliest shows on the air at \$22,500 weekly) \$872.09; Jack Benny, also \$22,500, \$1,046.17; Fred Allen (\$18,000), \$863.14.

A full list of the summer shows, with their individual ratings and per point costs, runs on this page.

## Chesterfield Builds Godfrey to 5-a-Week

NEW YORK, Aug. 9.—Chesterfield will sponsor Arthur Godfrey over the Columbia Broadcasting System (CBS) for five days weekly, 11-11:30 a.m., beginning October 8. Cigarette company currently picks up the tab on Godfrey's morning show three days a week, Monday, Wednesday and Friday.

Newell Emert is the agency.

## WCKY, Cincy, Opens New York Office

CINCINNATI, Aug. 9. — WCKY, which recently canceled its agreement with Free & Peters, station reps, has opened New York offices and is setting up facilities for handling business out of Chicago and other cities.

L. B. Wilson, president and manager, has also named Ralph E. McKinnie, formerly with Paul H. Raymer, as national sales manager.

## 2 FM Parleys Set by NAB for August 24-25

### Pressing Problems on Agenda

WASHINGTON, Aug. 9.—Intensified interest of National Association of Broadcasters (NAB) in FM is expected to reach a new peak during the week of August 25, with two highly important meetings slated. On August 25 NAB's FM Executive Committee will hold a confab to discuss pressing FM problems, and on the following day liaison committees of NAB and Radio Manufacturers' Association (RMA) will get together to go over FM set production.

FM executive committee meeting will be the first one under the leadership of Leonard Asch, WBCA, Schenectady. Asch also is a member of the board of directors of FM Association (FMA).

NAB Prexy Justin Miller and A. D. Willard Jr., executive veepee, will head NAB's delegation, while the RMA group will be captained by President Max Balcom and R. C. Crossgrove, former RMA head. In addition to FM talks, the two groups will discuss plans for celebrating National Radio Week—October 26-November 1.

### Export Biz Jumps

Meanwhile RMA revealed wide expansion of radio export business and, in turn, disclosed enlargement of its export committee. Record high in exports is anticipated this year, RMA said. More than 100,000,000 radio receivers were produced in the first half of this year, with June production of 15,057,109 showing a slight gain over the previous month, RMA stated.

## Pros, Cons Re BMB Up for Chi Airing

CHICAGO, Aug. 9.—Chicago radio people will be able to get their questions answered about Broadcast Measurement Bureau (BMB) at a panel meeting on the research org which will be held here August 18 at the WGN studios. Hugh Feltis, president of BMB, will be here for the confab, which unlike similar BMB meetings in New York, is being thrown open to the press and a frank pro-and-con discussion.

Meeting will be chairmanned by Holman Faust, vice-president of the Mitchell-Faust Agency and president of the Chi Radio Management Club. In addition to a lengthy question-and-answer period, there will be comments by those who have used BMB. These comments are expected to outline factors of the research project which the trade likes and dislikes.

### GLOSSY PHOTOS AT 5c EACH

When you want quality and fast service, order from the Quality Photo Service.

500 8"X10" ..... \$27.50  
1000 8"X10" ..... 50.00

Photo Post Cards in quantity at 2½¢ each  
Negative charge of \$2.00 on first order.  
Send Negative or Glossy Photo. Send 1/3 deposit with order; balance, plus postage, C. O. D.

### QUALITY PHOTO SERVICE

Perkins St. BRISTOL, CONN. Box 42



# Banks Losing "Poor Risks" Prejudice

## One Has 10-Mil Fund

(Continued from page 5)

coming commonplace is attributable in good measure to an intensive educational campaign among financial institutions, stressing values of circulation and good will beyond the physical properties. Such a campaign now is going on with respect to the radio field.

### Getting Results

Indications that the campaign is bearing fruit can be observed in recent radio transactions. Perhaps the leading broker in radio and newspaper sales in the country is Smith Davis Corporation. Albert Zugsmith, the firm's executive vice-president, told *The Billboard* this week that in all of the last three radio station sales handled thru his firm, approximately 50 per cent of the purchasers' financing came from bank or insurance loans. These sales involved WDSU, New Orleans, and WFDF, Flint, Mich., each selling for about \$50,000, and WOOD, Grand Rapids, Mich., sold last week for \$850,000 by American Broadcasting Company (ABC). Purchaser of both WFDF and WOOD was Harry Bittner, former Hearst chain general manager, who also owns two other stations.

Another recent example was *The Philadelphia Record*, which purchased WCAU last year for \$6,000,000. Of this \$5,500,000 was a loan from Jefferson Standard Life Insurance Company, of Greensboro, N. C., which also pioneered in newspaper loans.

One reason for reluctance shown in granting loans on a radio investment is that the banks and insurance houses simply haven't the facilities, background or statistics to judge relative values and risks in the field, and they know it. Sales of department stores, hotels and other real estate do not involve the many intangibles of a radio station deal. Consequently, firms like Smith Davis have been asked to serve as advisers to the lending agencies, and accuracy of their judgments has contributed toward making more such deals possible. Zugsmith said that not one cent had been lost on loans for sales thru Smith Davis.

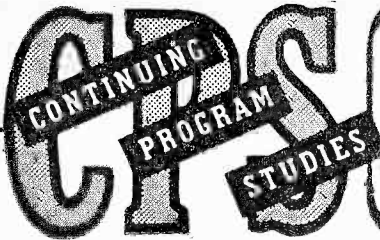
### Five-Year Loans

In the majority of loans granted thus far, about 50 per cent financing has been supplied on a five-year repayment basis, with the borrowers getting up half the purchase price. Amortization has been divided equally, with one-fifth of the loan repaid annually and with an interest rate of about 5 per cent annually.

Should the expected new buyers come into the radio arena, relative station values are likely to stay up and possibly go higher as bidding goes on. However, many stations today are pegged at fantastic prices,

Part II

The Billboard



## URBAN Circulation Index

Tabulations are based on sponsored programs only. Points leading to totals accumulated by 15-minute periods.



# Distaff Side Dominating Hooperatings

## As Fems Go, So Goes Nation

NEW YORK, Aug. 9.—The gentler sex continues to be the major factor in determining the popularity of daytime radio programs, according to the latest Urban Circulation Index, based upon June 15 daytime Hooperatings.



Generally speaking, the Hooperatings racked up by the shows were in direct proportion to the number of urban female listeners they were able to attract. The accompanying chart shows that the same 10 shows which achieved the highest Hooperatings also had the largest number of city-dwelling feminine listeners, altho in slightly different order.

Top show, both rating-wise and in number of female listeners, was *Our Gal, Sunday*. Also in the top five, both in Hooperatings and fem hearers, were *Young Widder Brown* and *Grand Central Station*.

### Exceptions Noted

There were exceptions to this general trend, however. When a

FIRST 15 DAYTIME AUDIENCES, WITH GREATEST WOMEN AUDIENCES BASED ON JUNE 15 DAYTIME HOOPERATINGS

Program	Hooperating	Women Listeners Per Listening Set	Hooperating Multiplied by Listeners Per Set	No. of Urban Women Listeners*
OUR GAL, SUNDAY	6.8	1.29	8.8	**
YOUNG WIDDER BROWN	6.2	1.27	7.9	1,153,138
WHEN A GIRL MARRIES	5.8	1.31	7.6	**
PORTIA FACES LIFE	6.1	1.22	7.4	**
GRAND CENTRAL STATION	6.3	1.17	7.4	1,079,474
MA PERKINS (CBS)	6.4	1.15	7.4	**
ROMANCE OF HELEN TRENT	6.4	1.15	7.4	**
AUNT JENNY	6.0	1.20	7.2	**
STELLA DALLAS	6.0	1.20	7.2	1,054,431
BREAKFAST IN HWD. (Kellogg)	5.9	1.20	7.1	1,036,857
KATE SMITH SPEAKS	5.2	1.30	6.8	989,994
BIG SISTER	5.5	1.21	6.7	**
YOUNG DR. MALONE	5.6	1.17	6.6	**
BACKSTAGE WIFE	5.2	1.21	6.3	921,456
RIGHT TO HAPPINESS	5.3	1.16	6.1	900,367
LORENZO JONES	5.4	1.13	6.1	893,630

\*Based on figure of 14,644,878.

\*\*No "number of urban listeners" figure reported on programs broadcast in fewer than 100 cities.

*Girl Marries*, altho only 10th in the Hooperating list, was able to climb to third place in female listenership. On the other hand, *Romance of Helen Trent*, tied for second place in Hooperatings, placed seventh in ability to reach urban female ears. Differences between ratings and total fem listenership was due, in most part, to the difference in the number of women listening per set for each show. This figure, multiplied by the program's Hooperating, offered a third figure which, in turn, was multiplied by 14,644,878—the total number of radio homes in

cities of 25,000 or more. The resultant total was the number of urban female listeners per show.

Greatest variation of female listeners per set. *Kate Smith Speaks*, with 1.30 listeners per receiver, ranked second in this category, yet ran only 11th in total listeners and tied for 15th place in Hooperatings. Contrary-wise, CBS's *Ma Perkins* tied for second in Hooperatings and was sixth in total urban female listeners, yet placed only in a tie for 14th place in average number of fem listeners per receiver.

far out of line with their actual worth, according to Zugsmith. Only about 30 stations, he said, now are seriously available for sale at legitimate prices, and of these only about six can be considered excellent buys.

However, he derided prospective station purchasers who have waited in vain the past several months for prices to drop as many predicted. He also scoffed at station owners who have inflated their price tags because dollar earnings are up, tho the drop in the dollar's actual value has kept the station's real income on a level with or below past performances.

## TELE TOPS AFRA AGENDA

(Continued from page 6)

repeal, as well as means of supporting the fight.

Other action will deal with scales for AFRA members making phonograph records and the more important question of disk jockey shows. When Paul Whiteman was signed to do his record show on American (ABC), AFRA members became gravely concerned, on the ground such shows cut actor employment. Executive board of the union later decided to postpone any action until the convention.

Convention will close Sunday (17) with election of officers.

## WNEW'S RECORD

(Continued from page 5)

text may be in the public domain, incidental music is not. A series such as this offers a two-fold advantage to indie stations. One is its a switch on standard music-platter shows, the other is use of top names and the chance it might get "best bet" newspaper listings.

## Sparking Pubserv

NEW YORK, Aug. 9.—Ken Dyke, recently appointed program chief at the National Broadcasting Company (NBC), already has started a look-see into the public facet of the web's program structure. Dyke, it is reported, this week, requested Dwight Herrick, public service chief, to submit a list of new public service programing ideas—without regard to budget.

## ANTI-WAR SERIES

(Continued from page 8)

works and sponsors would go for the plan, the nets because of the billing loss it would entail; the sponsors and agencies because it would mean loss of advertising impact that could benefit sales and thus profits. There also was skepticism that facets of the radio industry would ever co-operate to such an extent.

Despite the objections, the feeling after the meeting was that radio and advertising, thru the statements made by Kobak, had at least been committed to a consideration of the plan, and that if they turned down the plan they at least would have to come up with some solid reasons for so doing.

Scott Buckley, formerly writer-producer at WBYN, Brooklyn, has joined the production staff of WNBC, New York.

# Keen Interest Aroused by FMA Conclave

## 2,000 Registrations Already

WASHINGTON, Aug. 9.—Surpassing expectations of FM Association (FMA) officials, close to 2,000 persons already have registered intention to attend the FMA convention in New York September 12-13. Notifications from prospective registrants also are continuing to pour in at national headquarters here. One of the highlights of FMA's first annual convention will be a demonstration by Maj. Edwin Armstrong, inventor of FM, it was disclosed today. Dr. Armstrong will demonstrate the fidelity of FM by engineering a program of live music and FM-broadcast music, interchanging the programs which, test demonstrations reportedly show, are identical in fidelity. The Armstrong demonstration will be a feature of the banquet at which Max Balcom, president of Radio Manufacturers' Association (RMA), will be the major speaker.

Interest in the coming convention is soaring, it was pointed out here by William Barlow, FMA public relations director. Bids to set up exhibits have been received from more than 50 different concerns. Several new receiver models are expected to be exhibited.

**Sell YOUR ACT WITH GLOSSY PHOTOS!**

AGENTS, FANS and FRIENDS want your photo! 100-8x10's of same pose \$6.60, no negative charge. Grade AA quality...RUSH SERVICE. Courteous, honorable treatment. Our service is really TOPS! 92% of our customers repeat. Send a good glossy photo or negative and 50¢ deposit, balance C.O.D.

RUSH YOUR ORDER NOW or send for COMPLETE PRICE LIST, FREE SAMPLES, etc.

**250 GLOSSY POST CARDS for \$7.15** NO NEGATIVE CHARGE

**MULSON STUDIO** BRIDGEPORT 8, CONN.



Part III

The Billboard



NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



Toby Reed's Scrapbook

Reviewed August 7, 1947

Sustaining Via ABC (96 Stations)

Tu, Th, 4:30-4:45 p.m.

**Estimated Talent Cost** (per week—two performances): \$550; producer, Harfield Weedon; writer, Lloyd Doctor; announcer, Dresser Dahlstead; cast, Toby Reed.

Current Hooperating for the program (started June 30)	None
Average Hooperating for shows of this type (Miscellaneous)	2.7
Current Hooperating of show preceding ("Paul Whiteman")	1.5*
Current Hooperating of show following ("Dick Tracy")	2.1*
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
CBS and MBS: Sustaining	None
NBC: "Lorenzo Jones"	3.8*

(\* Based on M, TU, W, TH, F)

One subject that always will interest people is other people. Taking a leaf from John Nesbitt and others who have successfully purveyed human-interest tales, Toby Reed recently inaugurated a yarn-spinning show over the American Broadcasting Company (ABC). Effectiveness and appeal of this type of program were demonstrated recently when Pharmaco signed to sponsor the low budget twice-weekly stanza beginning September 29.

The simple format calls only for Reed to break up the 15 minutes with four different sagas. On the show reviewed, all but one dealt with young men of ideas who strove for success; the fourth related the story of an overworked detective in France who solved a murder by proving that he himself, under nervous strain, committed the crime while walking in his sleep.

Identities Secondary

An interesting facet of Reed's stories was that while people and their doings were spotlighted, their actual identities were of secondary importance. The yarn about a lad who built a helicopter in 1796 will be remembered, tho his name may not. The reason his moniker isn't in the annals of flight is that first his mother, then his girl induced him to destroy the working model before he could use it. Another narrative concerned the youth who earned himself \$100,000 by saving millions for the Shredded Wheat people simply thru elimination of one word on their package—the title of "biscuit" for the breakfast food. Freight rates, it seems, are definitely lower for wheat than for biscuits.

Weakest of the tales was that about the only well-known personage mentioned, Thomas Lipton, of tea renown. Reed told how, when Lipton's first ship was wrecked, the future millionaire busied himself painting his name on all the tea bales so that he would be well advertised when they drifted ashore after the wreck.

Plug Practice

While there were no commercials to deliver, Reed and the announcer, Dresser Dahlstead, staged a mid-

Song of the Stranger

Reviewed August 4, 1947

Sustaining Via MBS (Approximately 300 Stations)

MTWTF, 3:30-3:45 p.m.

**Estimated Talent Cost:** \$1,500 (as commercial); producer-director, John Wellington; writer, Doris Halman; music, Tommy Wright Trio; cast, Bret Morrison (star and only regular performer).

Current Hooperating for the program (started August 4)	None
Average Hooperating for this type of show (Serial Drama)	3.8
Current Hooperating of show preceding and following (Sustaining)	None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Paul Whiteman	1.5
CBS: Sustaining	None
NBC: "Pepper Young"	4.6

It doesn't require a lot of money to embark on a new program idea. This is evident by the Mutual opus, *Song of the Stranger*, which in a way is a miniature operetta. There are evidences of a trite story line, but nevertheless the general idea is somewhat refreshing, and it's apparently produced at a very reasonable cost.

Lead in the *Stranger* is a character yclept Pierre, played by Bret Morrison. Pierre, a patriotic Frenchman, treks to America to track down a traitor. Early in the debut program it's revealed that Pierre not only has an attractive Gallic accent, but also is gifted with the power of song. And, of course, it's rapidly revealed that Pierre is something of a lover. As he pursues his clues, you can bet there'll always be a gal to whom he can warble, and he'll never be far from a piano. Just like a Shubert operetta.

New Departure

This story line is not too bright in its outlines—but neither is the average operetta, and it will be interesting to see how the producers and writers develop the idea. If it can be made to click, it will be something of a feather in Mutual's cap, because the program is something of a departure from the regular type of weekday, mid-afternoon dramatic show.

Morrison, incidentally, is one of radio's busy actors and for a long time has played the lead in *The Shadow*, currently off the air for the summer. His warbling in *Stranger*, accent and all, is quite listenable.

Tab on *Song of the Stranger* will be picked up September 29 by Pharmaco, with Ruthrauff & Ryan handling the business.

Paul Ackerman.

point workout in anticipation of the pitches to come. Slightly forced banter worked up to the revelation that the show was presented by ABC. They'll have to do better when the real thing comes along. The show itself, however, possessed much the same lure of the personal revelation which induces people to read the tabloids. For the same reasons, it should sell.

Sam Chase.

The Voyage of the Scarlet Queen

Reviewed August 7, 1947

Sustaining Via MBS (Approx. 300 Stations)

Thursdays, 8:30-9 p.m.

**Estimated Talent Cost:** \$1,000; producer-director, Jim Burton; writers, Gal Doud, Bob Tallman; music director, Dick Aurandt; announcer, Charlie Arlington. Cast: Elliott Lewis, Ed Mack.

Current Hooperating for the program (started July 3)	None
Average Hooperating for shows of this type (Dramatic)	5.3
Current Hooperating of show preceding (Sustaining)	None
Current Hooperating of show following (Gabriel Heatter)	5.3

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "American Town Meeting"	2.1
CBS: Sustaining	None
NBC: Frances Langford	4.2

This Mutual program, *Voyage of the Scarlet Queen*, is compounded of corn, melodrama and high adventure. There also are romance, murder and far away places. That's not all, for the plot includes "hot cargoes," sea fights with Asiatics on the China Sea and interesting bars and ladies in ports such as Tientsin and Shanghai. Writers Gil Doud and Bob Tallman don't miss a trick—and truth to tell, this melange impresses as likely to corral a sizable audience. The stuff is escapist to the hilt, and while listeners are not likely to be discriminating, they're likely to be numerous.

Technique of *Scarlet Queen* is a combination of narration of drama, with Elliott Lewis in the lead role as Capt. Phil Kearney. Lewis plays the part for all it's worth, swash-buckling his way thru the meanderings of the plot as sailor, fighter and lover. No doubt he's got a heart of gold beneath it all, but this is only an incidental point. What's of major import is that this half hour of corn is put together with enough suspense and impact to make it click.

Obvious Technique

The narrative technique, of course, is an obvious device to telescope the action and story line within the limits of radio time. This works okay, enabling the scripters to make each episode complete in itself—alho there's an over-all theme to the series.

The sound effects men, it need scarcely be added, have a field day with this *Scarlet Queen* clambake. This reviewer personally thought they did their job somewhat too vigorously—at times making so much noise that the distracted listener could not catch the lines of Elliott Lewis. This is a rough spot production-wise and should be worked over. Generally, however, *Queen* has good possibilities.

Paul Ackerman.

CBS 6-Month Gross Up, But Net Below '46

NEW YORK, Aug. 9.—Consolidated income statement of Columbia Broadcasting System (CBS) operations for the first six months of this year shows, despite an increase in gross income of almost \$5,000,000, a decrease of \$280,000 in net. Principal factor in the lower profit was the considerable increase in operating expenses, which for the first half of this (See Records Unit Aids on page 18)

Texaco Stanza May Get Young

HOLLYWOOD, Aug. 9.—Comic Alan Young may wind up as a permanent fixture on the Tony Martin-Texaco show if current negotiations are successful. As result of Young's guest shot on Martin show August 3, Kudner Agency and Young's agent, Frank Cooper, are huddling to work out details of cost, billing, and scripting which should land Young the berth.

Tartin show has been renewed for another 13 weeks full two months before option time, as an indication that the show has clicked with bank-rollers. Injection of comedy flavor is considered logical step in building stanza. If Young is added to the roster, guest format will be dropped, thus keeping show well within original \$14,500 budget.

Petrillo May Address FMA

CHICAGO, Aug. 9.—James C. Petrillo, president of American Federation of Musicians (AFM), may address the FM association convention in New York next month, it was hinted here today in AFM circles. Appearance of the AFM chief as a principal speaker at the FMA conclave would be certain to be interpreted as a significant milestone in harmonious relations, with Petrillo expected to disclose, probably prior to that time, the lifting of the ban on duplication of music on FM and AM.

Frances Wilder Out; CBS Hunts Successor

NEW YORK, Aug. 9.—The Columbia Broadcasting System (CBS) is on the hunt for a new director of daytime programs, following this week's resignation of Frances Farmer Wilder, who had held the post since 1944. Mrs. Wilder, who is slated to resign also as head of the American Women Broadcasters, is becoming Coast head for Social Research, Inc., industrial human relations firm.

Prior to her CBS daytime spot, Mrs. Wilder was education director for the web on the Coast.



# Pubserv Gets Spotlight at UW Institute

## Informality Marks Meetings

(Continued from page 8)

one which further indicated increased interest in public service programming by networks and stations was the statement made at one forum by Robert Saudek, director of public affairs for the American Broadcasting Company. Saudek, in describing this new accent on public service programming, stated: "There is a new face on radio today. Broadcasters are finding their souls."

Whereas other radio institutes are complex in nature and try to treat all facets of radio's operations and thus give a confused, blurred picture, this institute, dealing with only public service and primarily concerned with presenting demonstrations and discussions of techniques and actual application of theories, had its subject matter in perspective at all times and thus enabled those attending to go away with some concrete information which they can apply in their every-day working operations.

The informality of the presentations was apparent at all meetings. Daytime meetings were held in a small air-conditioned theater which is a part of the university's Memorial Union. Nighttime meetings, held in a parlor of one of the dormitories, were equally informal so that even top name guests such as Edgar Kobak, president of MBS, had a chance to sit in an easy chair and discuss industry problems openly and freely. Informality of the institute was best indicated by a pre-nighttime meeting situation which found Kobak and Clifford Durr, FCC member, acting as a dish washing and drying team.

### Subjects Diverse

The institute program ran the gamut of subject matter. From an opening address by Arthur L. Phelps, of the Canadian Broadcasting Corporation, who discussed *What Is Public Service Radio?* thru demonstrations of various types of public service shows, teaching by radio, a report on television, the origination of CBS's *People's Platform*, forums on *Is Radio Meeting the Challenge of Our Time?*, discussion of the future of labor FM stations, *State FM Plans* and even a panel entitled *The Listener Speaks Up*, the institute had contents instructive and informative for all. (See stories in adjoining columns.)

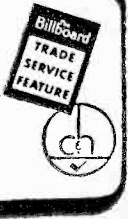
### Part IV

The Billboard



## LOCAL PROGRAM Reviews & Analyses

Rating figures are used whenever available from authentic sources. Data concerning advertiser's expenditures, campaign themes, promotion or other pertinent information, as in the case of public service programs, are based upon material supplied by station, advertisers, agencies, etc.



### The American Family

Reviewed August 6, 1947

Sustaining on WOV, New York  
5,000 Watts—Independent

Alternate Wednesdays, 9-9:30 p.m.

Producer-director-writer, Virginia Moman; Panel members, Dr. LeLand Foster Wood, Federal Council of Churches of Christ in America; Miss Frances Taussig, Jewish Family Service; Mrs. Marian Hernandez, Planned Parenthood Foundation of America. Cast, Sylvia Davis, Whit Vernon, Janet Tyler, Louise Barclay, Bill Lipton, Max Cole.

#### CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION STATIONS

- WNBC: "Tex and Jim"..... 3.4
- WOR: Gabriel Heatter (9-9:15)..... 4.7
- "Real Stories" (9:15-9:30)..... 3.4
- WCBS: "Hiroshima".....None
- WJZ: "Beulah".....None
- WNEW: "Guest Star".....None
- WEVD: "Pride and Prejudice Forum"....None

With American families flooding the divorce courts at a one-in-three rate, a serious inspection of the problem long has been overdue. It is to the credit of WOV, New York indie, that it has undertaken a painstaking analysis of causes and suggestions for remedies, with the assistance of expert individuals. Part forum and part drama, each of the biweekly half-hour shows delves into another aspect of the subject. Earlier shows have touched on the effect of unrealistic movies on susceptible young people, and on the usually taboo subject of sex education and its need to forestall divorces in an era of oversexed advertising.

#### "Cleveland Plan"

Fourth in the series, this week, was subtitled *I Want a Divorce* and dealt with four common causes of divorce by dramatizing actual sample cases. Major solution offered for all was applications of the so-called "Cleveland Plan," which has deterred 80 per cent of couples applying for divorces in that city from going thru with proceedings. The plan involves voluntary co-operation among the local clergy, legal profession and domestic relations bureaus of a city. Lawyers approached to act in divorce proceedings, under this plan, first insist the couple take their grievances to a minister of their faith or an agency with specialized marriage counsellors. The programs stress that it is as important to seek expert help for a sick marriage as for a sick appendix.

The four dramatized case histories presented on this week's show made the point that most marital problems leading to legal splits are common rather than extraordinary ones. The case of the couple that quarreled incessantly over petty expenditures was resolved when their minister advised each to consult the other before making any major purchases, to set up a budget, and to try to use their funds for things they can share rather than for selfish enjoyment. A woman suffering from anemia was constantly on edge and began to detest her husband and children. Analyzing her case, a local agency arranged to take care of her children while she and her husband

### For Men Only

Reviewed August 8, 1947

Auditioned Over KFWB, Hollywood  
5,000 Watts

Friday, 9-9:30 p.m.

Estimated Talent Cost: \$8,500. Package by Commodore Productions. Producer, Walter White; writers, Shirley Thomas and Henry Taylor. Cast, Jane Russell, Wally Brown, Larry Keating, and others. Dion Romand ork. Gueststars used weekly.

For the past two months, Warner Brothers' KFWB has been devoting its Friday night 9-9:30 slot to giving new shows their initial airing, tagging the series *Preview Theater of the Air*.

For *Men Only*, headlining Jane Russell and Wally Brown, has come thru as one of the most promising yet auditioned in this series. As title indicates, show is slanted straight at the man. To bear down on this point, packagers throw in a pitch for the male market with a short comedy sequence that does a take-off on soap-operas (shows for women), cliff-hangers (shows for kids), but the lonely male is left neglected. Airing is then introed with pitch that here's a show exclusively designed for male ears.

Show itself moves at a breezy pace. Jane Russell is worked into comedy routines easily with writers Thomas and Taylor not letting the audience forget that she is the same Miss Russell who made Howard Hughes' *The Outlaw* censorable. Gag that brought yocks:

Miss Russell: "How do you like the way my gown is bunched in the back?"

Brown: "In the back, she says." Of course, scripters did allow themselves freedoms for this indie outlet they won't enjoy on a web.

A rib-tickling routine was two guys doing a take-off of women shopping the latest fashions. Give-away gimmick was thrown in by having five men from the audience race in a bow-tieing contest, winner receiving a complete wardrobe from one of the local men's shops.

Miss Russell sings *I Must Have That Man* in a convincing manner, showing she can handle lyrics as well as lines if show finds a taker.

As a whole, show may prove just what the doctor ordered for a sponsor peddling male products.

Lee Zhitto.

### Jay Walking

Reviewed August 7, 1947

Sustaining on WGN, Chicago  
50,000 Watts, MBS Affiliate  
Monday thru Friday, 11:45 a.m. to 12 noon.

Talent Cost: \$300 weekly; writer, producer and commentator, E. Jerry Walker; announcer, Holland Engle. Since show started this week, there are no Hooperatings available yet.

One of the most pleasant, interesting, easy-to-listen-to storytelling and commentary programs to start here in many a month is this new effort by E. Jerry Walker, well-known Chi producer, writer and narrator. If Walker continues quality of today's airing, his listening audience should grow and he should be ripe for sponsorship in a short time.

Title of program, derived from a combination of initial of Walker's last name and initial of his first name, gives a significant insight into show's contents—random and easy-going comments about the kind of things a guy can pick up ambling thru life.

Most of the material is slanted toward the housewife, but practically all of it, because of its general interest and humor, would also appeal to male dial turners. Walker's outline of what show will contain is that it will have "observations and comments on food and clothes, manners and morals, culled at random." Subjects discussed today backed scope outlined in Walker's description. There was a humorous reference to the inflated prices of giraffes; discussion of increased cost of living; hints on how to give medicine to children; information about housing costs; why bees are becoming fewer in number; notes about sad condition of today's pianos (9 out of 10 are infested with moths); human interest stories culled from newspapers and magazines, and a report on his interview with Mary Hastings Bradley, well-known author and explorer.

Walker ties in all of this material with suitable transitional devices so that even the subject matter might be poles apart, it seems to fall into a well-developed natural sequence. And the best attribute of his commentary and storytelling is that at no time is it ponderous, inspirational or overly dramatic. At all times it is just easy, interesting listening.

Cy Wagner.

took a month's vacation, which turned into a second honeymoon. A husband and wife with separate interests who ultimately ignored each other were brought together by their interest in their daughter. A young veteran, who married before the war while still dependent upon his mother, was brought to realize his responsibilities as a mature husband and father.

#### Marriage Wreckers

While seemingly simple cases, these are the types of problems which daily wreck thousands of lives in this and other cities. By bringing them into the open and

suggesting there is hope for their solution, WOV is performing a major public service. Acting and direction are fine, tho some of the dramatic sketches are a bit over-written. Only major cause for complaint is with the guest panel speakers whose deliveries were unprofessional and somewhat longwinded, tho their material was generally significant and interesting. For example, it may be helpful to know that 60 per cent of divorcees come from sexual maladjustment, and that proper advice may enable 30 per cent of childless couples to have the family they desire.

Sgm Chase.

FOR

DISC JOCKEYS

ONLY!

Are you an Ex-GI from the South Pacific Area?

Write to

ART TALMADGE

MERCURY RECORDS

839 S. Wabash Ave. Chicago, Ill.



# Renewal of Tele Applications Seen by FCC as Helping Offset Slump in New Video Activity

WDEL, Wilmington, Is First To Reinstate Tele Bid

WASHINGTON, Aug. 9.—Federal Communications Commission (FCC) is hopeful that a trend to reinstate some withdrawn video applications is under way to partly offset the current lag in new television activity. First sign was the petition of WDEL, Wilmington, Del., to renew its bid for a new station. Petition, whose receipt was announced by FCC this week, states that with the removal of "uncertainties in television, particularly between monochrome and color, WDEL is again ready to enter the video field."

WDEL's plea is considered certain to be granted by FCC in view of the fact that no other bidder for Wilmington's lone channel has appeared. With the WDEL action breaking the ice, FCC feels that a number of applicants who abandoned their bids may also re-submit them.

Should the trend materialize, it would do much to counterbalance the lack of bids from video applicants. Since the first week in May, only two bids have been filed with FCC. For the last four months, chief FCC video activity has been confined to approving bids for video relay stations and granting requests for extension of completion dates by video grantees.

## 408 Channels—161 Applicants

FCC originally set up sufficient channels to handle 391 metropolitan stations and 17 community outlets. So far, only 161 applicants for these channels have filed with FCC. Of these applicants, the bids of 91 were dismissed by the commission, usually at the request of the applicant. There are now six licensed stations, while 59 applicants have received construction permits. In FCC files, there are only 11 pending applications for new stations—three of them designated for hearings.

Pending bids are all for stations in large cities, the survey disclosed. Don Lee Broadcasting System has bids pending for outlets in San Francisco and Los Angeles—the latter set for hearing. Both Paramount and Yankee network are bidding for Boston stations, with Paramount also after a Detroit outlet. Competitive bids for Philadelphia's remaining channel by Daily News and Pennsylvania Broadcasting Company have been designated for a hearing by FCC. DuMont Laboratories is a

bidder for Cleveland and Cincinnati video stations, and Elm City Broadcasting Company has applied for a New Haven, Conn., outlet. Interstate Circuit rounds out the pending applications with a bid for a Dallas station.

## One-Third Get Grants

A survey discloses that more than one-third of the applicants already granted construction permits have asked FCC to extend the original completion date for from two to six months. More than 20 such requests have been accepted for filing by FCC in the past two weeks.

At the same time, the survey reveals that present video grantees are stepping up their facilities. During the past two months, more than a dozen telecasters have asked and received FCC permission to build relay stations to facilitate remote pick-ups. Typical was the request of Crosley Broadcasting Corporation for a relay station in Cincinnati. Crosley stated that it wanted the station to transmit sports and other telecasts to the main studio.

# Chi Video Expo Setback; Await Sets, Stations

CHICAGO, Aug. 9.—Date of the industry-wide video exposition to hypo the medium here among the public was postponed again this week when the television co-ordinating committee of the Electric Association met with chairmen or representatives of the broadcasters, agencies and dealers and manufacturers' committee, which have been co-operating in plans for hyping video. Plans for the exposition first were discussed about a year ago.

At the meeting representatives of the Chicago Coliseum proposed to promote the exposition, charge the public admission and have facets of trade here co-operate. The proposal was rejected, however, and a decision was made to postpone the exposition until there is at least one more station on the air here and until there is a greater supply of sets available for sale to the public. Plan now is to have the exposition some time after the first of the year, whereas in the past it was planned to have it in the summer or early fall of this year.

The general situation relative to flow of sets into this territory (see story in another column of Television Section) also was discussed.

Among those present at the meeting were William E. Guy, chairman of the Electric Association's Television Co-ordinating Committee; Richard A. Graybar, head of the manufacturers' committee; R. W. Liddle, secretary of the Electric Association committee; E. M. Ball, of the Commonwealth Edison Company; Frank Schreiber and Carl Meyers, representing the broadcasters, and Fran Harris, chairman of the agency committee.

Charles E. Skinner has been named director of the new television department being established by Florez, Inc., Detroit advertising and industrial film agency.

Video Workmen — No. 9 of a Series

# Farnsworth Consultant Offers Tips on Films' Use in Video; Forecasts Boom in 16mm. Pix

By Bud Gamble

Consultant, Farnsworth Television & Radio Corp.

THE MAJORITY of the film used today on television was not produced with television in mind. Consequently the reproduction is usually of not a good quality. Strides have been made in the past year in the electronic systems, and its possible that television scanners will be capable of good resolution with any type of film in the future.

After a start as a director in stock, Bud Gamble quit showbiz pro tem to attend the University of Pennsylvania. After he was graduated he entered commercial film production, later shifting to sales promotion for RCA-Victor. Thence he went to Farnsworth, producing shows which, on tour, were presented in 88 cities. Shifting to New York as a consultant to Farnsworth, he produced, independently, video programs for such sponsors as Alexander Smith Carpet Company, Clark & Coates Cottons, Ben Pulitzer Creations, the Ringling circus and others. He also has been active in recent years in commercial film production.

The iconoscope is now used by the majority of the stations as a film scanner and with the proper type of film good results can be obtained. It was considered good practice sometime back in shooting film for television to overexpose negative film, and then underexpose it in the processing. Results are a washed out print. However, it would permit ample light to register. Then electronically, gamma correction, signal range and contrast could be compensated for up to a certain degree. However, even with the electronic compensation the reproduction still lacked zing, for a good television picture.

I have personally found out in shooting 16mm. film for television that DuPont type 314 with a KI filter gives excellent results. The wider the variations between whites and blacks the better the film is for television. The reason for this is the characteristic of the iconoscope. Keep away from wide portions of black when shooting. Don't attempt low key lighting; this can be accomplished electronically. Good light is always essential. I have also had very good results in having a dupe negative made from Kodachrome, and a black and white print made from the dupe. By doing this I usually obtain a print that has a wide variation between black and white which gives excellent results when reproduced on television.

A number of people may not agree with me in this statement,—that is that the picture quality of 16mm. which I have obtained—and will gladly demonstrate on television—is as good as any 35mm. that I have seen to date.

Sound, however, is another story. Most 16mm. sound is optical reduction from 35mm. and the latitude of the sound track is not as wide as 35mm. Therefore, it's impossible to obtain the same quality. The increased distance of the sprocket holes from the sound track is another factor why 35mm. is superior in quality.

## Negative Film

Present day television systems are so designed so negative film can be reversed to positive electronically. This makes it possible to reduce the time in processing, which is important when the time is limited between

shooting and when the film is to be aired.

In shooting film titles for television, allowances should be made for the possibility of late cueing, etc. To prevent a blank screen, always allow for an overage at the beginning and end of the title. This also holds true in the intergration of film in a live show. The overage is always a safety factor. If you don't need it you don't have to use it, but it's good to know it's there.

Much progress has been made in the past year in the technique of photographing motion pictures direct from the television screen. This service eventually will be offered to sponsors either by stations or independent producers. New cameras have been developed by three companies with special designed shutters that make it possible to obtain excellent results. Specially designed film has been developed with the correct speed and resolving power for this kind of work.

Just as motion pictures will do much for television, television will do much for motion pictures, especially the 16mm. field. Unless a producer is shooting for a specific commercial, it is wise to plan productions not only with television in mind, but also the 16mm. home market.

It might be well to remember what happened in the record business in the past 17 years. About 1930 it was hard enough to give a record away, let alone sell one. This year it is estimated that over 500,000,000 records will be sold. The contributing factor in this terrific increase was the fact that record players were merchandised at prices which "most anyone could afford." There were other factors that entered into this picture. One was radio; another the fact that the public wanted music of their own choosing when they wanted it. And in my mind, there's no question that television will make the public more "visual" conscious than they ever have been before.

If people in their homes want a repeat on a certain type of television program, there's no reason why they shouldn't have it. For example: If a series on art is on a station once a week, there's no reason why a similar series could not be rented from a film library. This would hold true for any type of subject. The chief factor in home distribution will be the price of sound projectors. If the distribution of projectors is large enough I don't think we will have to worry too much about the production of film to take care of the business.

Even today one of the largest retail (See Farnsworth Film Tips, page 16)

**GENUINE PHOTOS 5 1/2" EA.**

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

\$6.73 per 100	MOUNTED ENLARGEMENTS
\$55.00 per 1000	30" x 40" \$3.85 EA.
POST CARDS or 4" x 5"s	20" x 30" \$2.50 EA.
\$22.00 per 1000 Lots	

**24 HOUR SERVICE ON REQUEST**

Judge a company by its performance. Does it actually deliver at the prices it advertises, or are there always "hidden" charges? Does it have the facilities to produce a large volume of work? Indeed, does it own facilities at all, or does it "farm out" its work to others?

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

**COPY-ART** 165 West 46th St. Photographers Bryant 9-1723 N.Y.

**"WE DELIVER WHAT WE ADVERTISE"**

**For Sale!**

**5,000 WATTS CBS**

**NEW ENGLAND**

Gross \$180,000 Per Year

Price \$185,000

Including \$16,000

Cash and Actts. Receivable

BOX 235, The Billboard,  
1564 Broadway, New York 19, N. Y.

**Act Quick!**



# LEGIT TRYOUTS VIA VIDEO

## Chi College Sets Video Ad Course

CHICAGO, Aug. 9.—What is said to be the first college course ever offered in television advertising will get under way at De Paul University here September 15. Other schools have given courses in video production, programing and engineering, it is stated, but De Paul is claiming a "first" on its tele advertising instructions.

Course, which will be given two nights a week, three hours a night, will be good for three hours of university credit. It will be presented by the university's college of commerce as part of the school's marketing division instruction. Course will be conducted by Norman Lindquist, sales manager of Television Advertising Productions, and will outline advantages of television as an advertising medium as well as potentialities of the medium as an advertising force.

## Com'l Manager, Tele Rate Card For WPTZ, Phila.

PHILADELPHIA, Aug. 9.—Roland V. Tooke, head of WPTZ, Philco television station, in announcing the appointment of Jim McClain as station commercial manager, added that a card rate is being drawn up now. Rate will call for \$300 per hour for studio programs; \$180 for a half-hour and \$120 for a quarter-hour. Rates for film shows start at \$140 for full hour, \$85 for a half-hour movie and \$50 for the quarter-hour segment.

Rates include use of studio, staff producer and any settings or scenery station already has on hand. Only other sponsor charges for studio

## Chi Telemen Gripe Over Lack of Sets

### Mfrs. Reneging on Promise

CHICAGO, Aug. 9.—The Chicago television industry, other than the facet concerned with manufacturing video receivers, is disgusted with the small flow of receivers into this territory, a check of trade leaders revealed this week. Principal complaint is that a year ago, when the local Electric Association started its plan to hypo video, the manufacturers pledged that Chicago was to receive 20 per cent of their production. Sets flowing here now represent between 7 and 10 per cent of production. Some here say that New York is receiving about 40 per cent of production.

One distribution example pointed to is that of RCA. RCA execs here have stated privately that they will sell \$6,000,000 worth of sets here this year, or about 20,000. They also say that Chicago will receive only 40,000 next year, while national production for the firm will be 325,000. Pointed to is the fact that 20,000 sets for this year and 40,000 for next does (See CHI TELEMEN on page 16)

shows are for full camera crew rehearsals at the rate of \$50 per hour to the nearest hour, and \$3 per man-hour for any special setting construction or art work. Also extra are announcer and cast fees.

Rate for spot announcements, restricted to 20 seconds only, is \$30 per spot. Only time and weather spots or public service spots are allowed.

## English Not To Use TV Coaxials; Will Employ Reflectors

WASHINGTON, Aug. 9.—England is ignoring the costly coaxial cable and is pinning its plans for increased video reception on a series of "reflector" stations, the Department of Commerce reported this week.

First installation will be made between London and Birmingham—112 miles apart. Program calls for building four "reflector" stations 20 miles apart between the two cities. Video signals will be picked up from the main transmitter at Alexandra Palace, London, and relayed by each "reflector" station. According to Commerce, these sub-stations will be completely automatic, requiring no attention. An automatic warning signal will be released by the sub-stations in the event of a breakdown.

## New Philly Agency For Tele Shows

PHILADELPHIA, Aug. 9.—Another agency for the production of television shows set up shop here this week in Associated Television Productions, representing a combo of advertising and theatrical agency talents. The firm was organized by Ray Rosenberg and Sid Shlak, of the Yardis Advertising Company, and Joel Charles, head of the Charles Agency, band and theatrical bookers.

Associated, which will concentrate on package shows, has four video shows built and ready for sale, with eight more program ideas in the works. Talent booking for Associated's shows will be handled by the Charles Agency.

Last month, Jawer Television Productions set up shop as the first indie production agency in the field here.

## DuMont Skeds Drama Series For Next Fall

### Stem Producers Collaborate

NEW YORK, Aug. 9.—Tryouts of legit plays slated for Broadway production are in the works at DuMont Television in New York (WABD) as a fall dramatic series, to be produced in collaboration with top Broadway producers. Idea, essentially, is to take the scripts held under option by the legit showmen and air half-hour versions of them over the DuMont station. Title is *Broadway '48*.

Plans still are not complete, but DuMont is now huddling on the various production problems involved with Bob Collyer, video consultant with Television-Radio Enterprises.

### Aid to Legit Seen

Pitch being made to legit entrepreneurs is that video presentation of their properties will not injure their Broadway takes in any way, but will both stimulate interest and serve to tip audience reactions. Thus, a video showing may mean the difference between the loss of merely option money to the scribblers involved or the heavy production costs involved either in a Broadway or out-of-town presentation. In view of mounting legit staging costs, this is no small factor.

Present plans also call for positive steps to garner audience reaction via a letter-writing gimmick awarding regular Broadway legit tickets to viewers who write the soundest reviews, favorable or unfavorable. *Broadway '48* also may help tip off the abilities of various legit thespians, since they will be used, as much as possible, in the video presentations.

Tentatively, the series is slated for action following the current major DuMont opus, *Carnival*.

# Coast Video's Special Brick Wall

## Canyons Cut Receiver Area Ten Per Cent

### Other Purely Local Troubles

HOLLYWOOD, Aug. 9.—Little known except to those working on the inside (engineers, broadcasters, etc.) is the local brick wall video has run up against in Los Angeles and environs. Television here is faced, with problems which do not exist at all or apply only to a limited extent in areas such as New York and Chicago.

The topography of the area (hills, valleys and canyons) for example, is such that about 10 per cent of the receiver-buying market is automatically eliminated. Radio Corporation of America (RCA) has made a survey of the entire Los Angeles area and

## Soapie, Comics Set by DuMont

NEW YORK, Aug. 9.—DuMont television outlet WABD next week will launch two new programs, one a soap opera and the other video's first Sunday comics show. Latter will air Monday (11) at 7:30 p.m., and features comic Danny Webb and 8-year-old Betty Lou Keim, of Broadway's *Rip Van Winkle*.

Serial, titled *Highway to the Stars*, will detail the travails of a corn-bred gal warbler trying to make good in the big town. Patricia Jones will play the lead when the opus debuts Thursday (12) at 7:30 p.m. Scripting is by Bob Wald, with David P. Lewis, of the Caples Agency, producing and directing.

has blocked out all "bad spots." This study has shown that somewhat more than one-tenth of all prospective purchasers of sets must be turned down by dealers simply because their homes are in areas where (See COAST CANYONS on page 16)

## Koepf TV Manager For Fort Industry

DETROIT, Aug. 9.—John Koepf, Washington manager of the Fort Industry Company for the past 19 months, has been appointed television manager of the organization.

Fort Industry Company is now constructing video outlet WTVT in Toledo and holds a video construction in Detroit. Koepf, in conjunction with E. Y. Flanigan, Fort Industry manager in Toledo, and Ralph Elvin, managing director of WJBK in Detroit, will plan and direct the building of the two stations. He'll also co-ordinate the company's plans with respect to video activities in other areas where the company will subsequently apply for tele stations.

## Twin Cities TV Lab Seeks Tele Channel

MINNEAPOLIS, Aug. 9.—The Twin Cities Television Lab and its parent, the Beck School for Radio, are readying an application to the Federal Communications Commission (FCC) for a commercial license on one of the five video channels available in Minneapolis. Sig J. Dahlquist, of the organization, said only two permits had been granted so far, with no applications contesting for the other channels.

Dahlquist now is in New York to seek teaching talent for the video school, which will open in October with an enrollment of about 400. Except for Chicago, Twin Cities will be the Midwest's only tele institute.

<b>SPECIAL PRINTED ROLL OR MACHINE</b> 100,000 FOR \$28.00	<b>TICKETS</b> RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS	<b>STOCK ROLL TICKETS</b> One Roll... \$ 1.35 Ten Rolls... 5.64 Fifty Rolls... 21.75 Rolls, 2,000 Each Double Coupons Double Price. No C.O.D. Orders Accepted.
		409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chicago 615 CHESTNUT ST., Philadelphia
<b>ELLIOTT TICKET CO.</b>		



# Video Threatened With Loss Of Prizefights, Even Baseball

(Continued from page 3)

the televising of fights is affecting the gate. This point of view was expressed by Bill Johnson, matchmaker of the Jamaica Arena, whose boxing and wrestling matches are telecast by DuMont's WABD. Johnson, brother of Charley Johnson, president of the Boxing Guild, stated: "We must devise a plan to protect ourselves. It (video) has hurt attendance at the wrestling and boxing bouts at Jamaica Arena." Johnson added that he recently put together a card which should have drawn \$4,000 but instead pulled only \$2,000. On the night of the match he made a rapid survey of bars and grills having television receivers, and, he said, found such establishments jammed. Johnson indicated that if no adequate protection measures were taken, boxing would suffer the same decline as vaude.

The original story regarding the desire of the 20th Century Sporting Club to cancel its NBC contract was carried over the Associated Press wires Friday (8). Prior to the news that the 20th Century Club would honor its contract, Noran Kersta, NBC video exec, stated that the problem was in the lap of Sol Strauss, acting manager of 20th Century. Said Kersta: "It's his problem to work out. NBC stands by the contract that the Garden must deliver fights. Everything else is spinach."

## Strauss Blames Managers

Strauss was quoted as saying he sought the cancellation because of protests from New York managers, who were convinced that tele receivers in bars and grills had resulted in reducing the gate. "The managers," the story went, "are interested in the gate because main event fighters in the Garden are paid on a percentage basis." Strauss was quoted as stating that he did not agree with the managers, and that in his opinion video did not materially hurt the gate, but "I want peace, and television is not worth the trouble that the small revenue gives us."

Following this story, Harry Markson, 20th Century press agent, stated a "latter, corrected story had been sent out that the Garden had no intention of breaking its pact" to supply fights to NBC.

## Giants Have Misgivings

The video-boxing flare-up follows on the heels of dissatisfaction among certain baseball execs over the effects of video coverage. The New York Giants, for instance, have been mulling the problem and have already made a survey of tv's effect on the gate. Results of the survey have not been forthcoming thus far, but it's known that some club owners feel that on cloudy days video definitely hurts attendance. Both fields, boxing and baseball, are among video's top assets—and the points of friction are various. It's known, for instance, that on the occasion of the Ray Robinson-Jimmy Doyle bout in Cleveland, Robinson tried to cut himself

in for \$6,500 because the scrap was being televised. Most promoters are opposed to cutting in the fighters for video dough.

Another incident which some video execs viewed as mirroring the friction between video and sports occurred recently when Andy Niederreiter, Brooklyn promoter, refused to sell either the video or the radio rights to the Gus Lesnevich-Tami Mauriello bout. Niederreiter gave as his reason the fact that the proceeds were to go to a worthy cause—the Damon Runyon Memorial Cancer Fund—and therefore nobody should see the fracas on the cuff.

## Hollywood Parallel

Another portent was seen about a month ago in Hollywood, where the Olympic Stadium cut out video rights. The stadium did not give reduced attendance as the reason, but its action was nevertheless viewed as another indication of video-sports friction.

There are numerous other worries in the nogginns of promoters. Hank Gruberg, in a Dodgers-Pirates game at Ebbets Field recently, turned to the video camera and waved to the viewers. This sort of thing is regarded as placing the sports figures in the category of performers, raising untold union complications.

## CHI TELEMEN

(Continued from page 15)

not represent 20 per cent of production.

Those who complain about the small flow of sets are cognizant of the fact that in the past eight months sets in use here have jumped from about 400 to over 4,000, but they still insist there could be more if manufacturers had lived up to promises.

Complainers are not biased in their views. They know that manufacturers have not put more sets in the local market because there is just one station in operation, and in some cases they agree with the complaint of manufacturers that programing of flat station, WBKB, leaves much to be asked for. But they claim that WBKB has carried the ball for a long time, has invested a lot of money and is not in a position to spend much more to improve programing. They state that if there were more sets here, sponsors would be willing to buy more shows and thus programs could be improved. They also state that if there were more sets, other stations would be more anxious to get into operation.

Also in their summarizing the trade says that from now on more pressure will be put on manufacturers as a result of meetings which have been held here.

## Phila. Inquirer TV Station Debuts

PHILADELPHIA, Aug. 9.—WFIL-TV, Philadelphia Inquirer television station, went on the air for the first time Wednesday (6) with its test pattern, climaxing installation of transmitter and antenna in record time of 62 days. Station reports immediate responses from suburban points, central city area and Southern New Jersey.

New station, which will go into full program schedule within a month, is on Channel 6, removed from Channel 3 held by Philco's WPTZ, in operation here for many years.

WFIL-TV staff, headed by Kenneth W. Stowman, includes Louis E. Littlejohn, WFIL's chief engineer, and David J. Miller.

## Coast Canyons Cut Receiver Area 10%

(Continued from page 15)

adequate reception is almost impossible.

Tremendous distances between the presently operating transmitting sites of Don Lee and Paramount also make it difficult for engineers to set up receivers so that reception of both stations hits any kind of standard. It is hoped that this phase of the ache will be solved to a considerable extent when present and new transmitters all move to the Mt. Wilson area. This problem is also prevalent in New York, but to a far lesser extent. Long Island homes, for instance, can receive WNBC, WABD and WCBS-TV all more than adequately, but outlying sections of Northern New Jersey can get only the National Broadcasting Company (NBC) and DuMont stations and must pass up the Columbia Broadcasting System (CBS) outlet, or take CBS and pass up the other two.

Installation and servicing problems on the West Coast are more formidable, too, than those which face Eastern and Midwest video men. The stations currently on the air run test patterns for only a limited time each day, so that it is difficult for a service organization to install any appreciable number of sets per day, at least during daytime working hours. Typical of the difficulties encountered is the experience of the RCA service organization, in business here since March, 1946. Even the RCA charges \$55 per installation, a higher fee than that charged by most Eastern and Midwest service outfits, the organization has been operating at a loss ever since its inception.

Another handicap, somewhat similar to the AC-DC problem faced around the East, is that created by the large number of homes out here which operate on 50-cycle current. Altho there has been talk for some time that these areas will be converted to 60-cycle, the move hasn't yet been made, and there haven't been any 50-cycle sets imported into the area. This has eliminated another healthy slice of the market. RCA, however, is planning to ship a flock of 50-cycle receivers out here soon.

## RCA Makes the Jump

Up to now RCA, with its seven and 10-inch screen sets, has practically cornered the local market. General Electric (GE) and DuMont have sold a number of their larger console models, but these are in the very small minority. Feeling among tv experts out this way is that it would prove a tremendous boon to West Coast video if a manufacturer would set up a plant out this way. No competent observers, however, are very hopeful that this will happen any time in the near future.

Despite discouragements outlined, however, television set manufacturers are pushing ahead to lick the problems and build video out here to the extent it has been built in New York. RCA is not letting up in its West Coast drive at all, and the latest Eastern manufacturer to enter the picture is the independent Viewtone Television Corporation, headed by Irving Kane. Kane has appointed Irving D. Hirschfield distributor for California, Oregon and Washington, and Hirschfield has already started laying the groundwork for introduction of the low-priced Viewtone line in this territory. Hirschfield formerly was a lieutenant colonel in the Air Transport Command, working with Brig. Gen. Jimmy Doolittle for a good part of his five and a half years in the service. GE and DuMont, tho quite reluctant to discuss plans, are also believed to be laying a solid groundwork for increasing the number of television receivers put out to the public here. Most reliable estimates of number of receivers now in the Los Angeles area is somewhere

## WBBM License Bid for 1948 Video in Chi

CHICAGO, Aug. 9.—WBBM, local CBS o.-and-o. station, has applied for a black and white television license, Frank Falknor, general manager of the station, said this week. Falknor was in New York the first part of this week conferring with CBS officials about plans for WBBM's entry into video.

The WBBM application, which went to Washington about 10 days ago, is for Channel 11. Station expects, if a CP is granted, to be in operation with a video station here sometime in the summer of 1948. At the beginning the station will program remotes primarily, and get into studio operation later. Site for studios has not been determined yet, but antenna and transmitter will be atop the 1 North LaSalle Building, in which the station presently has its FM facilities.

WBBM's video application constitutes the second black and white television move on the part of CBS, New York, of course, being the net's first.

Entrance of WBBM into video here will further strengthen the development of the medium locally. WBKB has been on the air for a few years. WGN plans to have its video station in operation sometime in September or October. ABC and NBC have already been granted CP's. WIND has applied for one, while The Chicago Times, under Marshall Field management, will apply for a CP shortly. There are rumors about two other orgs getting into the video picture here, but these are tentative.

## Philly Tele Assn. Skeds Aug. 20 Huddle

PHILADELPHIA, Aug. 9.—Getting an early start on the new season because of the increased activity and interest in television among members of the trade as well as the public, the Television Association of Philadelphia, formed by industry members several months ago, will hold its first regular meeting of the new season August 20. Designed to bring Philly industry members up to date on both the local and national scene, the meeting will be an evening dinner, with Jack Poppele, president of the National Television Broadcasters' Association, as principal speaker. Poppele, vice-president and chief engineer of WOR, New York, will discuss national developments in the television industry.

The fast-developing local scene will be covered by Kenneth W. Stowman, president of the association and director of television for WFIL-TV; Roland Tooke, vice-president of the association and head of Philco's WPTZ, and John E. Morrison, executive secretary of the Electrical Association of Philadelphia. The meeting will be in the dining room of the Electrical Association in the Architects' Building.

## FARNSWORTH FILM TIPS

(Continued from page 14)

chains in the country is making plans to merchandise a sound projector for less than \$150 and to package sound film, about 400 feet (approximately 10 minutes of running time), for \$10 list.

Television will come first in the home, and it may be the springboard for big business in the home movie field.

between 1,500 and 2,000 sets, hardly enough to get any major advertisers excited about the medium.

## LOOKING FOR A NEW PART?

Don't make the rounds without plenty of fresh glossy Moss photos. Your first impression may wow them but Moss photos make the impression stick.

8x10's, 5c ea.  
(In quantity)  
POSTCARDS, 2c ea.  
(In quantity)

Mounted Blow-ups on heavy board, 20x30, \$2 ea.; 30x40, \$3 ea.

Write for FREE Samples and Price List B.

**MOSS PHOTO**  
155 W. 46th St.  
BRyant 9-8482-8498 N. Y. C. 19





# NAB ACTS ON BMI ISSUE

## Record Trade Rising Toward Normal Level

### Biz 20-30% Over June-July

NEW YORK, Aug. 9.—Record biz is showing signs of beginning to return to normal levels, with most diskers here reporting that orders in the past few weeks have shown an increase of from 20 to 30 per cent over orders taken during June and July. With the normal summer slack period almost at its end, the expected biz pick-up in September shows signs of being more than optimistic prognostications on the part of diskers, tradesters feel.

Pick-up is attributed mainly to dwindling inventories at the dealer level, and dealers now are beginning to fill in their stocks which had been moving slowly since May. Secondary reason is that diskers have been turning out better platters which have caused demand. MGM, Decca and Capitol claim an increase in biz, with MGM reporting that the firm has had to drop its next set of releases in order to give its Bloomfield, N. J., plant an opportunity to catch up on unfilled orders. Decca reports that its second Al Jolson album has been serving as a leader at the retail level and that the package looks to be another Jolson clean-up. Capitol is riding high with its *Timtayskun; Smoke, Smoke, Smoke* and other of its Americana Disks.

Other smaller diskers, such as Apollo, Signature and Musicraft, report an increase in the number of reorders and initial orders as well.

## Single-Release Rumor Branded False by Gerl

CHICAGO, Aug. 9.—Report that Sonora Radio's platter division might drop its policy of single releases on pop, folk and race artists (*The Billboard*, August 9) was branded as "completely untrue" here this week by Joe Gerl, Sonora prexy. Gerl, who could not be contacted last week when the rumor started, said that his firm intends to continue the single-release policy and has no intentions of going back to its occasional album release, as was previously reported. In addition to continuing its policy of regular single releases in pop, race and the folk field, Gerl said that Sonora is working out expansion plans for its releases in the kidisk field. Gerl said that the Sonora attempt to put out the lowest priced pop platter (it's 49-cent disk) shows decided signs of success.

Report that Sonora was dickering for sale of its pressing facilities was also denied, and Gerl said present plans called for Sonora to remain in the record field for a long time.

### Planning Full Sked

Meanwhile, in New York, Sonora recording execs revealed that the firm currently is preparing a full-scale recording sked which will begin September 1. Sonora's recording activities have been virtually nil since the

## Wide Open Spaces Cost H'wood Disk Pluggers Ratings in Poll

NEW YORK, Aug. 9.—While maintaining that West Coast disk promotion men, particularly those specializing in exploitation via platter spinners, were slighted in *The Billboard's* First Annual Disk Jockey Poll, Bobby Weiss, erstwhile Musicraft Records exec and now head of his own exploitation service, gives at least part if not all of the answer for the failure of the West Coast promotion boys to land among the top-rankers, in a letter to *The Billboard* this week. It is true that it is easier for the Eastern exploiters to contact more jocks in more cities than their West Coast brethren are able to reach. That very fact obviously enabled Eastern promotion men to pile up more votes in the national scoring than the Hollywoodites. Hollywood jockeys did vote for many of the boys mentioned in Weiss' letter, but their national vote (due to the fact that most of them restrict themselves so greatly to the Hollywood area) wasn't enough to get them up in the running.

It is possible that next year *The Billboard* may attempt a sectional as well as national poll of jockeys. In the meantime, because Weiss' letter presents such a sound and logical case for the West Coast brethren we herewith publish it in full:

To the Editor:

With the results of the First Annual *Billboard* Disk Jockey Poll (*The Billboard*, August 2 and 9) may I be one of the first to congratulate you and your staff on a job well done.

Speaking in behalf of many of the Hollywood disk promoters, I feel that we have been slighted to the point of obscurity and wondered if the "Golden West" would have to be discovered all over again after viewing the Eastern landslide of winners in the "best promotion efforts" department. It became very apparent after reading the current issue that there were errors in your poll that should be corrected by the time the second voting season comes around.

### 3,000 Miles From Broadway

For example, out here in Hollywood (actually, we're only 3,000 miles away from Broadway), we have numerous record promotion men who have become quite skilled in this field and have managed to maintain a booming business with some of the top talent in the field. Yet, not one of these West Coast men were mentioned individually or collectively in one paragraph, or even one sentence! You can take my word for it. Honest, we have disk jockies, radio stations, sell records in record stores, etc.,

beginning of the summer due to the warm-weather disk recession, according to the waxing execs. Material is being chosen and artists are being set for dates for waxings to be made for the firm's single-release lists.

Execs also said that the firm's Meriden, Conn., plant, which has been virtually inactive due to summer vacations and recession, soon will resume a normal production sked. They denied that the firm had inked pacts with new artists or that their waxing sked was going to be an "unusual" one.

despite not a mention in the poll.

Actually your poll showed up the fact that unless our promotion was done in the East, we wouldn't rate a single tally, which is unfair to any of us who have been sincerely working night and day to promote our artists. Take a look at the winners in the "press agent or manager most helpful in promotion of their clients' disks" division. Jim McCarthy, Gene Howard, Henry Okun, George Evans and Paul Brown. Let's take McCarthy. Jim is to be congratulated on winning the poll, yet when I asked local disk jockey Peter Potter if he knew him, he replied, "He's got the lead in *Finian's Rainbow*, hasn't he?" So you can see, strictly Eastern.

Then there's the case of Gene Howard. Gene recently returned from a national motor tour in behalf of Stan Kenton, covering every major city . . . with result that he wound up in second place. But what happens to these West Coast disk men who shuffle up and down Sunset Boulevard doing the same work locally? Not a mention!

### Wide Open Spaces

As for Henry Okun, he hasn't been on the Coast for two years and has confined his activities to the New York, New Jersey and Philadelphia territory. . . . Another example of the (See *WIDE SPACES* on page 35)

## ASCAP Scribes As Co-Authors Nixed by BMI

NEW YORK, Aug. 9.—Practice of accepting songs with an American Society of Composers, Authors and Publishers (ASCAP) writer and a non-ASCAP writer sharing the credits will be discontinued immediately by Broadcast Music, Inc. (BMI). In the future, according to the firm, all songs published by BMI will carry only non-ASCAP credits.

A court case is currently pending in Connecticut to determine whether or not ASCAP is entitled to payment when a member writer shares credit with a non-member on a song published by BMI. BMI is not waiting for a decision in the case, preferring to discontinue the practice immediately.

In the meantime discussions continue at BMI in an attempt to work out an equitable plan that will lure better writers into the BMI fold. To date, however, no definite plan has shaped up.

## Feinberg Leaves GAC To Become Labor Consultant

(Continued from page 3)

Federation of Musicians (AFM). Tradesters feel that Feinberg will play a major role in NBC and AFM relations, particularly when the next union-network contract discussions come up at the end of the year.

Feinberg and GAC part amicably, with the agency allowing the new labor consultant to use its offices until he finds his own space.

## Carl Haverlin Is Asked for A Full Report

### Alexander Backs Charges

(Continued from page 3)

turbed by its contents. I have asked Mr. Haverlin to give me a full report on the matter and have placed it upon the agenda for the next meeting of the board of directors of the National Association of Broadcasters. Obviously, this is not a matter which can be allowed to go without full investigation."

That the Alexander letter was taken up by other members of the broadcasting field was indicated by the following letters sent to Alexander:

"I have your full letter of August 4 and will naturally be much interested in investigating all the pertinent facts," wrote Robert D. Swezey, vice-president and general manager of the Mutual Broadcasting System and a member of the board of directors of BMI. Swezey closed his letter by saying, "You will hear from us later."

John M. Rivers, WSCS, Charleston, S. C., wrote:

"If your charges are true, certainly BMI needs a thoro-going investigation.

"If your charges are not true, and I were Sydney Kaye, I would sue you.

"For the moment, as a broadcaster and one of the original stockholders in BMI, we would like to see further developments."

Ben Strouse, general manager of WWDC, Washington, sent the following letter to the Small Publishers' Committee:

"We read with interest your letter of August 4.

"I personally am not at all acquainted with the music publishing business and have no idea of the truth or untruth of your charges. I have, however, written to Justin Miller, president of the National Association of Broadcasters.

"I requested that he appoint a committee to make a complete, thoro and unbiased investigation of your charges."

While a number of broadcasters wrote directly to Alexander in answer (See *NAB Acts on BMI* on page 34)

## Three Crews Signed By McConkey in Chi

CHICAGO, Aug. 9.—McConkey Music Corporation's big band department got a shot in the arm this week when the Chi office inked three more crews to agency pacts. Major addition was ex-Kenton tenor sax ace Vido Musso, who has definitely decided to organize his own 15-piece crew rather than return to the Kenton fold. Musso is currently on the West Coast taking a short vacation, after which he will organize his band which, it's planned, will be ready for locations October 15.

The McC band section also inked two Midwest commercial crews, one headed by Bob Lipka, ex-Vic Schroeder band, and the other fronted by Don Ragen, who just finished two years at Lantz's Merry-Go-Round in Dayton, O.



## Dance Ops Set Early Meeting In Des Moines

### Plan Comprehensive Sked

CHICAGO, Aug. 9.—What shapes up to be the most spirited and comprehensive yearly convention of the Midwest Ballroom Operators' Association (MBOA), made up of leading dancery ops in this territory, will take place September 22 and 23 in Des Moines, it was learned this week. Because of many problems and discussions necessitated by the business recession, which has taken place during the past year, the convention, which previously was held in December, is being held in September, for it is felt that more members can participate at this earlier date.

One of the major points of discussion will probably be the BMI licensing campaign among Midwest ballroom ops. It is known that BMI execs have held off trying to canvass Midwest ballroom owners until their coming convention, figuring that at that time, BMI biggies could talk the matter over while members were in convention, while individual solicitation would mean a long travel period, for ops are spread all over the Midwest. While it is not known whether MBOA execs will agree to allow BMI to present its pitch at the convention, BMI execs will suggest that they attend the confab.

### MBOA Wins Fight

Convention, too, will likely draw a more enthusiastic membership than ever before, for group put over its biggest venture in history in June, when the Supreme Court ruled in favor of a change of the Form B contract fight. The MBOA had spearheaded this drive to change responsibility for tax payments from ballroom ops to frontiers for three years, both in the lower and Supreme Court. Optimistic attitude has spread among membership and has solidified membership.

DES MOINES, Aug. 9.—Largest assemblage of band buyers on record is skedded for the annual meeting of Midwest Ballroom Operators Association (MBOA) here September 22 and 23. MBOA secretary, Larry Geer, of Fort Dodge, expects a record attendance.

### Taft-Hartley Act on Agenda

Business sessions will include discussions on accounting methods, admission tabs, beverage control, licensing of copyright music, band (See DANCE OPS SET on page 34)

## Debin Manager For Lena Horne

NEW YORK, Aug. 9.—Nat Debin this week left his post as professional manager of Sinatra Songs pubbery to become personal manager for singer Lena Horne. He will be replaced at Sinatra Songs by Max Kindrick, who currently is working out his two weeks' notice with Famous-Paramount pubbery.

Debin's move into the Horne picture culminates a longtime friendship. Miss Horne, now at the Copacabana here, has been extended at the nitery for an additional two weeks, stretching her original four-week booking to six. It has been reported that she may go to Europe to play four-week dates in London and Paris following the Copa.

### Editorial

## Sylvester Rides the Jockeys

THE *New York Daily News*, a newspaper which would rather run a story on the latest sex murder (with pictures) than one on, for instance, a UN meeting, has a fellow named Robert Sylvester working for it. On Wednesday (6) Sylie used up better than a column of the *News's* valuable (dollarwise) space commenting on *The Billboard's* First Annual Disk Jockey Poll.

In previous pieces Sylie had indicated his low opinion of disk jockeys as a whole, and he took the poll as an opportunity to dish out more of the same. Re *The Billboard's* statement that "... jockeys are daily becoming more powerful disk, song and talent builders," Sylie says: "Since the jocks can only play what record companies choose to record it's a little difficult to figure just how they build any talent, but we won't quibble about this." We won't quibble either, but apparently Sylie hasn't heard about a bandleader named Ted Weems or a harmonica trio called the Harmonicats, to name just a couple of attractions whom the jockeys helped build.

In another portion of his commentary, Sylie says: "... they (the jockeys) are in action at the moment 'building the talent' of a gal named Nellie Lutcher, the latest wunderkind unearthed by Capitol. To an ignoramus like the writer [Ed. note: That Sylvester guy is so modest] Miss Lutcher is a singer of the garble-it-around style who also plays a very bad right-handed piano. But the jockeys have already got her on the upbeat and Barney Josephson, another great talent scout, has booked her into one of his saloons."

We wonder if Sylie would like to match his ability for picking and helping to build talent with Barney or some of the jockeys who have done yeoman work in aiding unrecognized performers by bringing such performers to the attention of the public. Sylie's main gripe about the platter boys seems to be that they set themselves up as experts on everything. He cites as an example "a youth on mornings for CBS who last year discovered that Helen Hayes couldn't act, advised his listeners on what shows were worth seeing, analyzed the political news, reviewed books, and gave out valuable hints for the gals. He was so busy being an expert on everything," says Sylvester, "that he only had time for one or two records."

We can't imagine to whom Sylie is referring in this piece unless it's CBS's Bill Leonard. He plays a couple of records (sometimes e.t.'s) in the course of doing a show called *This Is New York*. He attempts to give the folks an idea of what's doing around town. No one with any ability at all to analyze and fairly present a situation would call Leonard's program a disk jockey show, or Leonard a jockey.

Sure, there are some platter-spinners like Barry Gray (when the latter did his all-night WOR stint) who sound off and make like experts on everything, whether they know what they're talking about or not. But that certainly doesn't apply to all jockeys. Most of them are conscientious, considerate guys who try to do a good job. They can't all be called pop-offs just because a few step out of line, any more than all newspapermen (or all guys on the *Daily News* for that matter) can be sneered at as "experts on everything" just because Sylvester (primarily a drama writer) appoints himself a know-it-all of the music business.

## House Begins Probing AFM; Hollywood Hearings Heated

(Continued from page 3)

and Education, and Irving McCann, committee counsel.

The last two days of the hearings were concerned with television. Lewis Allen Weiss, chairman of the board of the Mutual Broadcasting System and veepee and general manager of the Don Lee Broadcasting System, charged that the AFM's actions had retarded progress of both television and FM. Burton A. Zorn, counsel for eight major flickeries, also appeared to explain why the movie industry had been forced to prohibit use of musical sound tracks on television. He said the AFM had influenced the move.

### AFM Denials

The charges were denied by AFM witnesses, who included Maury Paul, a working musician and member of the board of Local 47, who testified that the television clause had never been a hot issue nor had James C. Perillo, AFM prexy, threatened action unless producers agreed to ban pix from tele. C. L. Bagley, national veepee of the AFM and legal adviser to Local 47 also asserted he could recall no squabble between Petrillo and the motion picture men over the clause. Bagley was at odds with McCann thruout his stay on the stand, with tempers frequently flaring.

Earlier in the week the hearings were concerned with licensing practices. Lee Sobel, a local booker, testified that AFM had revoked his

license in April, 1945, without a hearing or an explanation. Altho Bagley arose to announce that Sobel's license had just been restored, the booker talked of legal reprisals.

### Deny Stand-By Demands

The stand-by issue was also brought up with Paul denying that Local 47 had ever required stand-by orks or musicians.

One of the highspots of the sessions came Tuesday (5) when, in the midst of the hearings on the Earle Carroll controversy, a recess was called and Carroll and Local 47 officials retired to an ante-room to thrash out their differences. When the hearings resumed a few minutes later, John Teegroen, Local 47 veepee, took the stand to announce that the dispute had been settled and an agreement had been reached on a new three-year contract.

Terms of the pact were in line with Carroll's long-standing demands. The producer was given the final say in determining the number of sidemen employed and the scale was cut \$20 per man. Carroll said he would keep his current ork needs at 15 and a leader.

Gene Ammons, tenor sax ace, and his dad, Al, the boogie artist, united on wax by Mercury this week, who cut a series of platters by the father and son.

## EMI Becomes MGM's World Distributor

### Will Retain Yank Label

NEW YORK, Aug. 9.—MGM Records this week completed arrangements with Electric and Musical Industries, Ltd., (EMI) thru the diskery's parent firm, Loew's, Inc., for EMI to make world-wide distribution of MGM disks.

The international deal, which was reported in the making in *The Billboard* several weeks ago is unusual in that EMI will retain the MGM label on the American firm's disks. EMI also controls from its London headquarters the foreign rights to Victor, Columbia, Musicraft, the Irving Mills Variety and Master and other American labels. These are issued in England and 20 other countries on several labels including His Master's Voice, Parlophone, Regal Zonophone, Columbia and Rex.

## Records Unit Aids CBS Net

(Continued from page 12)

year exceeded the comparable period in 1946 by \$3,632,493.

Net CBS income for the first six months of '47 was \$2,919,507, as against \$3,200,716 last year. Net broadcast income this year so far is \$1,936,261, reflecting the decrease shown in the departure of some top CBS shows. Figure for last year for the same period was \$2,381,683. Columbia's gross 1947 income up to June 28 was \$51,411,368, as against \$46,582,052 up to June 29, 1946.

CBS statement also reveals that its record subsidiary, Columbia Records, Inc. (CRI), is reflecting the general conditions in that field. For the first three or four months of this year, the record business enjoyed unprecedented prosperity, with a consequent slackening off as summer approached. CRI net income for the first half is \$983,246, compared to \$819,033 for the same period in '46—in itself a record year. Profits gained by the CBS platter subsid were a major factor in the parent corporation's final year-round profit last year.

## H'w'd Enterprise In UAR Combo

HOLLYWOOD, Aug. 9. — Enterprise Records became latest Hollywood indie waxery to come under the wing of new United Artists Records (UAR) set-up last week. Waxery joined new combo, bringing catalog of 160 masters, including Bebe Daniels Productions, Ambassador label diskings (which are owned by Freddy Martin), Derry Falligant tunes, and Abbott & Costello's *Who's on First* disk.

Howard Kraus, head of Enterprise, will move to UAR outfit as general supervisor in charge of sales, while Bert Richman, Enterprise flack chief, takes over exploitation and publicity for UAR. In the move to UAR, Enterprise will also bring its 30 national distributors into the new set-up.

With shift to co-op pressing and distribution plan, Enterprise has put its pressing plant on the sales block. Outfit will maintain separate identity under UAR set-up.

## Decca Preps Raft Of Crosby Oldies, Including 'Pennies'

HOLLYWOOD, Aug. 9.—Decca Records is currently prepping a new raft of Crosby reissues skedded to hit retail market within a month. New batch of Crosby oldies will include a special 12-inch pressing of *Pennies From Heaven* which features Frances Langford, Louis Armstrong and Jimmy Dorsey's ork in addition to Der Bingle. Original plan was to press *Pennies* as an unbreakable release to be sold for \$2.00, but idea was dropped in favor of \$1.00 seller on regular shellac disk.

In addition to *Pennies*, list of reissues will include faves such as *Sweetheart of Sigma Chi*; *I Surrender, Dear*; *My Heart Is Taking Lessons*, *On the Sentimental Side*, *Let's Call a Heart a Heart*, *Be Honest With Me* and other early Crosby hits.

Decca's reissue rosters, to be sold as singles, will be competing with Columbia's recent repressing of an album of *Crosby Classics*, also early Crosbyanna.

## Distrib Link: B & W to Jewel

HOLLYWOOD, Aug. 9.—Black & White Records and the Jewel label will be linked in a distribution deal set up by Black & White's prexy, Paul Reiner, and Jewel's prexy, Ben Pollack. Under terms of the tie-up, Reiner retains his post as B & W head while Pollack enters B & W as general manager. Jewel label will be distributed by B & W and will retain its identity, with Reiner holding an option to buy out Jewel. Deal becomes effective Monday (11).

As general manager, Pollack will supervise Black & White's Coast operations and head the artist and rep department. Reiner leaves at the end of the month for the East, where he will headquarter his operations. For the present, the B & W prexy will center his activities in Chicago to strengthen the label's Midwestern distribution. After Chi, he will move on to Philly and later to New York.

The deal means merging of the B & W and Jewel catalogs. Pollack brings into the B & W fold 10 unreleased masters as well as artists Martha Davis and Marian Morgan. Pollack also holds a paper with Boyd Raeburn whereby the jazz modernist is allowed to wax only for a major label, but any indie cutting will have to be restricted to Pollack's Jewel. While retaining some pop, the Black & White-Jewel catalog will throw increased emphasis on race releases.

## AMP Now Operating Under Tompkins

NEW YORK, Aug. 9.—While it is expected to take some time to get Associated Music Publishers, Inc. (AMP) under way, the wholly owned Broadcast Music, Inc., subsidiary, which was purchased last week, now is in operation under the direction of Merritt Tompkins, who left his duties as veepee and secretary of BMI to assume the AMP presidency. Also departing from BMI is Charles E. Lawrence, treasurer, who will assume executive duties at AMP under Tompkins.

The entire standard and educational departments of BMI will be transferred to AMP, effective immediately, it was reported. Other AMP appointments include Earl Hall as sales manager; Karl Bauer, heading the foreign music department, and Carl Burgstaller, assistant sales manager.

# U-I Applies Pressure But Jocks Give Cold Shoulder To "National Convention"

## Set 2-Hour Biz Session; Remainder for Wining, Dining

CHICAGO, Aug. 9.—Universal-International's attempt to gain the impact of disk jockey promotion locally with its projected "national association of disk jockeys convention," slated for August 15 here in connection with the preem of Deanna Durbin's new flicker, *Something in the Wind*, met with little success despite reported attempts to pressure local name jocks into line thru their station execs. The proposed platter pilot convention, dreamed up by U-I flacks to push the forthcoming pic in which la Durbin plays a fem jock (*The Billboard*, August 9), was given a cold shoulder last week by Ernie Simon, WJJD; Linn Burton, top free-lance spieler; Dave Garroway, WMAQ, and Eddie Hubbard, ABC Club, WIND, when the foursome found out the affair was only a movie promotion stunt. Quartet agreed that they wanted a bona fide convention to improve general status of jocks, but didn't like a one-day conclave in connection with a flicker promotion.

Instances where U-I reps here had gone over jocks' heads to station managers and program directors in an effort to squeeze out co-operation for their movie promotion, under the guise of a beauty contest they are asking jocks to conduct to pick the beauty queen for the convention, were reported. Station execs said they had heard from their sales reps, who received calls from U-I reminding them they had accepted radio advertising for U-I flickers. Boys were asked to co-operate if possible, but talks with station biggies, where jocks pointed out that this first attempt to get free movie plugs might lead to a series of such free radio promotion attempts, caused biggies to let jocks continue their "no-free-plugs" attitude.

Simon, Garroway and Burton, when queried, said they were still standing pat in their stand against the promotion because they considered it an ill-conceived promotion at the expense of the country's jocks. Trio reported that they would certainly be present to greet those of their visiting fellow workers who attended, but didn't consider the promotion a convention in any sense of the word. Trio also said they had not given the flicker one plug so far and did not intend to throw any gratis promotion U-I's way. They intend to visit the convention with the idea of meeting cohorts from West and East coasts and perhaps laying the groundwork for a "legitimate national convention" some time in the future. One jock, when advised that a small part of the gathering time will be set aside for actual business said he would suggest that disk jocks set up a uniform policy toward handling free flicker promotion attempts, as part of the business for the meeting.

Only two local independent stations were giving the "convention" any attention and that with only meager plugging.

Dave Katz, flack chief for U-I, did an about-face on information tendered last week by a member of his staff, saying that U-I would pay transportation for jocks coming in from out-of-town. Katz said that 90 invitations have been sent out across the country, with 75 jocks expected to attend. Convention program, as set forth by Katz, leaves about two hours for business, while remainder of the time will be taken up with private screening of the flicker, lunch, cocktail party and a banquet. Part of the two-hour business period has been set aside for a forum, which will be conducted with various diskery reps, who will attend.

Previous claim that "convention" would feature a network show from the Sherman fell flat. Only show definitely slated for airing is a 35-minute show which will air only locally over WBBM. Show will be a regular disk jockey seg, featuring John McCormick, who will do his

patter from the banquet floor with recorded musical interludes.

NEW YORK, Aug. 9.—Local spinners who are going to attend the Chi disk jock promotion agree that they are attending the affair under the assumption that it is no more than a promotion. But they are hopeful that the meet would give them and their fellow spinners an opportunity to talk about setting up a true national jockey association. New Yorkers who are expected to attend are spinners Freddie Robbins, Paul Brenner and Barry Gray.

Only West Coast jockey at press time who expects to attend the conclave is Bill Leyden, with such names as Al Jarvis, Martin Block and Bill Anson reported to be staying at home.

Report (not printed in *The Billboard*) that syndicated spinner Rush Hughes would be chairman of the conclave was denied by U-I reps here. But they verified the report that Hugh Douglas would be chairman (*The Billboard*, August 9).

## Disk Jockey Poll Stirs Action by Diskery, Agency

CHICAGO, Aug. 9.—As one of several reactions to the trade aspects part of *The Billboard's* first annual Disk Jockey Poll (*The Billboard*, August 9), which revealed that spinners haven't full catalogs of the numbers they would like, Art Talmadge, Mercury disk flack chief, is mailing out 1,000 Mercury catalogs with a letter which will ask jockeys to fill out their collections for radio use.

Other reactions included that of one major booking agency. General Artists Corporation, which had been laying back in anticipation of the poll and which now will embark on the first known full-fledged agency campaign on the jocks with regard to personal appearances of artists on spinner shows (see other story this section).

## Yankee Disk Firms Go After Foreign Biz

NEW YORK, Aug. 9.—Yank diskeries, large and small (see MGM Records-EMI London deal story elsewhere in this department), are moving in on foreign markets in accelerated tempo. Latest of the independent orgs to set up foreign deals is Savoy Records, Newark, who currently have working arrangements with distributors in South Africa, British West Indies, Argentina, Brazil and Switzerland.

Herman Lubinsky, head of Savoy, is planning a trip to England and the Continent in the near future for the purpose of checking the continental market and working out further overseas deals.

THE NEXT NUMBER ONE SONG HIT

# AN APPLE BLOSSOM WEDDING

By JIMMY KENNEDY—England's Great Lyricist and NAT SIMON—America's Great "Pop" Tune-Smith

Recorded By:

(Listed Alphabetically)

- |              |                    |
|--------------|--------------------|
| KENNY BAKER  | Decca—24117        |
| —RUSS MORGAN | Columbia—37488     |
| BUDDY CLARK  | Diamond—2081       |
| JERRY COOPER | Capitol—430        |
| HAL DERWN    | Continental—W-3727 |
| JOE DOSH     | Majestic—1156      |
| EDDY HOWARD  | Victor—20-2330     |
| SAMMY KAYE   | Sonora—3044        |
| GINNY SIMMS  |                    |

## SHAPIRO, BERNSTEIN & CO. Inc.

Music Publishers

1270 Sixth Avenue, New York, N. Y.

Louis Bernstein  
President

George Pincus  
General Manager





**A RECORD BREAKING RECORD!**

*Bill Carlisle's*  
**ANSWER TO RAINBOW AT MIDNIGHT KING 663**



WRITE — WIRE — PHONE

**KING**  
RECORD DIST. CO.

1540 Brewster Ave., Cincinnati 7, Ohio  
845 Grandview St., Los Angeles 6, California  
911 Camp St., Dallas 2, Texas  
1317 N. Broadway, Oklahoma City 3, Oklahoma

for *FINER* Record Biscuits

••••• **NEFOLAC** •••••

A superior shellac type compound at no higher cost which produces records that play longer—with less surface noise.

"A Product of J. W. Neff Laboratories, Inc."

Order a hundred or a million pounds from **BINNEY & SMITH CO.**

EASTON, PENNSYLVANIA

EXCLUSIVE SALES AGENTS FOR U. S., CANADA, CENTRAL & SOUTH AMERICA

**BILLBOARD JOCKEY POLL NO. 1**

- Ten-Ten Shun—Red Ingle (Capitol) 513
- That's How Much I Love You—Eddy Arnold (Victor) 458
- Cool Water—Sons of the Pioneers (Victor) 235



**"WHAT ONLY NO. 1?"**

# Sacks Bites Publishers and Ork Mgrs. With Fine Philly Fiesta

By Joe Csida

NEW YORK, Aug. 9.—When the artists and rep head of a major diskery tosses a party (and a good one) for music publishers, band managers, bookers, etc., it's strictly man-bite-dog stuff. And Monday (4) Manie Sacks, veepee-artists-rep director for Columbia Records, bit some 35 music and band men by taking them on a first-rate junket to Philadelphia, wining and dining them at the exclusive C-R Club, setting them up at ringside for the Ike Williams-Bob Montgomery lightweight title go, again wining and dining them at Frankie Palumbo's Click, and depositing them back at Lindy's on Broadway.

### Junket Jottings

In view of the man-masticates-mongrel nature of the event, some "Junket Jottings" are in order. Like this:

Macy's talked to Gimbel's about half way from New York to Philly when Manie and Eli Oberstein, RCA Victor artists rep head, sat side by side in the bus, discussing whatever artist and rep heads discuss. We wouldn't think of eavesdropping and besides we were seated too far from them. . . . Among the day's revelations was the fact that Rocco Vocco, Mitch Ayres, Bobby Mellin, George Weiner and Redd Evans had spent a good part of their youth in billiard establishments. We wouldn't call them pool hustlers exactly, but Mitch, for instance, at one point called the seven ball in the side pocket, took careful aim and with a flick of his wrist knocked a glass out of Barney McDevitt's hand, despite the fact that Barney was more than half way across the rather large C-R dining room from the billiard table. . . . On the bus on the way down a pool on the fight (a fin a man, jackpot \$160) was worked up. Mike Nidorf went around buying pool tickets from all the chicken hearted for \$2, but among those not selling was Larry Shayne, who had Williams to win in the sixth. Rocco Vocco, however, took some of it back from Larry in gin on the return trip.

### The Old-Timers

Lou Levy, Jack Mills, Ben Barton and Eli Oberstein went on a nostalgia kick, sitting around the Click after the fight. Any minute, this reporter figured, one of these characters will start telling about the David-Goliath fight, and who was on bass, piano and drums while Nero fiddled.

The bus was a rolling gin game until two motorcycle cops picked up the entourage on the outskirts of Philadelphia, to escort the mob on a wild Mack Sennett Comedy Kop ride thru red lights, wrong-way-on-one-way-streets, corners-on-two-wheels clear to the C-R club. That put a stop to the shouts of "Tally-ho, I've got gin," and had the boys holding the edge of their leadsheets. Bill Burnham lost five pounds; Mickey Goldsen thought he was on his boat in a rough sea; Dave Dreyer wished he'd stood in bed; Harry Weinstein and Mack Goldman changed seats involuntarily; Art Weems and Joe Galkin almost closed a deal, tho they were each talking to different people when the ride started; Tommy Valando wished he'd brought Georgie Joy to hold his head.

And when the wagon made a three-point landing at the C-R, word had gotten around that Sinatra was in the crowd, so there were several hundred kids crowding the entrance to the spot. Mistaken for Frankie were Herb Hendler (who the kids finally decided was too skinny), Sid Mills (who they decided was too fat) and Jerry Johnson (who was too tall). . . . Lester Sacks, on his old

stamping grounds was given Manie a hot assist with the hosting. Willard Alexander, fresh from Cape Cod—looked so healthy he hardly fitted in

# Unions Ready Fight Against Hartley Law

Orks, Acts To Go on Air

(Continued from page 3)

pledges of financial support to carry out all phases of the program.

Stressing that it is vital that the CIO and AFL get together as a unit in the program before any definite plans can be made, lawyers believe that if every major labor organization in the country is involved, labor as a whole, stands a good chance of obtaining its objectives. Otherwise they say, individual unions will be stopped by litigation which will take years to settle.

The showbiz unions' place in the over-all picture has not been entirely set. The plan as of now is to raise a minimum of \$10,000,000—mainly from the large industrial unions such as the United Mine Workers, United Automobile Workers, International Ladies' Garment Workers, etc. This money would be used to start a series of national radio programs featuring top talent recruited from the stage, screen and radio, with the programs to be devoted mainly to entertainment, with propaganda subtly interspersed. The showbiz unions would not be asked to contribute funds, but to exert pressure on the talent to appear at labor-sponsored shows.

### Caravans for Rallies

Second step would be to send out a series of entertainment caravans composed of name orks backed up by top stage, screen and radio acts who would appear at major political rallies and at union conventions and political meetings at no cost. Entertainers would donate their time, and their expenses would be paid out of the over-all kitty.

All entertainment would also be made available to the labor-owned radio frequency modulation (FM) outlets, which are expected to be in operation early in 1948.

# Capitol Will Fly Disks in a Hurry In D. C. Territory

NEW YORK, Aug. 9.—Capitol Records' Eastern Regional Sales Manager, Bob Stabler, is setting up an experimental air express disk delivery service for retail dealers in the firm's Washington, D. C., territory, which covers Northern Virginia, Maryland and Washington. The service, which will be supervised by Bill Faulkner, Capitol distrib topper in Washington, aims to service dealers with almost immediate delivery in cases of dire need of particular disks.

Air shipment will be made to any dealer in the area who calls the company's Washington offices for rush orders, which, under the flight plan, will be able to be delivered three to four hours after the order is made. Should the Washington experiment work, Capitol may attempt to use the idea in a number of other distrib areas.

# BMI Licensing Activities Spurt

NEW YORK, Aug. 9.—Licensing activities at Broadcast Music, Inc. (BMI) spurted this week when Glen Island Casino and Post Lodge, both in Westchester, inked three-year pacts with the agency. At the same time it was learned that activity in Chicago and Los Angeles has picked up, with field men expected to turn in a fistful of signed contracts before the end of the week.

BMI finally was able to break down the unofficial all-or-none front set up by Long Island cabarets, most of which are members of the Long Island Cabaret and Night Club Association. Initial break came early in the week when six clubs signed after lengthy negotiations. BMI officials believe the remaining Island spots will be under contract within the near future.

# Barnet Signs P.M. Contract

NEW YORK, Aug. 9. — Charlie Barnet, who is working in the *That's Life* flick in Hollywood, signed a personal management pact with the Arthur Michaud-Eddie Greene stable this week.

Barnet, now recording for Apollo and who recently reorganized an ork after a several-month layoff, is reported anxious to take up band fronting in earnest, marking the third "name" in recent weeks to declare intention to return to the working ork fold, others being Harry James and Tommy Dorsey. All three are Music Corporation of America (MCA) orks.

# Park 1-Niter Yarn

Name bands still are much in demand for amusement park ballrooms and the percentages are holding up, despite reduced admission prices and reported box office blues, in many instances. Top Chicago one-night bookers tell why in a feature story on park one-nighters in the park section of *The Billboard* this week.

# Rebuilt Kenton Ork To Have La Christy Back as Songstress

CHICAGO, Aug. 9.—Stan Kenton, who is currently laying the groundwork toward reorganizing his ork after several months' layoff, this week received the welcome news that June Christy, who was previously reported as remaining a cafe single, will rejoin the band as chirp early in September. Return of ace tenorman Vido Musso was thwarted this week when he inked a fronting pact with McConkey Music Corporation (see story in this issue). Kai Winding, trombonist, and Shelly Manne, drummer, currently working with Charlie Ventura's Sextet at the Sherman Hotel here, are undecided about returning to the Kenton crew, it was learned. Winding, who handled slide solo work with Kenton previously, will probably remain with Ventura, but Manne is still on the fence, and will make up his mind on the future within the next month.

Kenton's first Midwest dates will be a series of concerts, set for Hutchinson, Kan., October 31; St. Louis, November 2; Sioux City, Ia., 6; Sioux Falls, S. D., 11; Chicago, 16; and Milwaukee, 18.

# British Musicians' Union In Drive for Closed Shop

LONDON, Aug. 9.—The British Musicians' Union (BMU) Delegate Conference, held in York last week, produced a move by the union to begin a drive toward establishing a "closed shop" for all English orks. The conference also instructed the union's executive committee to enter into negotiations to improve tootler wages in the country, with the goal set at an eight pounds (\$64) per week minimum.

Since all London orks already are 100 per cent BMU members, the union delegates were aiming their "closed shop" campaign at the provincial cities and towns where non-union orks still flourish. BMU will instruct their membership that orks on one-nighter tours in provincial locations are to refuse any dates where they are skedded to alternate with a non-union unit. The union, during the past few months, has made "closed shop" agreements with municipal authorities, societies and other organizations which are effected by the employment of orks.

## Better Wages Sought

Improvement of tootler wages was one of the conference's key subjects, with the \$64 minimum goal set for provincial theaters and music halls. BMU delegates intend to make an attempt to standardize the currently wide variance in musicker rates at dance halls. The discussion of wages also led to the passing of a resolution which calls for an agreement with the British Broadcasting Corporation (BBC) that broadcasts from dance halls and other remote type pickups should pay tootlers the same money that BBC pays them for studio broadcasts.

BMU's Executive Committee was

asked to facilitate the exchange of visiting delegations between the BMU and tootler unions from other countries. The executive group, in addition was asked to continue its efforts to establish a World Federation of Musicians to deal with broadcasting, recording and international exchange of bands.

## Petrillo Resolution

One of the conference highlights was the adoption of a resolution condemning the Lea Act, the legislation curbing James Petrillo, American Federation of Musicians (AFM) chief-tain, and the framing of a message of solidarity and conveyance of fraternal greetings to Petrillo and the AFM.

Chief visiting speaker was Sven Wassmuth, secretary of the Swedish Musicians' Union.

# Blazers Maintain Hot Gross Record

NEW YORK, Aug. 9.—Johnny Moore's Three Blazers continue to pile up hot grosses on their hinterland one-nighter tours. Latest group of takes, marked up during the last week of July, is topped by a \$4,822 figure racked up in Cleveland's Municipal Auditorium, which was one of that spot's biggest takes. Other grosses, on dates which were sold for the Blazers (plus a local scale ork) at \$750 to \$1,000 per night against 60 per cent of the take, include: Youngstown (26), Nu Elms Ballroom, 1,910 persons paid \$3,267; Toledo (27), 1,204 paid \$2,208; Akron (28), 2,264 paid \$3,654; Cleveland (29), 3,160 persons, and Dayton (30), Cotton Club, 1,381 paid \$2,514.

# "Muchas Gracias, Disc Jocks"

Tommy Dorsey	612
Elliot Lawrence	540
Sammy Kaye	485
Frankie Carle	444
Les Brown	432
Guy Lombardo	423
<b>LATIN-AMERICAN</b>	
Xavier Cugat	3,984
Eric Madriguera	745
Desi Arnaz	689
Noro Morales	623
Carlos Mollinas	267
Lecuona's Cuban Boys	180
Jose Morand	156
Rafael Mendez	156
Emil Coleman	138
Carmen Cavallaro	122
Miguelito Valdes	122
<b>SMALL BANDS</b>	
1. King Cole Trio	2,170
Benny Goodman Sextet	
Mooney Quartet	



## MOST POPULAR LATIN-AMERICAN ORCHESTRA Billboard Annual Disc Jockey Poll.



Take It From The Billboard



... here's a  
**DOUBLE-HEADER**  
that's headed for the  
**BIG TIME!**

by  
That Genial  
Irish Gentleman

**ART  
MOONEY**

and His Orchestra

**VA-ZAP-PA**

(The Billboard's "Tips on Coming Tops"  
calls it one of "TOMORROW'S HITS")

BACKED BY

**ON THE AVENUE**

(The Billboard's "Advance Record Possibilities" says: "An English  
hit—'Accordion'—gets an American change of title and looks good  
for U. S. platter buyers")

ON

**MGM**

RECORD NO.

**10056**

OPENING

**CAPITOL THEATRE**

NEW YORK

AUGUST 28

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

**Billboard**  
**MUSIC POPULARITY CHARTS**  
PART  
**1**  
**The Nation's Top Times**  
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.  
Week Ending August 9

**HONOR ROLL OF HITS**

This Week Last Week

1. **PEG O' MY HEART** 1  
By Alfred Bryan and Fred Fisher  
Published by Robbins (ASCAP)  
Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nicksieland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052.  
Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivanek Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
2. **THAT'S MY DESIRE** 3  
By Carroll Loveday and Helmy Gresa  
Published by Mills (ASCAP)  
Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235.  
Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard.
3. **I WONDER, I WONDER, I WONDER** 2  
By Darryl Hutchins  
Published by Robbins (ASCAP)  
Records available: Louis Armstrong, Victor 20-2228; Jack Carroll, National 9032; Eddy Howard, Majestic 1124; Van Johnson, MGM 10018; Guy Lombardo, Decca 23865; Ted Martin-Air Lane Trio, De Luxe 1075 and De Luxe 1070; Tony Pastor, Columbia 37353; The Scamps, Modern Music 20-516; Ted Straeter Ork, Sonora 2024; Martha Tilton, Capitol 395; The Vagabonds, Trilon 114; The Four Aces, Trilon 143; Glenn Davis, Skating Rhythms, SR-236.  
Electrical transcription libraries: Art Mooney, Associated; Charlie Spivak, World; Leighton Noble, Standard.
4. **I WONDER WHO'S KISSING HER NOW** 6  
By W. M. Hough, F. R. Adams and J. E. Howard  
Published by E. B. Marks (BMI)  
From the 20th Century film "I Wonder Who's Kissing Her Now."  
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aides, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15, Phil Reed, Dance-Tone 119.  
Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozie Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor.
5. **CHI-BABA, CHI-BABA** 4  
By Mack David, Al Hoffman and Jerry Livingston; published by Oxford (ASCAP)  
Records available: Blue Barron, MGM 10027; Connee Boswell, Apollo 1064; The Charioteers, Columbia 37384; Perry Como, Victor 20-2259; Sherman Hayes Ork, Aristocrat 1001; Peggy Lee, Capitol 419; Ted Martin, De Luxe 1080; Louis Prima, Majestic 1133; Henry Rene Musette Ork, Victor 25-1085; George Towne Ork, Sonora 2023; Lawrence Welk, Decca 23878; Glenn Davis, Skating Rhythms, SR-238. Electrical transcription libraries: George Towne Ork, Associated; Blue Barron, Lang-Worth; Nat Brandwynne Ork; Jumpin' Jacks-Patti Dugan, NBC Thesaurus; Ernie Filice Quartet, MacGregor; the Four Knights, Lang-Worth; Lawrence Welk, Standard.
6. **ACROSS THE ALLEY FROM THE ALAMO** 5  
By Joe Greene; published by Capitol Songs (ASCAP)  
Records available: Earle Hagen Ork, Mercury 3060; Woody Herman, Columbia 37289; Stan Kenton, Capitol 387; Mills Brothers, Decca 23663; The Three Suns, Victor 20-2272; The Starlighters, Mercury 3060; Glenn Davis, Skating Rhythms, SR-237. Electrical transcription libraries: Les Brown, World; Lawrence Welk, Standard.
7. **ASK ANYONE WHO KNOWS** 7  
By Eddie Seiler, Sol Marcus and Al Kaufman; published by Witmark (ASCAP)  
Records available: Joe Dosh, Continental C-11001; Larry Douglas, Signature 15123; Anita Ellis, Mercury 3059; Eddy Howard, Majestic 1124; Ink Spots, Decca 23900; Sammy Kaye, Victor 20-2239; Dinah Shore, Columbia 37344; Kate Smith, MGM 10028; Four Vagabonds, Apollo 1060; the Velvetones, Sonora 2014; Margaret Whiting, Capitol 410.  
Electrical transcription libraries: Les Brown, World; Louise Carlyle, Music of Manhattan, NBC Thesaurus.
8. **TALLAHASSEE** 8  
By Frank Loesser  
Published by Famous (ASCAP)  
From the Paramount film "Variety Girl."  
Records available: Bing Crosby-Andrews Sisters, Decca 23885; Ray Dorey, Majestic 7239; Johnny Mercer-the Pied Pipers, Capitol 422; Vaughn Monroe, Victor 20-2294; Dinah Shore-Woody Herman, Columbia 37387; Kate Smith, MGM 10028.  
Electrical transcription libraries: Art Mooney, Associated; Russ Morgan, World; Louise Carlyle, Music of Manhattan, NBC Thesaurus.
9. **I WISH I DIDN'T LOVE YOU SO** 9  
By Frank Loesser  
Published by Paramount (ASCAP)  
From the Paramount film, "Perils of Pauline."  
Records available: Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Dinah Shore, Columbia 37506.
10. **MAM'SELLE** 10  
By Mack Gordon and Edmund Goulding  
Published by Feist (ASCAP)  
Records available: Ray Block Ork, Signature 15093; Dennis Day, Victor 20-2211; Ray Dorey, Majestic 7217; Dick Haymes, Decca 23861; Al Gayle and His Harmonicords, Aladdin 536; Art Lund, MGM 10011; Marshall Young Ork, Rainbow 10014; Derry Failligant, Enterprise 257; Frankie Laine, Mercury 5048; The Pied Pipers, Capitol 396; George Towne Ork, Sonora 2023; Frank Sinatra, Columbia 37343; Jack Carroll, National 9032; Edo Lubich, International D-240.  
Electrical transcription libraries: Skitch Henderson, Capitol; Silver Strings, MacGregor; Jan Garber, Capitol; Freddy Martin, Standard; Frankie Masters, Lang-Worth; The Music of Manhattan Ork, NBC Thesaurus; Art Mooney Ork, Associated; Charlie Spivak, World.



RCA VICTOR'S  
PHIL **HARRIS!**

**Smoke, Smoke, Smoke**  
(That Cigarette)

Harris and the Sportsmen Quartet did this number on the Jack Benny Show, and smoked out tremendous calls for a recording. Their novel treatment will make the boxes huff and puff.

**Crawdad Song**

The South's favorite son delivers a down-South favorite, with ditties and humorous choruses.

RCA Victor 20-2370

RCA VICTOR'S  
SAMMY **KAYE!**

**Serenade of the Bells**

An enchanting story song told by Don Cornell and Choir.

**That's What Every Young Girl Should Know**

Sammy featured this special on his vaudeville tour with terrific success. Laura Leslie gives the vocal the same cute appeal "I'm a Big Girl Now" had.

RCA Victor 20-2372

RCA VICTOR'S  
COUNT **BASIE!**

**I'm Drownin' in your Deep Blue Eyes**

Based on a musician lick featuring intimate piano and trumpet solos . . . with vocal by Bob Bailey done in popular blues style.

**South**

A Bennie Moten hit brought up-to-date by the Count, formerly with the Moten band. A best seller since the early 30's, this new interpretation will really eat up the loose change!

RCA Victor 20-2346

RCA VICTOR'S  
TOMMY **DORSEY!**

**The Old Piano Tuner**

The Dorsey Band goes commercial in a way that spells a sure fire hit . . . another "Umbrella Man." With Stuart Foster's vocal.

**Just an Old Love of Mine**

This blues ballad gets a swell workout by the whole Dorsey Group — Stuart Foster, Lucy Ann Polk, and The Town Criers. Watch it run around in the jukes!

RCA Victor 20-2371

RCA VICTOR'S  
ERSKINE **HAWKINS!**

Nobody can fail to catch the terrific enthusiasm in this music! Every number is nickel bait plus . . . leading off with "Tuxedo Junction" which shot the "20th century Gabriel" to fame. Avery Parrish's knockout piano, Paul Bascomb's tenor sax, with swell vocals by Jimmy Mitchell and Laura Washington.

**Tuxedo Junction**  
AND  
**Don't Cry, Baby**

RCA Victor 20-2283

**Tippin' In AND I've Got a Right to Cry**

RCA Victor 20-2284

**After Hours**  
AND **CHERRY**

RCA Victor 20-2285

**Sweet Georgia Brown**  
AND  
**Song of the Wanderer**

(Where Shall I Go?)  
RCA Victor 20-2286

RCA VICTOR'S  
ELTON **BRITT!**

and The Skytoppers

The rich vocal quality of Elton's sweet-smooth style stands out against a steel guitar and violin backdrop. "A" is nostalgic and slow. Flip has a toe-teasing beat in slow ballad tempo.

**Castle in the Apple Tree**  
AND  
**After We Say Goodbye**

RCA Victor 20-2367

RCA VICTOR'S  
**DELTA RHYTHM BOYS!**

with Frank Comstock and his Orchestra. Their best yet! Both waxings are smooth, mellow, out-of-this-world performances — vocally and instrumentally. It's going to be a classic!

**Every So Often**

AND

**Come In Out of the Rain**

RCA Victor 20-2365

RCA VICTOR'S  
**PEE WEE KING!**

and his Golden West Cowboys

**Ten Gallon Boogie**

Terrific beat in a perfect moderate tempo for dancing. Red Stewart's driving guitar and vocal will make it repeat plenty!

**I Hear You Knockin'**

A snappy country-blues number that could be Richard's answer to "Open The Door."

RCA Victor 20-2366

RCA VICTOR'S  
JOHNNY **TYLER!**

**Behind the Eight Ball**

Fast, peppy pace with vocals sparked by electric and steel guitar solos. Prairie nickels will pile up on this one!

**I Don't Know Where to Go But I'm Goin'**

Johnny's rough and ready vocal backed solid by the Riders of the Rio Grande, rides along in moderately fast tempo.

RCA Victor 20-2368

THE STARS WHO MAKE THE HITS ARE ON



**RCA VICTOR**  
RECORDS





R. R. ticket for a unique musical ride . .

*All aboard for the Newest  
in a Musical Thrill!*

# HONKY TONK TRAIN blues

**"Mel" HENKE**  
pianist and



+ bass  
and  
guitar

**IN A MIST**

"LIVING SOUND"

**VITA acoustic Records**

GENERAL OFFICES AND STUDIOS

42d Floor — 20 N. Wacker Drive — Chicago 6, Ill.

CHICAGO • NEW YORK • HOLLYWOOD

## The Billboard MUSIC POPULARITY CHARTS

PART II

### Sheet Music

Week Ending August 9



#### 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.

Weeks to date	POSITION Last Week	POSITION This Week		Publisher
12	1	1	PEG O' MY HEART (R)	Robbins
4	6	2	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
14	5	3	THAT'S MY DESIRE (R)	Mills
13	4	4	I WONDER, I WONDER, I WONDER (R)	Robbins
11	3	5	CHI-BABA, CHI-BABA (R)	Oxford
11	—	6	ACROSS THE ALLEY FROM THE ALAMO (R)	Capitol Songs
5	14	6	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
6	7	7	ASK ANYONE WHO KNOWS (R)	Witmark
6	10	8	IVY (F) (R)	Burke-Van Heusen
20	8	9	MAM'SELLE (F) (R)	Feist
—	11	10	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
—	—	11	ALMOST LIKE BEING IN LOVE (M) (R)	Sam Fox
—	—	11	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
—	—	12	FEUDIN' AND FIGHTIN' (R)	Chappell
—	—	13	TALLAHASSEE (F) (R)	Famous
—	—	14	I HAVE BUT ONE HEART (R)	Barton
23	9	15	LINDA (R)	E. H. Morris

#### ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week		Publisher
2	7	1	NOW IS THE HOUR	Keith Prowse
15	1	2	AMONG MY SOUVENIRS	Lawrence Wright
14	1	3	A GAL IN CALICO	Feldman
12	2	4	PEOPLE WILL SAY WE'RE IN LOVE	Chappell
4	3	5	MAM'SELLE	Francis Day
10	9	6	COME BACK TO SORRENTO	Ricordi
7	4	7	I GOT THE SUN IN THE MORNING	Chappell
5	5	8	ON THE OLD SPANISH TRAIL	Peter Maurice
17	6	9	TELL ME, MARIANNE	Southern
6	8	10	THEY SAY IT'S WONDERFUL	Chappell
1	—	11	GALWAY BAY	Box and Cox
15	10	12	TRY A LITTLE TENDERNESS	Campbell-Connelly
8	11	13	HEARTACHES	Campbell-Connelly
9	13	14	TIME AFTER TIME	Sinatra Songs
1	—	15	LITTLE DUTCH MILL	Irwin Dash
30	12	16	ANNIVERSARY SONG	Campbell-Connelly
23	14	17	HOW LUCKY YOU ARE	Kassner
28	15	18	APRIL SHOWERS	Chappell
8	16	19	DEAR OLD DONEGAL	Leeds
17	19	20	HEAR MY SONG, VIOLETTA	Dix

\* Publisher not available as The Billboard goes to press.

#### PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.	Wonder Who's Kissing Her Now?" National release date not set.
AS LONG AS I'M DREAMING (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Welcome Stranger." National release date—June 13, 1947.	IVY (Burke-Van Heusen), in Universal-International's "Ivy." National release date—June, 1947.
I BELIEVE (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.	MAM'SELLE (Feist), in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.
I WISH I DIDN'T LOVE YOU SO (Paramount), sung by Betty Hutton in Paramount's "Perils of Pauline." National release date—July 4, 1947.	TALLAHASSEE (Famous), in Paramount's "Variety Girl." National release date not set.
I WONDER WHO'S KISSING HER NOW? (E. B. Marks), in 20th Century-Fox's "I	WOULD YOU BELIEVE ME (Remick), sung by Trudi Erwin in Warner Brothers' "Love and Learn." National release date—May 3, 1947.

I wish to publicly express my gratitude  
to the nation's Disc Jockeys for honors  
bestowed upon me in the Billboard Annual  
Disc Jockey Poll.  
Alfred Newman

The Best Liked Classical Record — "Hora Staccato"

The Best Liked Classical Album — "Alfred Newman Conducts"

In the Top 10 Favorite Classical Records — "Jalousie"

In the Top 10 Favorite Classical Orchestras —  
Hollywood Symphony (Alfred Newman)

**Majestic Records**  
GENERAL MUSIC DIRECTOR  
**20TH CENTURY-FOX Films**



# Fresh Wax FROM A New Musiccraft

## MEL TORNIE



15109 KOKOMO, INDIANA  
HOW LONG HAS THIS BEEN GOING ON?

15111 THERE'S NO BUSINESS LIKE SHOW BUSINESS  
THAT'S WHERE I CAME IN

(Mel with the Mel-Tones)



## SARAH VAUGHAN

505 I'VE GOT A CRUSH ON YOU  
PENTHOUSE SERENADE

504 TENDERLY  
DON'T BLAME ME



## PHIL BRITO

15122 I'M SORRY I DIDN'T SAY I'M SORRY  
AN APPLE BLOSSOM WEDDING

456 O MARENARIELLO (I Have But One Heart)  
TANGO DEL LA ROSA

506 BLUES BEHIND  
BARS  
BLUES WITH-  
OUT BOOZE

Clyde Bernhardt &  
Leonard Feather's  
Blue Six



# The Billboard MUSIC POPULARITY CHARTS

PART  
III

## Radio Popularity

Week Ending  
August 9



### SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, August 1, 8 a.m., and ending Friday, August 9, 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.  
The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

#### The Top 30 Tunes (plus ties)

Title	Publishers	Lic.
Across the Alley From the Alamo (R)	Capitol Songs	ASCAP
Ain'tcha Ever Comin' Back? (R)	Sinatra Songs	ASCAP
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
An Apple Blossom Wedding (R)	Shapiro-Bernstein	ASCAP
As Long As I'm Dreaming (F) (R)	Burke-Van Heusen	ASCAP
As Years Go By (R)	Miller	ASCAP
Ask Anyone Who Knows (R)	Witmark	ASCAP
Cecilia (R)	ABC	ASCAP
Chi-Baba, Chi-Baba (R)	Oxford	ASCAP
Come to the Mardi Gras (R)	Peer	BMI
Don't Tell Me (R)	Robbins	ASCAP
Every So Often (R)	Harry Warren	ASCAP
I Want To Be Loved	Melrose	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I Wonder, I Wonder, I Wonder (R)	Robbins	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
Je Vous Aime (R)	Crawford	ASCAP
Mam'selle (F) (R)	Feist	ASCAP
Naughty Angelina (R)	George Simon	ASCAP
Passing By (R)	Chappell	ASCAP
Peg o' My Heart (R)	Robbins	ASCAP
Red Silk Stockings and Green Perfume (R)	E. H. Morris	ASCAP
Tallahassee (F) (R)	Famous	ASCAP
That's My Desire (R)	Mills	ASCAP
The Echo Said "No" (R)	Lombardo	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
The Man Who Paints the Rainbow in the Sky (R)	Mutual	ASCAP
The Story of Sorrento (R)	Pemora	BMI
There's That Lonely Feeling Again (R)	Mellin	BMI
When You Were Sweet Sixteen (R)	Shapiro-Bernstein	ASCAP
Whiffenpoof Song (R)	Miller	ASCAP

#### The Remaining 22 Songs of the Week

All My Love (R)	Remick	ASCAP
Anniversary Song (F) (R)	Mood	ASCAP
Bloop Bleep (R)	Paramount	ASCAP
Castanets and Lace (R)	Republic	BMI
Deep Down in Your Heart	Triangle	ASCAP
Deep Valley (R)	Remick	ASCAP
Ev'rybody and His Brother	BMI	BMI
Feudin' and Fighin' (R)	Chappell	ASCAP
I Believe (F) (R)	Sinatra Songs	ASCAP
I Can't Get Up the Nerve To Kiss You (R)	Santly-Joy	ASCAP
I Do, Do, Do Like You (R)	Harms, Inc.	ASCAP
I'm So Right Tonight (R)	Leeds	ASCAP
Ivy (F) (R)	Burke-Van Heusen	ASCAP
Just an Old Love of Mine (R)	Campbell-Porgie	BMI
Kate (R)	Berlin	ASCAP
Love and the Weather (R)	Berlin	ASCAP
My Pretty Girl (R)	Republic	BMI
Oh, My Achin' Heart (R)	Mood	ASCAP
Tomorrow (R)	E. H. Morris	ASCAP
When Tonight Is Just a Memory (R)	Oxford	ASCAP
Where Is Sam?	Jewel	ASCAP
Would You Believe Me? (F) (R)	Remick	ASCAP

### RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replays from weekly survey among 1,200 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.

POSITION	Weeks Last Week	This Week	Title	Lic.
7	2	1	SMOKE! SMOKE! (THAT CIGARETTE) (Phil Harris) (The Sportsmen), Victor 20-2370; Deuce Spriggs Band (Deuce Spriggs), Coast 263; Lawrence Welk, Decca 24113)	Western Caravan (Tex Williams-Tribe) Capitol Americana 40001—BMI
8	1	2	PEG O' MY HEART	Buddy Clark Columbia 37392—ASCAP
12	3	3	PEG O' MY HEART	The Harmonicats Vitaoustic 1—ASCAP
10	4	4	TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) Capitol 412—ASCAP
9	5	5	PEG O' MY HEART	Three Suns Victor 20-2272—ASCAP
11	6	6	I WONDER, I WONDER, I WONDER	Eddy Howard Majestic 1124—ASCAP
2	10	7	NEAR YOU	Francis Craig Bullet 1001—ASCAP
16	5	8	THAT'S MY DE-SIRE	Frankie Laine Mercury 5007—ASCAP
15	14	9	I NEVER KNEW	Sam Donahue (Bill Lockwood) Capitol 405—ASCAP
6	8	9	THAT'S MY DE-SIRE	Sammy Kaye (Don Cornell-The Kaydets) Victor 20-2251—ASCAP
4	9	10	FEUDIN' AND FIGHTIN'	Dorothy Shay (Mischa Russell Ork) Columbia 37189—ASCAP

(See Records Most Played, page 159)



Dear Sir:-  
 Over the signature of our manager, Ned Connor, the undersigned advised you we were playing the "Romeo Loves Juliet" album today from 2.30 P.M. to 3.00 P.M.  
 At the time the album was being played, I was unable to listen, and so I questioned the announcer on duty at the time. You might be interested in his comment:  
 "IT'S TERRIFIC".  
 Very truly yours,  
 Charles A. Clifton  
 Chief Announcer.

This is just a sample picked at random OF THE TERRIFIC RESPONSE FROM OVER 300 DISC JOCKIES\* WHO REACHED MANY MILLION LISTENERS ON FRIDAY JULY 18 IN COOPERATION WITH AMERICA'S FIRST RECORD PROGRAM PREMIERE FOR

# "ROMEO LOVES JULIET"

STARRING:  
 LARRY CLINTON and his Orchestra  
 MARSHALL YOUNG JANETTE DAVIS  
**RAINBOW RECORD ALBUM DM 310**

featuring the songs  
 You've Heard This Story Before  
 How About a Boogie  
 Coffee, Cokes and Cigarettes  
 For A Penny  
 The Wheels Keep Spinning Around  
 Questions  
 A Little Doodad  
 (Baby) Walk Before You Run

To the many hundreds of Jockies: Who played (and are still playing) this album-which is already becoming a hit-you have been very kind-and very powerful!

Thanks,  
 RAINBOW RECORDS  
 156 WEST 44th STREET  
 NEW YORK, N. Y.

- LOS ANGELES CALIF 17 152P  
 PRESENTED ALBUM ON MY SHOW JULY 14 AND 15 AND WILL EAT PORTION JULY 18. I THINK IT WILL BE A SUCCESS. BEST WARDS TO LARRY CLINTON.  
 BILL LEYDEN KMPC HOLLYWOOD.
- PASADENA CALIF 17 240P  
 PLAYED ALBUM YESTERDAY VERY TERRIFIC TRYING TO CLEAR TIME FOR WHOLE SHOW ON JUKE BOX MATINEE FOR FRIDAY.  
 CARL BAILEY KXLA.
- BOSTON MASS 15 1128  
 SCHEDULING "ROMEO" ON CARNIVAL OF MUSIC 1100 1130 AM TONIGHT.  
 BOB ELLIOTT WHDH BOSTON.
- CHICAGO ILL 15 1245P  
 RECEIVED YOUR REMO LOVES JULIET ALBUM I LIKE IT VERY MUCH. PLEASE USE IT THIS FRIDAY AT 3 O'CLOCK ON MY SHOW.  
 GAY BATSON.
- NEW ORLEANS LA 17 841A  
 AIR YOUR FINE ROMEO ALBUM TONIGHT ON MY ALL WINGS DISC STINT ORCHIDS TO RAINBOW AND STATION. UNIQUE AND GREAT WAX PRESENTATION THANKS GENE BARRY.
- DETROIT MICH 15 1132A  
 ONLY ONE RECORD BECAUSE OF TIME LIMIT. WHICH ONE YOU WOULD LIKE TO HAVE WE USE. CROSS MULHOLLAND WJR.
- CHICAGO ILL 15  
 RAMMING ROMEO LOVES JULIET ALBUM ON FRIDAY.  
 LINN BURTON.
- NASHVILLE TENN 14 307P  
 SPIN YOUR NEW ALBUM "ROMEO LOVES JULIET" JULY 18 BEST REGARDS=  
 FRANCIS CRAIG WSM.
- DENVER COLO 15 401P  
 COUNT US IN ON PREVIEW OF ROMEO LOVES JULIET ALBUM RADIO PREMIERE JULY 18. FIRST FOUR SIDES TO BE PLAYED ON MEET THE BOYS IN THE BAND AND SECOND FOUR ON OFF THE RECORD. ADVANCE PLUGGING ON BOTH SHOWS STARTED TODAY. CONGRATS ON 1947'S OUTSTANDING ALBUM=  
 DICK SCHMIDT AND GENE AMOLE K M Y R.
- PHILADELPHIA:  
 KYW: Bob Vincent  
 WPEN: Joe Grady  
 Ed Hurst  
 Larry Brown  
 WDAS: Jack Malloy  
 WIBG: Doug Arthur
- NEW YORK:  
 EW: Art Ford—"Milkman's Matinee"  
 Bert Wayne—"Sentimental Journey"  
 Martin Block—"Make Believe Ballroom"  
 Jerry Marshall—"Music Hall"  
 WJZ: Paul Whiteman  
 WHN: Ted Husing  
 WPAT: Bill Bohack
- PHILADELPHIA:  
 WAAT: Hal Tunis  
 Paul Brenner  
 WOV: Bill Gordon  
 WWRL: Fred Barr  
 WNYC: Jack Lazzare



*Signatures*

SHAMROCK  
for  
JOE O'BRIEN

Chief announcer at WMCA in Manhattan is Joe. He also handles the Music Box stint 9:30-11:30 every morning, features discs from Broadway musical shows on Show Time.



Larry Douglas



Sig  
15144

YOU DO

(From 20th. Cent.-Fox's "Mother Wore Tights")  
SLEEP, MY BABY SLEEP  
with RAY BLOCH and his Orchestra

*Signature* records

DISTRIBUTED BY  
GENERAL ELECTRIC  
SUPPLY CORPORATION

See your GESCO distributor or write direct to Signature Records, 601 W. 26th St., New York

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending August 9



BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

Weeks to date	POSITION		Record
	Last Week	This Week	
4	1	1.	SMOKE! SMOKE! SMOKE (THAT CIGARETTE) ..... Tex Williams Western Caravan (Tex Williams Trio) ..... Capitol Americana 40001
13	3	2.	PEG O' MY HEART ..... The Harmonicats-Sid Fisher... Fantasy Impromptu ..... Vitacoustic 1
6	2	3.	TIMTAYSHUN ..... Red Ingle and the Natural Seven- (I Love You) For Seventy Jo Stafford-Cinderella G. Mental Reasons ..... Stump ..... Capitol 412
9	5	4.	THAT'S MY DESIRE ..... Sammy Kaye (Don Cornell-The Red Silk Stockings and Green Perfume ..... Kaydets)..... Victor 20-2251
8	4	5.	PEG O' MY HEART ..... Three Suns..... Victor 20-2272
11	6	6.	CHI-BABA, CHI-BABA ..... Perry Como (The Satisfiers- When You Were Sweet ..... Lloyd Shaffer Ork)..... Victor 20-2259
11	7	7.	I WONDER, I WONDER, I WONDER ..... Eddy Howard..... Majestic 1124
8	8	8.	PEG O' MY HEART ..... Art Lund (Johnny Thompson Ork) ..... MGM 10037
5	9	9.	PEG O' MY HEART ..... Buddy Clark (Mitchell Ayers Ork) ..... Columbia 37392
7	10	10.	I WONDER, I WONDER, I WONDER ..... Guy Lombardo..... Decca 23865

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 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION		Album
	Last Week	This Week	
1	1	1.	Al Jolson Album ..... Decca A-575
17	1	2.	Dorothy Shay (The Park Avenue Hillbilly) Sings Album ..... Columbia C-119
30	2	3.	Al Jolson Album ..... Decca 469
8	3	4.	Carle Comes Calling ..... Columbia C-129
76	4	5.	Glenn Miller ..... Glenn Miller and Orchestra ..... Victor P-148

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.

Weeks to date	POSITION		Record
	Last Week	This Week	
112	2	1.	Chopin's Polonaise ..... Victor 11-8848
97	1	2.	Clair de Lune ..... Victor 11-8851
70	2	3.	Jalousie ..... The Boston Pops; Arthur Fiedler, conductor.... Victor 12160
13	3	4.	The Whiffenpoof Song ..... Victor 10-1313
86	4	5.	Warsaw Concerto ..... The Boston Pops Ork; Arthur Fiedler, conductor; Leo Litwin, pianist ..... Victor 11-8863

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.

Weeks to date	POSITION		Album
	Last Week	This Week	
48	2	1.	Rachmaninoff Concerto No. 2 in C Minor ..... Artur Schnabel, pianist, NBC Ork; Vladimir Golschmann, conductor ..... Victor 1075
103	1	2.	Rhapsody in Blue ..... Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor ..... Columbia X-251
16	3	3.	Rhapsody in Blue ..... Paul Whiteman ..... Signature GP-1
4	4	4.	The Student Prince ..... Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer and the Guild Choristers) ..... Victor P-180
5	—	5.	Khachaturian: Gayne-Ballet Suite ..... New York Symphony Ork; Efen Kurtz, conductor..... Columbia MM-664

The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending August 9



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	Label
<b>Going Strong</b>					
8	1	1	1	PEG O' MY HEART	Three Suns Victor 20-2272
12	2	2	2	I WONDER, I WONDER, I WONDER	Eddy Howard Majestic 1124
12	4	3	3	I WONDER, I WONDER, I WONDER	Guy Lombardo Decca 23865
16	3	4	4	PEG O' MY HEART	The Harmonicats (Sid Fisher) Vitacoustic 1
12	8	5	5	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets) Victor 20-2251
5	5	6	6	SMOKE! SMOKE! SMOKE! (THAT CIGARETTE)	Tex Williams Western Caravan (Tex Williams-Trio) Capitol Americana 40001 (Phil Harris (Phil Harris) (The Sportsmen), Victor 20-2370; Deuce Spriggens Band (Deuce Spriggens), Coast 263; Lawrence Welk, Decca 24113)
7	7	7	7	TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) Capitol 412 (Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Noro Morales Ork, Majestic 1130; Juan Rolando, Cocktail Hour CGE 116)
11	6	8	8	CHI-BABA, CHI-BABA	Perry Como (The Satisfiers-Lloyd Shaffer Ork) Victor 20-2259
1	—	9	9	I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como Decca 25078
6	9	10	10	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork) Victor 20-2259 (Mills Brothers, Decca 23627)
7	10	11	11	PEG O' MY HEART	Art Lund (Johnny Thompson) MGM 10037
15	12	12	12	THAT'S MY DESIRE	Frankie Laine Mercury 5007
4	13	13	13	PEG O' MY HEART	Buddy Clark Columbia 37392
15	11	14	14	ACROSS THE ALLEY FROM THE ALAMO	Mills Brothers Decca 23863
5	15	15	15	TALLAHASSEE	Bing Crosby-Andrews Sisters (Vic Schoen Ork) Decca 23885

Coming Up

FEUDIN' AND FIGHTIN'	Dorothy Shay (Mischa Russell Ork)	Columbia 37189
----------------------	-----------------------------------	----------------

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

POSITION	Weeks to date	Last Week	This Week	Record	Label
8	1	1	1	SMOKE! SMOKE! SMOKE! (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio) Capitol Americana 40001
9	2	2	2	TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) Capitol 412
12	3	3	3	IT'S A SIN	Eddy Arnold and His Tennessee Plowboys Victor 20-2241
1	—	4	4	THE DAUGHTER OF JOLE BLON	Johnny Bond Columbia 37566
2	4	5	5	MOVE IT OVER	Hank Williams and His Drifting Cowboys MGM 10033
1	—	5	5	FEUDIN' AND FIGHTIN'	Dorothy Shay (Mischa Russell Ork) Columbia 37189

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

POSITION	Weeks to date	Last Week	This Week	Record	Label
10	1	1	1	JACK, YOU'RE DEAD	Louis Jordan Decca 23901
20	2	2	2	I WANT TO BE LOVED (BUT ONLY BY YOU)	Savannah Churchill Manor 1046
9	3	3	3	ACROSS THE ALLEY FROM THE ALAMO	Mills Brothers Decca 23863
7	3	3	3	NEW ORLEANS BLUES	Johnny Moore's Three Blazers (Charles Brown) Exclusive 240
22	4	3	3	OLD MAID BOOGIE	Eddie Vinson Ork (Eddie Vinson) Mercury 8028
2	3	4	4	BLOW, MR. JACKSON	Joe Liggins and His Honeydrippers Exclusive 244
7	—	4	4	I WANT TO BE LOVED (BUT ONLY BY YOU)	Lionel Hampton and His Hamptonians Decca 23879
4	—	4	4	I KNOW WHAT YOU'RE PUTTING DOWN	Louis Jordan Decca 23901
8	5	4	4	THAT'S MY DESIRE	Frankie Laine Mercury 5007
1	—	4	4	HURRY ON DOWN	Nellie Fletcher and Her Rhythm Capitol Americana 40002

FOUR GEMS

BY HARRY JAMES and his orchestra

MY FRIEND IRMA

(Theme from the C. B. S. Feature Production)

STRANGE WHAT A SONG CAN DO

Vocals by Marion Morgan

COLUMBIA 37810

LOVE AND THE WEATHER

Vocal by Marion Morgan

FORGIVING YOU

Vocal by Buddy Di Vito

COLUMBIA 37588



HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade marks "Columbia," and "Hi Reg. U. S. Pat. Off.





M-G-M RECORDS M-G-M RECORDS

# "Congratulations, Frankie Masters"

SAYS **BOB HOUSTON**



"FRANKIE, you're terrific in your debut on M-G-M Records! Your first disc—'Anything You Can Do' and 'Let The Rest of the World Go By'—is a sizzling platter that will satisfy plenty of appetites!"

"Thanks, **BOB HOUSTON.**

And congratulations to you on joining the M-G-M Records fold, too! I heard your first recording—'As Years Go By' and 'Every So Often.' Wow! What heart-wallop! Watch it pay off at the box office!"



**Frankie Masters**  
and his orchestra  
**ANYTHING YOU CAN DO**  
(From "Annie Get Your Gun")  
vocal by Frankie Masters & Phyllis Myles  
**LET THE REST OF THE WORLD GO BY**  
vocal by the Swing Masters  
M-G-M 10062

**Bob Houston**  
with orchestra conducted by Hugo Winterhalter  
**AS YEARS GO BY**  
(Based on Brahms Hungarian Dance #4 as played in the M-G-M picture "Song of Love")  
**EVERY SO OFTEN**  
M-G-M 10063

## TWO MORE GREAT ALBUMS

Music from the M-G-M Production  
**THE UNFINISHED DANCE**  
Herbert Stothart and the M-G-M Studio Orchestra with Danny Thomas and Walter Pidgeon  
ALBUM M-G-M 4

**CARSON ROBISON**  
and his Square Dance Music  
Calls by Lawrence V. Loy  
**SQUARE DANCES**  
ALBUM M-G-M 5

## TWO MORE GREAT SINGLES

**BLUE BARRON**  
and his orchestra  
**TENNESSEE OUR HOUR**  
M-G-M 10058

**SAM NICHOLS**  
with the Melody Rangers  
**RED HAIR AND GREEN EYES**  
**AIN'T THAT TOO BAD**  
M-G-M 10061

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

# The Billboard MUSIC POPULARITY CHARTS

PART VI

## Record Reviews and Possibilities

Week Ending August 9

### RECORD POSSIBILITIES

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.

**KATE**.....Eddy Howard Ork.....Majestic 1160  
Ray Bloch's Ork with vocal by Alan Dale.....Signature 15114

The new Irving Berlin tune appears to be headed for the top with everybody hopping on the bandwagon. The Eddy Howard waxing is especially pleasing, with Howard's ork featuring a more modern ork style and Howard with the trio carrying the ball via the vocals thruout. The flip on the Howard disk is "On the Avenue," which also pleases. The Bloch biscuit features a marimba on first chorus with Alan Dale and the ensemble handling the pleasing lyrics. Reverse is "If My Heart Had a Window," but it's "Kate" that will gather in the nickles on this one.

**NEAR YOU HOW LUCKY YOU ARE**.....Andrews Sisters with Vic Schoen Ork.....Decca 24171

Two coming songs given sock interpretations by the Andrews Sisters. "Near You," picked as a possibility last week as done by its originator, Francis Craig, on Bullet records, gets a highly polished treatment on Decca with an intro and background thruout that suggests Eddie Heywood's classic version of "Begin the Beguine." "How Lucky You Are," an import from England, where it was tops for two-score weeks, is an attractive, easy-to-remember waltz given a straight vocal going over by the Andrews and bridged by a pretty Will Bradley tram solo between the couple of choruses on the disk. This pairing looks to collect plenty of coinage both in the jukes and over the counter.

**SUGAR BLUES**.....Johnny Mercer with Paul Weston's Ork.....Capitol 448

Here's a gagged-up version of the tune which has been identified with Clyde McCoy for a dozen years, with Mercer giving out with one of his best recorded efforts. Not only is this attractive layman disk fodder, but there are plenty of kicks here for the hipsters, since the instrumental bridge of the disk features a tenor chorus as it might have been done around 1930, which is backed by some very modern be-bop riffs by the Weston brass. All told, in this case, the Mercer waxing will pay off at the jukes. Flip is another oldie, "When I Cry Over You," on which Mercer is joined by the Pied Pipers for a lively, rhythmic interpretation.

### RECORD REVIEWS

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

#### Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 160. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.

**SPIKE JONES** (Victor 20-2375)

*Our Hour*—W; VC.  
*The Popcorn Sack*—FT; VC.

Without committing too much musical mayhem, Spike Jones gives vent to the lyrical turn in turning out two juicy satirical song spinnings in this set. Holding up the hilarity set to a waltz rhyme and rhythm is "Our Hour," aptly subtitled "The Puppy Love Song," with the howls of the hounds provoked by the harmony piping of The Tailwaggers, Dr. Horatio Q. Birdbath, George Rock and Sir Frederick Gas. Equally potent at the poking is the production setting that spins out for "Popcorn Sack," spinning at a breezy pace as Sir Frederick and The Boys in the Back Room take the romantic joy out of the movie with their brute interpretations of the stars in addition to their sacking of the annoying popcorn sack.

Both sides provide plenty of nickel entertainment with the whiney "Our Hour" the topper.

**BING CROSBY** (Decca 23971-24100-25091-25148)

*Kokomo, Indiana*—FT; V.  
*I Love You Truly*—FT; V.  
*Wait Till the Sun Shines, Nellie*—FT; V.  
*On Behalf of the Visiting Firemen*—FT; V.  
*I Still Suits Me*—FT; V.  
*Just A-Wearying For You*—FT; V.  
*Lily of Laguna*—FT; V.  
*Mister Meadowlark*—FT; V.

Save for "Kokomo, Indiana," a folksie specialty song from the "Mother Wore Tights" movie which Bing Crosby chants in breezy style with the assist of the harmonizing Skylarks and John Scott Trotter's music, spinnings are reprints. And for the most part, with guest names. Joined by songbird Lee Wiley and Victor Young's music, both sell it strong for the specialty show lyrics of Jerome Kern's "I Still Suits Me" song sophistication. With Mary Martin and Trotter's music, it's the

lively and whimsical tune treatment for "Nellie" and the "Lily" specialty. Crosby carries it alone and with deep sincerity for the two Carrie Jacobs Bond song classics in "I Love You Truly" and "Just A-Wearying," with Trotter the maestro. And with Johnny Mercer plus Victor Young's music, brings back the convention cheer chant in "Visiting Firemen" and the whimsical and airy "Meadowlark" melody. The evergreen "Nellie" and the Betty Grable movie hyping "Kokomo" hold up best for phono play.

**TONY PASTOR** (Columbia 37562)

*I'm Sorry I Didn't Say I'm Sorry*—FT; VC.  
*The Lady From Twenty-Nine Palms*—FT; VC.

Tony Pastor tells the story of "The Lady From Twenty-Nine Palms" with plenty of melodic persuasion on the part of the band clipping the catchy in breezy rhythmic style, and lyrically on his own account, for which he is joined by the guys and gals in the company. It all spins smoothly and with a bright beat to make it all the more toe-teasing. Not as lustrous is the lullabying for the "Sorry" ballad which has Rosemary Clonney's soft and fairly whispering piping making it lingering for the lyric altho the maestro contrasts with a rhythmic chant in a brighter tempo for the second stanzas. It's a nickel nicety for the "Palms" plattering.

**SARAH VAUGHAN** (Musicraft 494 and 499)

*Body and Soul*—FT; V.  
*I'm Thru With Love*—FT; V.  
*Everything I Have Is Yours*—FT; V.  
*Lover Man*—FT; V.

Thoughtfully phrasing her wordage, to which she imparts a deep jazz feeling, Sarah Vaughan adds to her stature as a Negro song stylist in these spines which return the label to the marts. The rhythmic inflection in her pipes platter best for the soulful "Body and Soul" ballad, singing it slowly and persuasively, with the subdued music of George Treadwell providing adequate support without lending any particular color to the musical bank. Also fares well for the wordage of "Lover Man" for which she is supported by a quintet paced by Dizzy Gillespie's torrid trumpet. However, her lyrical projection is not as potent for the mated sides, taking it at a more moderate tempo with Treadwell's music for another pair of ballad oldies in "Thru With Love" and "Everything I Have."

Race spots and jazz scholars will favor "Body and Soul."

(Continued on opposite page)

(Continued from opposite page)

CARMEN CAVALLARO (Decca 24103)

Love Will Keep Us Young—W; VC.
Brahms' Hungarian Dance No. 4—FT.

The sophisticated and polished rhythms of Carmen Cavallaro, with his twinkling and tuneful Steinwaying giving a fine gloss to the grooving, makes it plenty easy for ear and hoof in both of these classical melodies by Brahms. The "Love" lullaby in waltz tempo is the minuet music of the master's "Waltz In A Flat" with the maestro's piano styling retaining the classical flavor and Bob Allen giving romantic meaning to Edgar Leslie's lyric. For the flip, it's an entirely colorful and rhythmic adaptation in modern tempo for the "Hungarian Dance," which provided Tin Pan Alley with the musical inspiration now being plugged as "As Years Go By."

Class lounges will keep the music machines lit with the melody making in these sides.

FRANKIE CARLE (Columbia 37567)

The Glow-Worm—FT.
Penguin at the Waldorf—FT.

Two sprightly instrumentals, fashioned in rhythmic style with the full flavor of the band's ensemble blend and Frankie Carle's tuneful piano rippings, provides plenty of sparkle to this spinning. Familiar "Glow-Worm" is taken at a lively pace with a bounce beat applied to the whimsical "Penguin" phrasings, making both sides entirely engaging for the hoof.

While no coin punch to the plattering, Carle fans may kick in some coins for the familiar "Glow-Worm."

ANDREWS SISTERS (Decca 24102)

On the Avenue—FT; V.
Sweet Marie—FT; V.

With Carmen Cavallaro at the piano to add sparkle to the accompanying rhythm section, the Andrews Sisters sing with a full measure of intimacy as they fashion both of these tuneful rhythm ditties in tuneful fashion. And with the Cavallaro knuckling of the keyboard, add a fetching musical spark to the spinning. Take it at an easy and relaxed rhythmic pace, peppered with the song's delightful whistling interludes for the catchy "On the Avenue" stroller. And it's the same easy bounce beat for "Sweet Marie," a jingle ditty from the "Life With Father" movie.

"On the Avenue" a perfect set-up for coin-catching.

RAY BLOCH (Signature 15114 and 15146)

Kate—FT; VC.
If My Heart Had a Window—FT; VC.
Cuddle Up a Little Closer—FT; VC.
I'm Drownin' In Your Deep Blue Eyes—FT; VC.

Bringing out a rich color for the melodies in the scorings, and sustaining a rhythmic pace that makes the spinning just as engaging for the hoof, Ray Bloch's music is entirely within commercial dance music lines for these four sides which have the added advantage of capable song-selling. Most significant sides are the "Cuddle Up" and "Drownin'" ballads which features the sweet and stylized lyrical phrasings of Warren Covington, whose boyish enthusiasm in song is more attractive than his voice. Featured with Horace Heidt before he left for the wars, Covington also adds his sweet-toned and striking trombone slides to the spins. Alan Dale's romantic barying carries the lyrical frame for the other two sides, Bloch scoring it whimsically for "Kate" with xylophone and clipped muted trumpets to carry the melody with the band boys adding responsive lyrics for the vocal refrain. For the flip, it's Bloch's small unit, the Swing Seven, with the assisting voices of The Signifive, as Dale sings it with rich romantic feeling for the attractive "Window" ballad.

All the sides strong in song material, and each spinning bright, there's plenty of ear and hoof attraction in all the sides for the phono fans, particularly at the coke and sweetie parlors.

STAN KENTON (Capitol B449)

Down in Chihuahua—FT; V.
Minor Riff—FT; V.

To help keep the Kenton name fresh in the public's mind, Capitol times this release so that it hits the market a month before the reorganized band returns to the dance stand. And that probably explains why the Ivory-riding maestro has thrown musicianship to the winds on these sides and goes on an all out commercial kick. Both items are fashioned with an eye to the terpsiters. A touch of Latin spice is injected in "Chihuahua" with the ork holding to a moderately paced, contagions rock and roll beat. Pastels (vocal group that was added to the aggregation prior to its disbanding but won't be in the Kent crew ranks when it reorganizes) handle the lyric with a fitting bounce. "Minor Riff," flip's tag, indicates the key as well as serving as an adequate description of side's merit, since it is far from stacking up

with Kenton's major instrumental works. Offering little freshness of conception, spinning gets a bit tiresome.

It's the cash register-ahmed "Chihuahua" that holds the coin potential.

LAWRENCE WELK (Decca 24113)

Smoke, Smoke, Smoke—FT; VC.
Pic-A-Nic-In—W; VC.

Lawrence Welk has two delightful song novelties in this needling. And with strong song sellers and his own accordion-squeezings spiking the band's toe-teasing rhythms, makes the most of them. "Smoke, Smoke, Smoke," a hillbilly patter tune set at a fast tempo, has Bob Cromer, with the band boys joining in on the chorus, talking and singing his way thru the wordage in an engaging manner that makes you listen twice to make sure it's not Phil Harris on deck. For the flip, it's a delightful and thoroly tuneful waltz novelty with an old-time flavor in "Pic-A-Nic-In," with the sugary singing of Bobby Beers and Joan Mowery making for an attractive boy-belle pairing on the lyrics, which are as catchy as the tune.

Both sides stack up strong for phono play.

JOHNNY MERCER AND THE PIED PIPERS (Capitol B448)

Sugar Blues—FT; V.
Why Should I Cry Over You?—FT; V.

It's an ear-tingling platter surprise as Johnny Mercer dusts off the old Clyde McCoy stand-by. Armed with a new set of lyrics and a rib-tickling song approach, "Sugar Blues" gets a new lease on its spinning life in Mercer's tongue-in-the-cheek treatment. Paul Weston's versatile ork reveals a new facet of its personality in supplying the corned-up version of yesterday jazz. And while the history book is open, Mercer picks on another old-timer, "Why Should I Cry Over You?" of "roaring '20s" vintage. Unlike the topside, Mercer here is easily recognized as he warbles the ditty in his conventional style. Weston's crew provides the lively beat, with the Pipers getting a greater share of the grooves as on the former surrface.

The Mercer revival of "Sugar Blues" looms as a longshot for heavy juke sugar.

ANDY RUSSELL (Capitol B450)

When the White Roses Bloom in Red River Valley—FT; V.
True—FT; V.

With George Van Epes' glutar and Ernie Felice's accordion in the foreground of Paul Weston's soft-pedaled ork setting, Andy Russell pours on the vocal sugar in a romantically appealing manner for "White Roses." Use of guitar and accordion helps inject the necessary sagebrush flavor. Ruth Etting's memorable theme, "True," is revived on the flip with Russell effectively slurring the nostalgia.

"White Roses" may reach full bloom in the nickel phonos.

RED INGLE (Capitol B451)

Them Durn Fool Things—FT; V.
Song of Indians—FT; V.

Red Ingle, whose "Timtayshun" is currently riding the crest of the pop charts, plows thru with another twin-sided slaughtering of two well-known melodies. While in some respects sides lack the freshness and spontaneity that soared the former disk into coin-heaven, both still pack sufficient yocks to make them spin-worthy. Following closely the "Timtayshun" format, Ingle's latest musical mutilations show little mercy for "These Foolish Things" (which becomes "Them Durn Fool Things") and Rimsky-Korsakoff's "Song of India" (twisted into "Song of Indians"). Hill-burly vocal approach that tickled in Ingle's initial disk is carried over for this sequel.

Tho this one doesn't stack up to "Timtayshun," there's still enough coin attraction in the Ingle tag on a selector tab to pull in the coinage. "Them Durn Fool Things" gets the choice spin.

ALVINO REY (Capitol B451)

Near You—FT; V.
Oh, Peter—FT; V.

"Near You," the Francis Craig tune that's spinning in the coinage out Nashville way and spreading thruout the Midwest in hit proportions on the Bullet label, receives an ear-worthy treatment from the Alvino Rey baton and guitar. Jimmy Joyce capably warbles the lyric while the maestro fills in with his boogie guitar in the fore. Reverse is a watered down "Oh, Johnny" novelty ditty, holding little more than a terpsable beat to its advantage. Blue Reys, ork's vocal corps, blend rhythmically for the senseless lyric with ho-hum results.

With an indie label's "Near You" already pulling in the regional coinage, major diskery's release should grab a healthy share of the loot when tune gains national acceptance.

MERCURY HITS NEW HIGH

1st

1ST ANNUAL DISC JOCKEY POLL — BILLBOARD MAGAZINE Most Promising Male Vocalist

FRANKIE LAINE

FRANKIE LAINE... 1,128

- Art Lund ..... 947
Mel Torme ..... 660
Vic Damone ..... 434
Buddy Clark ..... 343



COMING UP

1ST ANNUAL DISC JOCKEY POLL — BILLBOARD MAGAZINE Most Promising Male Vocalist

VIC DAMONE

- Frankie Laine ..... 1,128
Art Lund ..... 947
Mel Torme ..... 660
VIC DAMONE .... 434
Buddy Clark ..... 343



BEST BET

RECORD POSSIBILITIES BILLBOARD — AUG. 2ND

JOHN LAURENZ

AUF WIEDERSEHEN .....
John Laurenz with Earle Hagen's Ork .....Mercury 5060

Shades of Columbo and Como on this Mercury disk. John Laurenz's bary piping is the highlight of an exceptionally well-recorded hunk of oldie and goodie music by Sigmund Romberg. Technical recording is in brilliant tone, the best yet on Mercury wax, with the Earle Hagen-led ork cutting interesting backgrounds. With proper promotion this waxing could well move out and clean up. Flip—"When I Write My Song," an adaptation of "My Heart at Thy Sweet Voice"—retains the Saint-Saens melody, but the new lyrics are hardly an improvement.



MERCURY RECORDS



**SHEBOBLOU TRIO**  
 PIANO • LOUIE STEIN  
 EX GLENN MILLER  
 DRUM • SHELLY MANNE  
 EX STAN KENTON  
 BASS • BOB CARTER  
 EX GEORGIE AULD

**WHAT IS THIS THING CALLED LOVE**  
**THESE FOOLISH THINGS**

**CHORD #640**

# 632 • EDDIE GETZ QUINTET: ROGER, OUT OF NOWHERE  
 # 636 • SKIP BERG QUARTET: SHIEK OF ARABY, HONEY

DISTRIBUTED BY JOHN H. LEE CO., CHICAGO

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
 PART VII  
**Advance Information**  
 Week Ending August 9

**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**

- A CHOCOLATE SUNDAE ON A SAT-URDAY NIGHT ..... Doris Day (Frank Comstock Ork) (JUST A FELLOW NEEDS A GIRL) ..... Perry Como (Russ Case Ork) (SO FAR) ..... Victor 20-2402
- (I'm Gonna Wait) A LITTLE BIT LONGER ..... Charlie Spivak (Irene Day) (WHAT ARE ALL MY LOVE) ..... Freddy Martin (Clyde Rogers-The Martin Men) (WHEN THE) ..... Victor 20-2376
- AN APPLE BLOSSOM WEDDING ..... Phil Brito (Ted Dale Ork) (I'M SORRY) ..... Musicraft 15112
- ... AND MIMI ..... Frankie Carle (Gregg Lawrence) (FOR ONCE) ..... Columbia 37819
- BABY, BABY ALL THE TIME ..... Woody Herman (The Four Chips) (SOME-BODY LOVES) ..... Columbia 37820
- EDDIE CANTOR—SONGS HE MADE
- FAMOUS ALBUM ..... Eddie Cantor ..... Decca A-564
- Dinah ..... Decca 23988
- How 'Ya Gonna Keep 'Em Down on the Farm (After They've Seen Paree) ..... Decca 23988
- Ida! Sweet as Apple Cider ..... Decca 23987
- If You Knew Susie (Like I Know Susie) ..... Decca 23986
- Makin' Whoopee (Potatoes Are Cheaper . . . Tomatoes are Cheaper) Now's the Time To Fall in Love! ..... Decca 23985
- Oh! Gee, Oh! Gosh, Oh! Golly I'm in Love ..... Decca 23986
- You'd Be Surprised ..... Decca 23987
- CHRISTMAS DREAMING (A Little Dennis Day (Charles Dant Ork) (YA Early This Year) ..... Victor 20-2377
- CIVILIZATION (Bongo, Bongo, Louis Prima (Louis Prima Ork) (FOR-Bongo) ..... SAKING ALL) ..... Victor 20-2400
- CREOLE LOVE CALL ..... Larry Adler (John Kirby Ork) (MALA-GUENA) ..... Decca 24137
- \*DEEP PURPLE ..... Larry Clinton (Bea Wain) (MY HEART) ..... Victor 20-2399
- DON'T LOVE ME ..... Buck Basseys Royal Yorkers (Madeline Wayne) (WILL YOU) ..... S. B. W. 2337
- ELMER'S TUNE ..... Dick Jurgens (RAGTIME COWBOY) ..... Columbia 37811
- ENCORE CHERI ..... Lenny Herman Ork (Lenny Herman-Kelly Sisters) (MEADOWLAND) ..... Manor 1085
- EVERY SO OFTEN ..... Patti Page (Eddie Getz Ork) (WHAT EVERY) ..... Mercury 5061
- FOR ONCE IN YOUR LIFE ..... Frankie Carle (Gregg Lawrence) (AND MIMI) ..... Columbia 37819
- FORSAKING ALL OTHERS ..... Louis Prima (Cathy Allen-Louis Prima-Chorus) (CIVILIZATION) ..... Victor 20-2400
- FUN AND FANCY FREE ..... Phil Harris (Phil Harris) (SAY IT) ..... Victor 20-2401
- FUN AND FANCY FREE ..... The Starlighters (Earle Hagen Ork) (KATE) ..... Mercury 3067
- GET IT OFF YOUR MIND ..... Pearl Bailey (Mitchell Ayres Ork) (ST. LOUIS) ..... Columbia 37570
- HOW LONG HAS THIS BEEN GOING ON? ..... Mel Torme (Walter Gross Sextet) (KOMO, INDIANA) ..... Musicraft 15109
- I'D DO ANYTHING ..... Buck Basseys Royal Yorkers (George Ball) (IF I) ..... S. B. W. 2347
- IF I ONLY HAD YOU ..... Buck Basseys Royal Yorkers (George Ball) (I'D DO) ..... S. B. W. 2342
- I'M A-ROLLIN' ..... Kay Kyser (Harry Babbitt-The Campus Kids) (THINGS HAVE) ..... Columbia 37826
- I'M SORRY I DIDN'T SAY I'M SORRY (When I Made You Cry Last Night) ..... Phil Brito (Ted Dale Ork) (AN APPLE) ..... Musicraft 15112
- I'M STILL SITTING UNDER THE APPLE TREE ..... Vaughn Monroe (Vaughn Monroe-The Moon Maids) (MY, HOW) ..... Victor 20-2394
- IN THE GOOD OLD SUMMER TIME ..... Buck Basseys Royal Yorkers (George Ball) (SUMMER MORNING) ..... S. B. W. 2344
- JALOUSIE ..... Henry Busse (THE LADY) ..... Vitacoustic 6
- JUMPY STUMPY ..... Les Brown (SENTIMENTAL RHAPSODY) ..... Columbia 37830
- JUST AN EXTRA LITTLE HOUR WITH YOU ..... Buck Basseys Royal Yorkers (George Ball) (TRA LA) ..... S. B. W. 2346
- JUST AN OLD LOVE OF MINE ..... Doris Day (Frank Comstock Ork) (A CHOCOLATE) ..... Columbia 37821
- KATE (Have I Come Too Early Too Late?) ..... The Starlighters (Earle Hagen Ork) (FUN AND) ..... Mercury 3067
- KOKOMO, INDIANA ..... Mel Torme (Walter Gross Sextet) (HOW LONG) ..... Musicraft 15109
- GENE KRUPA ALBUM ..... Gene Krupa ..... Columbia C-138
- Boogie Blues ..... Columbia 37530
- Drum Boogie ..... Columbia 37531
- Drummin' Man—(Irene Day) ..... Columbia 37532
- Knock Me a Kiss ..... Columbia 37533
- Leave Us Leap ..... Columbia 37534
- Let Me Off Uptown—(Anita O'Day-Roy Eldridge) ..... Columbia 37532
- That's What You Think ..... Columbia 37533
- Tuxedo Junction ..... Columbia 37530
- LAZY COUNTRY SIDE ..... Tony Martin (Earle Hagen Ork & Chorus) (TOO GOOD) ..... Victor 20-2396
- MALAGUENA ..... Larry Adler (CREOLE LOVE) ..... Decca 24137
- O MARENARIELLO (I Have But One Heart) ..... Phil Brito (Walter Gross Ork) (TANGO DEL) ..... Musicraft 456
- MEADOWLAND ..... Lenny Herman Ork (ENCORE CHERI) ..... Manor 1085
- MY DEVOTION ..... Vaughn Monroe (Vaughn Monroe) (THERE! I'VE) ..... Victor 20-2388
- \*MY HEART BELONGS TO DADDY ..... Larry Clinton (Bea Wain) (DEEP PURPLE) ..... Victor 20-2399
- MY, HOW THE TIME GOES BY ..... Vaughn Monroe (Vaughn Monroe-The Moon Maids) ..... Victor 20-2394
- ON THE AVENUE ..... The Three Suns (SENTIMENTAL SOUVENIR) ..... Victor 20-2393
- OUR HOUR (The Puppy Love Song) ..... Spike Jones (The Tailwaggers-Dr. Hattie Q. Birdbath-George Rock-Sir Frederick Gas) (THE POP) ..... Victor 20-2375
- PARADISE ..... Elmer Bieck (THE OLD) ..... Hollywood Rhythms 1602

(Continued on opposite page)

**BULLET HITS THE MARK!**

**ARKANSAS AIRWAVES COMPANY**  
 Cotton Belt Building  
 North Little Rock, Ark.

July 18th 1947

Bullet Record & Transcription Co  
 Nashville, Tennessee

Gentlemen:

Phonograph records with big build-ups are a dime a dozen in these days when disc jockeys are always receiving constant barrages of mail from all labels. It comes with a distinct surprise to find a small company putting out a disc such as "NEAR YOU" by Francis Craig & his ork. I've been in the music business in one form or another for twelve years and it's the easiest disc to listen to since the days of the great Glenn Miller band according to my way of thinking. May I congratulate you.

You may rest assured that this disc will get the biggest plug on our request and platter programs that any disc has had on this station.

If you cut any more sides with the Craig band, we'd appreciate receiving them as soon as you can get them to us.

Best wishes to Francis Craig who has made many "names" in the past for finally helping build his own name; it's past due.

Best personal regards,  
 William H. Hedley  
 Program Director  
 Radio Station K X L R

GREATER LITTLE ROCKS MUTUAL STATION

**BULLET RECORDING CO.**  
 NASHVILLE, TENNESSEE

(Continued from opposite page)

- PEDRO ..... Carl Ravazza-The Song Spinners (Bob Haggart Ork) (VIENI SU) ..... Decca 24136
- PROM DATE ALBUM ..... Tex Benke-Miller Ork ..... Victor P-183  
 Alma Mater-Cornell-(The Moonlight Serenaders) ..... Victor 20-2338  
 Anchors Aweigh ..... Victor 20-2399  
 On Wisconsin ..... Victor 20-2340  
 Rambling Wreck From Georgia Tech-(Tex Benke-The Moonlight Serenaders) ..... Victor 20-2339  
 Sweetheart of Sigma Chi-(Garry Stevens) ..... Victor 20-2337  
 The Eyes of Texas-(The Moonlight Serenaders) ..... Victor 20-2338  
 The Victory March of Notre Dame ..... Victor 20-2340  
 Washington and Lee Swing ..... Victor 20-2337
- RAGTIME COWBOY JOE ..... Dick Jurgens (Eddy Howard) (ELMER'S TUNE) ..... Columbia 37811
- RAINDROPS ..... Glen Moore Quartet (Jane Palmer) (YOU'RE GONNA) ..... Sobie 2333
- RHUMBA AT THE WALDORF ..... Xavier Cugat (UN POQUITO) ..... Columbia 37829
- ST. LOUIS BLUES ..... Pearl Bailey (Mitchell Ayres Ork) (GET IT) ..... Columbia 37570
- SAY IT WITH A SLAP ..... Louis Prima (Louis Prima-Chorus) (FUN AND) ..... Victor 20-2401
- SENTIMENTAL SOUVENIR ..... The Three Suns (ON THE) ..... Victor 20-2393
- SENTIMENTAL RHAPSODY ..... Les Brown (Eileen Wilson) (JUMPY STUMPY) ..... Columbia 37830
- SEPTEMBER IN THE RAIN ..... Buck Basseys Royal Yorkers (George Ball) (WHEN SHADOWS) ..... S. B. W. 2343
- (There's No Business Like) SHOW BUSINESS ..... Mel Torme and the Mel-Tones (Ray Linn Ork) (THAT'S WHERE) ..... Musicraft 15111
- SO FAR ..... Perry Como (Russ Case Ork) (A FELLOW) ..... Victor 20-2402
- SOMEBODY LOVES ME ..... Woody Herman (The Four Chips) (BABY, BABY) ..... Columbia 37820
- SONGS BY ARTHUR GODFREY ALBUM ..... Arthur Godfrey ..... Crown 11  
 Blow the Man Down-(Hank Sylvern Ork) ..... Crown CR-148  
 Freckles-(Hank Sylvern Ork) ..... Crown CR-150  
 Little Brown Jug-(Archie Bleyer Ork) ..... Crown CR-148  
 Melancholy Baby-(Archie Bleyer Ork) ..... Crown CR-149  
 Nobody-(Archie Bleyer Ork) ..... Crown CR-150  
 Where the Mountains Meet the Moon-(Archie Bleyer Ork) ..... Crown CR-149
- S'POSIN' ..... Jack Leonard (TEA FOR) ..... Majestic 7267
- SUMMER MORNING ..... Buck Basseys Royal Yorkers (Madeline Wayne-George Ball) (IN THE) ..... S. B. W. 2345
- TANGO DEL LA ROSA ..... Phil Brito (Walter Gross Ork) (O MARENARIELLO) ..... Musicraft 456
- TEA FOR TWO ..... Jack Leonard (S'POSIN') ..... Majestic 7267
- THAT'S WHERE I CAME IN ..... Mel Torme and the Mel-Tones (Sonny Burke Ork) (SHOW BUSINESS) ..... Musicraft 15111
- THE LADY FROM 29 PALMS ..... Henry Busse (JALOUSIE) ..... Vitacoustic 6
- THE OLD BROKEN DOWN NICKEL ..... Little Brown Jug Trio (PARADISE) ..... PIANO ..... Hollywood Rhythms 1601
- THE POPCORN SACK ..... Spike Jones (The Boys in the Back Room-Sir Frederick Gas) (OUR HOUR) ..... Victor 20-2375
- \*THE WIZARD OF OZ ALBUM ..... Decca A-558  
 If I Only Had a Brain-Victor Young Ork (The Ken Darby Singers) ..... Decca 23963  
 If I Only Had a Heart (If I Only Had the Nerve)-Victor Young Ork (The Ken Darby Singers) ..... Decca 23963  
 Munchkinland, Part 1 and Concluded-Victor Young Ork (The Ken Darby Singers) ..... Decca 23962  
 Over the Rainbow-Judy Garland (Victor Young Ork) ..... Decca 23961  
 The Jitterbug-Judy Garland (Victor Young Ork) ..... Decca 23961  
 The Merry Land of Oz-Victor Young Ork (The Ken Darby Singers) ..... Decca 23964  
 We're Off To See the Wizard-Victor Young Ork (The Ken Darby Singers) ..... Decca 23964
- THEME SONGS, VOLUME II, ALBUM ..... Columbia C-140  
 Day Dreams Come True at Night-Dick Jurgens (Jimmy Castle) ..... Columbia 37541  
 Heart to Heart-Elliott Lawrence ..... Columbia 37542  
 Leap Frog-Les Brown ..... Columbia 37540  
 My Shawl-Xavier Cugat ..... Columbia 37541  
 Snowfall-Claude Thornhill ..... Columbia 37540  
 Starburst-Gene Krupa ..... Columbia 37539  
 Sunrise Serenade-Frankie Carle ..... Columbia 37539  
 The Very Thought of You-Ray Noble (Snooky Lanson) ..... Columbia 37542
- THERE! I'VE SAID IT AGAIN ..... Vaughn Monroe (Vaughn Monroe-The Norton Sisters) (MY DEVOTION) ..... Victor 20-2388
- THINGS HAVE CHANGED ..... Kay Kyser (Harry Babbitt) (I'M A) ..... Columbia 37828
- TOO GOOD TO BE TRUE ..... Tony Martin (Earle Hagen Ork & Chorus) (LAZY COUNTRY) ..... Victor 20-2396
- TRA LA LA ..... Buck Basseys Royal Yorkers (JUST AN) ..... S. B. W. 2338
- UN POQUITO DE AMOR ..... Xavier Cugat (Dorothy Porter) (RHUMBA AT) ..... Columbia 37829
- VIENI SU ..... Carl Ravazza-The Song Spinners (Bob Haggart Ork) (PEDRO) ..... Decca 24136
- WHAT ARE YOU DOING NEW YEAR'S EVE? ..... Charlie Spivak (Tommy Mercer-Irene Day) (A LITTLE) ..... Victor 20-2395
- WHAT EVERY WOMAN KNOWS ..... Patti Page (Eddie Getz Ork) (EVERY SO) ..... Mercury 5061
- WHAT'S THE REASON ..... Tiny Hill Ork (YOU'LL LIVE) ..... Mercury 6050
- WHEN SHADOWS FALL ..... Buck Basseys Royal Yorkers (Madeline Wayne) (SEPTEMBER IN) ..... S. B. W. 2348
- WHEN THE WHITE ROSES BLOOM IN RED RIVER VALLEY ..... Freddy Martin (Stuart Wade-The Martin Men) (ALL MY) ..... Victor 20-2376
- WILL YOU MISS ME? ..... Buck Basseys Royal Yorkers (Madeline Wayne) (DON'T LOVE) ..... S. B. W. 2339
- YA SHURE YOU BETCHA ..... Dennis Day (Charles Dant Ork) (CHRISTMAS DREAMING) ..... Victor 20-2377
- YOU'LL LIVE TO REGRET IT ..... Tiny Hill Ork (WHAT'S THE) ..... Mercury 6050
- YOU'RE GONNA BE SORRY (You Went Away) ..... Glen Moore Quartet (Jane Palmer) (RAINDROPS) ..... Carl Sobie 2333
- \*Re-issue.

HOT JAZZ

- \*JONAH AND THE WHALE ..... Louis Armstrong (Lyn Murray Chorus) (SHADRACK) ..... Decca 25150
- \*SHADRACK ..... Louis Armstrong (Lyn Murray Chorus) (JONAH AND) ..... Decca 25150
- SQUEEZE ME ..... Willie Anderson Trio (IT'S YOU) ..... Jamboree 911
- \*STARDUST ..... Edgar Hayes (WHEN YOU) ..... Decca 25106
- SWING FOR YOURSELF, JOHN ..... Johnny Guarnieri (MEAN TO) ..... Majestic 1146
- THE WNEW SATURDAY NIGHT SWING SESSION, VOLUME I ALBUM (3-10") ..... Roy Eldridge-"Flip" Phillips-Al Casey-Eddie Sairanski-Mike Colicchio-"Specs" Powell ..... Vox VSP-303
- Flip and Jazz (3 sides) ..... How High the Moon  
 Honeysuckle Rose ..... Lover
- THEM THERE EYES ..... The Hollywood Hucksters (HAPPY BLUES) ..... Capitol Americana 40022

(Continued on page 156)

Comin' to - DAVIS SALES COMPANY

All aboard for the Newest in a Musical Thrill!

# HONKY TONK TRAIN

blues

"Mel" HENKE pianist  
 and  
 "The Honey Dreamers"

## IN A MIST

+ bass and guitar

VITA Records "LIVING SOUND"

Distributed by

**DAVIS SALES COMPANY**  
 304 Quincy Bldg., 1010 17th Street, Denver 2, Colorado  
 Phone: Cherry 8990  
 Colorado • Utah • Idaho • New Mexico • Wyoming  
 Montana

Comin' to - VITA RECORDS DISTRIBUTING CO., INC.

All aboard for the Newest in a Musical Thrill!

# HONKY TONK TRAIN

blues

"Mel" HENKE pianist  
 and  
 "The Honey Dreamers"

## IN A MIST

+ bass and guitar

VITA Records "LIVING SOUND"

Distributed by

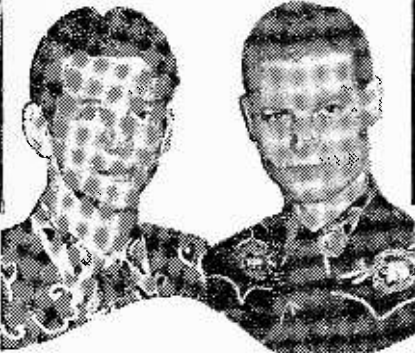
**VITA RECORD DISTRIBUTING CO., INC., OF NEW YORK**  
 7523 EMPIRE STATE BLDG. NEW YORK 1, N.Y.  
 Phone: Longacre 3-3705  
 Shipping & Receiving Dept.: 1303 Fulton St., Brooklyn 16, N.Y.  
 NEW YORK • CONNECTICUT • NO. NEW JERSEY



SOARING . . . . .



Backed by John & Walter Bailes'  
**I WANT TO BE LOVED**  
(But Only by You)



**BUDDY & CLAUDE**

with the KENTUCKIANS

HB-10

75c List, Plus Tax

Standard Discounts to Dealers and Operators.

**PRESIDENT RECORDS**

712 LOUISIANA ST., LITTLE ROCK, ARK.

Recording?



in chicago

PHONOGRAPH MASTERS • PROCESSING • PRESSING

**TAVERN SONGS**

"MEET US AT THE CORNER BAR"  
"IN A LITTLE WATERFRONT TAVERN"  
"JUST A BARMAID"

Buy direct from manufacturer. These tavern records will make a hit in tavern juke boxes. Cost you 45¢. 12 samples, \$5.00 postpaid. Special quantity prices to big buyers. Record firms, write for music! We own copyrights.

**Spotlight Music Co.**

P. O. Box 942 Baltimore 3, Md.

**ATTENTION!!**

**MR. BALLROOM OPERATOR:**

Wish to relocate with either established or new ballroom anywhere in U. S. A. Can handle complete management of organization, including booking and exploitation. At present an Assistant Manager of one of largest ballrooms in Midwest. 31 years old, married. Available Sept. 15.

BOX D-89, The Billboard  
2160 Patterson St. Cincinnati 22, Ohio

# NAB Acts on BMI Issue; Haverlin Asked for Report

(Continued from page 17)

to the latter's letter, others sent the letter along to BMI headquarters in New York. Thursday (7), the same day he returned from a business trip to Chicago and the West Coast, Haverlin sent out a letter to the radio stations thanking those BMI licensees who had sent in copies of the Alexander letters together with their expressions of confidence in BMI.

In his communication, Haverlin stated that Alexander was one of more than 1,000 publishers affiliated with BMI, and that the pubber had held his contract with the licensing org since September 25, 1944. Haverlin charged that Alexander had continually been dissatisfied with the payments he had received, then reiterated his previous statement that BMI pays publishers on the basis of performances. "It is for the purpose of establishing these payments, according to actual usage," wrote Haverlin, "that BMI logs its licensees." He then listed the six titles in the Alexander BMI catalog.

### Haverlin Retorts

Haverlin stated that these six songs dated from 1944-'45. (Alexander had previously claimed that, because of the heavy financial loss he had taken on the BMI catalog, he had been forced to concentrate on his ASCAP catalog for the past two years.) "None of these selections, as far as our files show," wrote Haverlin, "are available to broadcasters in recorded form. According to the logs, broadcasters have performed these six compositions rarely and therefore the payments to Mr. Alexander have consistently been very small, as compared to payments to those publishers, both large and small, who have active and well-recorded catalogs and who get numbers up on the *Hit Parade*."

Discounting charges that an "iron curtain" existed at BMI, Haverlin further wrote that Alexander had encountered no discourtesy, that the pubber had taken up the time of BMI executives to an extent wholly disproportionate to the value of his catalog, and that on May 15 he, Haverlin, in response to a request from Alexander dated May 13, had written the pubber giving him a choice of dates on which the two could meet, but that Alexander had not answered.

### Alexander Asks Proof

The balance of the letter was confined to clarifying the advance against royalty arrangements BMI has with some publishers, and a report of Alexander's letter to BMI affiliates.

Following the release of the Haverlin letter, and the receipt of Miller's letter by Alexander, the pubber, in acknowledging the latter, sent a two-page letter to the NAB prexy in which he requested that Haverlin prove the statements made in his statement that Haverlin had written him, alleging it to be an "outright untruth."

Alexander advised Miller that he could provide "all the proof in the world" refuting the denial that any execs in the operating end at BMI have interests in any way with BMI publishers. Alexander further stated that he and his committee had no quarrel with the point that advances are justified to publishers who get on the *Hit Parade*, but wants to know about the large sums of money advanced to publishers who are not in that category.

### Favors Strong BMI

Alleging that the answers to the whole case in point could be found in the accounting and contracting departments, Alexander wrote: "It might be an excellent precaution to

seal these records and documents before you and your associates start your investigation."

"I would like to see BMI strengthened because there is a definite need in our industry for two or more competing performing rights societies," wrote Alexander. "Likewise, as an early pioneer in the radio field myself, I know that the radio industry has justly earned for itself a highly respected and esteemed position. I, for one, would like to see it kept that way."

Alexander again told the NAB president that he and his committee were waiting for word as to where and when they could meet with representatives of the broadcasting industry.

## Swing on Upbeat At Big-Capacity Lounges in Chi

CHICAGO, Aug. 9.—Recent return of swing as entertainment policy for big-capacity lounges, reported in *The Billboard* several months ago, was evidenced strongly in the Chicago sector this week. The three-lounge jazz circuit, made up of the Silhouette and Jumptown, Chicago, and the Club Continental, Milwaukee, took its first talent scoop from 52d Street this week when Dick Stern of McConkey Music Corporation, who skeds talent for the spots exclusively, returned from Gotham with a contract on Bill Harris' combo, featuring Dave Tough and Flip Phillips, to open in September at Pete Johnen's Jumptown, with month-long stands to follow at the Silhouette and the Continental. Chirp Sarah Vaughan starts a six-week stay at Al Terman's Silhouette September 6 at a reported \$750.

Bob Paliafido, op of the Continental, is making plans to enlarge his bandstand, which now accommodates only combos, to point where full bands can be played. Paliafido plans to work out a policy of using swing bands for two-week periods, between regular month stays for top jazz names, starting in October.

The Cairo, lush Northside Chi bistro, joined the swing name cavalcade, bringing in Abe Most's foursome at \$600 per, opening August 19. The Argyle Show Lounge, another Northside swing spot, became the first lounge ever to get a remote over WBBM, CBS outlet here, this week when deal was worked out to air 15-minute shows nightly from the spot, which uses Bill Samuel's Mercury recording trio, as part of disk jock John McCormick midnite show. Guy spins records, but will sandwich in 15-minute remote as pacing for his show.

## Signature Pays Off Chunk of Deficit

NEW YORK, Aug. 9.—Signature Records this week paid off a chunk of its deficit royalties to Music Publishers' Protective Association Agent Harry Fox. Bob Thiele, diskery prexy, reports that the firm's financial status has improved considerably since he instituted his summer retrenchment policy several weeks ago. The firm owed Fox a reported 15G.

Thiele will take off next week for a tour of the country to visit his General Electric supply distribs. He will be followed on the road by a newly hired field representative, Jim Nichols, formerly with the Columbia diskery's West Coast office.

## New Chi Waxery Specializing in Religious Disks

CHICAGO, Aug. 9.—Spire Records Company, Inc., new firm which will specialize in releasing adult and children's albums of religious music and dramatic religious stories, has been formed here by a group of local radio people headed by E. Jerry Walker, producer, writer and narrator. First release, which is to be made in about three weeks, will be a six-sided album titled *Six Stories From the Bible*. These records, which will be put out in two forms—shellac for \$3.95 and vinylite for \$5.45—will use a cast of Chi radio talent and a large orchestra playing original music written by Adolf Hoffmann, Chi Symphony member.

Officers of the new company are: Walker, president; Harry Elders, radio actor, vice-president, and John Toothill, president of the Burns-Smith radio rep office, secretary-treasurer. Members of the board of directors will include Dr. George W. Crane, radio and newspaper psychologist, and Dr. Charles R. Goff, pastor of the Chicago Temple.

Distribution of Spire's records will be thru religious organizations and normal channels.

In the near future the company will release a *Great Hymns of the Churches* album which will use leading choirs of universities and colleges, and a children's album based upon the writings of Dr. Mary Alice Jones, children's editor for the Rand-McNally Publishing Company.

## Cab's All-White Date In Knoxville: \$1,600

KNOXVILLE, Aug. 9.—Cab Callo-way's ork, playing the first Negro ork dance for an all-white audience in 10 years in this city, grossed \$1,600 here last Tuesday eve (5) at Chilhowee Park Auditorium under the sponsorship of the local 20th Century Music Corporation. The one-nighter was the first of a series skedded for coming months and was a combination concert-dance with two hours given to each part of the ork's chores.

Dance's promoters broke even despite a crowd of only 800, cut down considerably due to exceedingly hot weather and the college kid's current vacation period. Bobby Byrnes's ork is the next crew due and is booked for August 23.

## Larry Fontine Tees Off With Ork for One-Nighters

PHILADELPHIA, Aug. 9.—Larry Fontine, who left Sammy Kaye's arranging staff to build his own ork, teed off this week after prepping at the Chez Vous for several months. The ork plays several one-nighters, then opens at the Sea Girt Inn Monday (11) for one week, following which it goes into Hamid's Pier for the Labor Day week-end, then September 10 back into the Chez Vous with network wires.

Fontine, who fronted his own ork before going with Kaye, retains his interest in the Comet pubbery in New York.

## DANCE OPS SET

(Continued from Page 18)  
prices, public relations, including how to treat customers and the effect of the Taft-Hartley Act on ballrooms. Election of new MBOA officers will be held.

Tom Robers, Des Moines attorney who represented Geer in the recent Social Security case in which the Supreme Court ruled band leaders are employers of bands, will review the case and explain its effects on ballroom operators.

## Wide Spaces Cost Pluggers Ratings in Poll

(Continued from page 17)

"strictly Eastern *Billboard* poll. With George Evans and Paul Brown winding up in fourth and fifth slots, respectively, one begins to wonder if a jet-like trip must be made into New York to convince Easterners that the West has been welcomed into the union lately! After all, when you stop and consider that a lot of the promotion efforts are tied in directly with a tour of a client, you can't help but see that it's simple for a press agent in New York to hop a train to Philly or Baltimore or Washington... or even take a bus to Jersey... they're that close! However, out here when a band winds up a date in L. A., he journeys to San Francisco... and if he wants to play any other cities in the West, he must fly 1,800 miles to Texas or another 1,800 to Kansas... leaving his press agent behind. We have such big wide spaces out here!

For your information, some of the top Hollywood disk promoters are Red Doff, Jack Dailey, Barney McDevitt, Jerry Johnson, etc., and this office, only in business since last March, has been able to sign such stellar artists as Dick Haymes, Eddy Howard, Margaret Whiting, Frankie Carle, Helen Forrest, the Piep Pipers, the Page Cavanaugh Trio, Miguelito Valdes, etc.

### The Hot Westerners

My point in the above paragraphs has been to try and convince you and *The Billboard* staff that your future polls should show a "territory press agent" division as we have been promoting these disks as hard as anyone in the "Eastern circuit," yet you wouldn't know it from the results. For example, Jerry Johnson was responsible for the overnight success of Ray McKinley's *Red Silk Stockings* record on the West Coast... yet no Johnson rating. Then there was smooth work by Jack Dailey on Sammy Kaye's *Egg and I* platter, Jack sending the jocks a hot skillet of bacon and eggs with every record delivered. And let's not forget the sensational promotion that Barney McDevitt gave to MGM's *Till the Clouds Roll By* pic... He had the Capitol album broadcast over the Warner Bros. radio Station KFVB, publicizing MGM... plus other similar stunts on this picture.

Frankly, it became a point of honor with us here in Hollywood to defend ourselves after the results were published and I feel that you cannot help but see why a "territory" vote must be acknowledged in the future. After all, I am certain that the West Coast jockeys never cast a ballot in McCarthy's direction, yet by sheer numbers, the Eastern circuit outvoted the Western turntable men... because there are more of them!

### Maggie & Andy

Another point. Take the case of Jo Stafford up in No. 8 spot in the "artists most helpful in promotion of their own disks." I thought you ought to know that by their own admission, Capitol stated that Margaret Whiting has appeared on disk jockey shows 5 to 1 over Jo, yet Margaret doesn't even rate. For your correct information, Margaret has, within the last five months (since the organization of my office) appeared on 27 Hollywood platter programs, seven Chicago disk shows, 22 New York wax programs, plus scattered radio interviews in San Francisco, Stockton, Pasadena, Glendale, etc., for an over-all coverage of at least 60 in five months! But what happened to Margaret in the national poll?... She should have been within the first three. Also, Personal Manager Bullets Durgom just phoned to put

## Decca Blue Issues Torme at 50 Cents

NEW YORK, Aug. 9.—Mel Torme, who currently is being primed by Musicraft Records and who has been the subject of an intensified flack campaign to build him into a crooner sweepstakes contender, will be one of the featured artists on Decca's second 50-cent Blue Label release. The pairing features Torme with his vocal group, the Mel-Tones, doing *Night Must Fall* and *I'm Down To My Last Dream*. Torme's Musicraft platters have sold for 60 and 75 cents, depending on his ork backing and accompanying artists, altho the firm intends putting him out on 60-cent disks exclusively in the future. Decca's still will be the cheapest (in price) Torme on the disk market.

Others on the Blue label release include Bob Crosby, Three Suns, the Jesters, Dick Kuhn and Dick Robertson.

## Jacobs Leaving T.D.; Cope Replacing Him

NEW YORK, Aug. 9.—Tommy Dorsey's road manager, Dave Jacobs, is leaving the T.D. crew after almost three years with the ork. He will be replaced by Wes Cope, formerly with the disbanded Ziggy Elman (now a sideman with T.D.) ork.

Dorsey will head east some time around December, after playing a series of western dates thru September and October. He will work his way across the country in November. His ork is reported as being offered to several eastern spots, one of which is Philadelphia's Click nitery.

## Gordon MacRae Inks Cap Records Pact

HOLLYWOOD, Aug. 9.—Balladist Gordon MacRae was inked to a long-term Capitol recording pact. This is expected to strengthen Cap's male singer ranks, with label reportedly set to give him the big build-up treatment.

MacRae is currently being heard on National Broadcasting Company's *Teen-Timers* and Columbia Broadcasting System's *Gordon MacRae, Troubadour 1947*.

## Mann Ork Booked for Winter

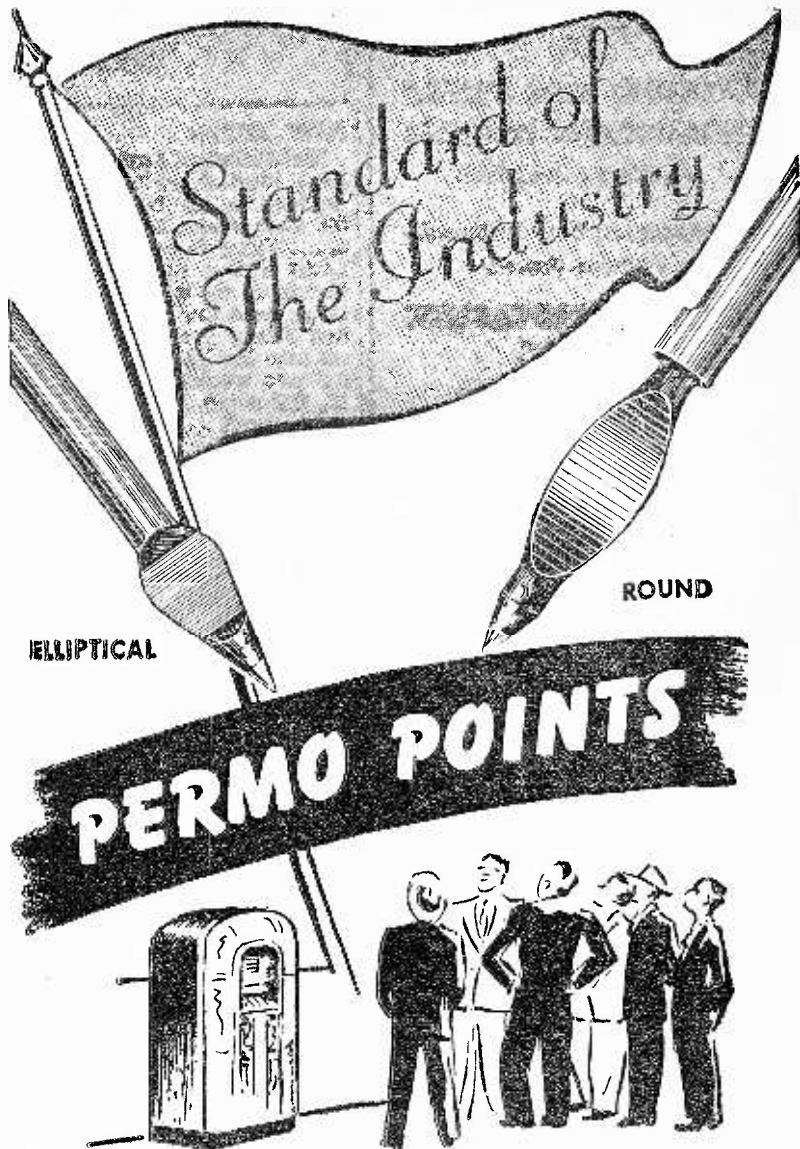
NEW YORK, Aug. 9.—The Knickerbocker Yacht Club, Port Washington, L. I., will keep its Anchor Room open thru the winter this year, and has booked the Bernie Mann ork into the room for the season. The spot, which will have three network wires a week, starts its fall and winter season September 15 when the Mann ork opens.

in his pitch on one of the hardest working artists who "got lost"... Andy Russell. Andy has been most co-operative with jockeys everywhere, yet he wound up in the "no show" division. (Ed Note: Tho Russell showed No. 10 in list of artists most co-operative, he was the only male singer to rate at all. Other were all bandleaders.)

I feel that we "Westerners" should be recognized as well. After all, we're still doing the same work as those Easterners—and maybe a little more. But there aren't that many more jockeys out here to vote for us as you have in New York.

This is to reassure all of the clients of all the West Coast promotion men that, despite any polls or lack of polls, we will continue to exploit to the best of our recordability. When I say "we," I mean Jerry, Barney, Red, Jack and the rest of us.

Bobby Weiss.



## Since 1929

PERMO POINTS have been the standard needles for coin phonographs. For proof of their high quality: PERMO POINTS are original equipment in WURLITZER, AIREON, ROCKOLA, MILLS, PACKARD PLA-MOR, and GABEL coin phonographs. PERMO POINTS give operators the most for their money. There are no finer needles at any price. (Speaking of prices, remember that PERMO prices have not increased. Hence PERMO POINTS now are a greater value than ever!)

## PERMO, Incorporated

CHICAGO 26

Order today from your DECCA, RCA VICTOR or COLUMBIA record Distributor.





We  
**RECORD and PRESS**  
**PHONOGRAPH RECORDS**

shellac \* vinylite

Record In Our Nationally  
Famous Former

**WORLD BROADCASTING**  
**STUDIOS**

Like Decca, Capitol, King,  
Continental and Others

Press in our own  
CHICAGO FACTORY

**10" PRESSINGS 12"**

Shellac or Vinylite  
Any quantity

FASTEST SERVICE in the country

**MASTER RECORD CO.**

Studios — 301 E. Erie St.

Office: 64 E. Lake St., Chicago 1, Illinois  
Franklin 6001

**SHE'S PERFECT!**

**MARILYNE TOWNE**

SINGING

"Before You Fell in Love"

Distributors! Operators!

Write for Catalog

**FRANWIL RECORDS**

427 Orange Ave., West Haven, Conn.

have you heard—

**The RAVENS**

**OL' MAN RIVER**

# 9035

on **NATIONAL** Records

order from nearest distributor  
**MANOR RECORDS**

313 W. 57th St. NEW YORK 19, N. Y.

**THE FOUR TUNES**

IN ANOTHER LUSH BALLAD  
MANOR 1083

**WRAPPED UP IN A DREAM**

FLIP OVER

**I FOUND LOVE WHEN I FOUND YOU**

**Majestic**  
RECORDS

by the Makers of incomparable  
Majestic Radio-phonographs

## Music---As Written

### NEW YORK:

Hal McIntyre's ork is set for its first local location in many months; he's skedded to go into the Post Lodge for two weeks beginning September 1. . . . Victor is putting out a disk with Louis Prima on one side and Phil Harris on the other doing a couple of songs from the next Disney flick, *Fun and Fancy Free*. . . . Tony Pastor is set into the Philadelphia Click nitery for two weeks beginning September 15, following Elliot Lawrence's one-week stand. . . . Famous-Paramount's Eddie Wolpin put up a \$3.50 loving cup for the winner of an F-P plunger staff golf tournament. Murray Luth won it.

Bob Chester into New Orleans Roosevelt Hotel for four weeks beginning August 21. . . . Ray McKinley's ork, now at the Roosevelt, has been set for the Harvest Moon Ball shindig in Madison Square Garden September 3. . . . Georgie Auld's new combo will share billing with chirp June Christy at the Troubadour beginning Thursday (14). . . . Ray Anthony vocalist, Dee Keating, after stints with Al Donahue and Anthony among others, retired from the music biz to become a full-time housewife last week. . . . Betty Norton and Glenn Sterling make up the new Skitch Henderson vocal duo, while Cissie Martin has moved from Skitch to Vaughn Monroe's ork to fill the spot vacated by chirp Norton three months ago.

Spike Jones, originally reported as doing a one-week stint at the Curran Theater, San Francisco, opens there September 5 for three weeks, doing a two-and-a-half-hour legitimate theater musical depreciation revue. . . . Bob Wells and Mel Torme have completed 17 tunes for a Broadway show which goes into production around September 1 under the tag, *Break It Up*. . . . More about the fabulous Dorsey freres in current issue of *Coronet* mag. . . . Charles Spadone moved from Columbia Records advertising department into a district sales manager post covering the Grand Rapids, Cleveland, Toledo and Detroit area. . . . Chick Lind, former writer-director at Station KLZ, Denver, now a writer-disk jockey with Hal Graves at WKBN, Youngstown. . . . Arthur Godfrey chirp winner, Naomi Wright, now singing with Eddie Stone's ork at the Glass Hat.

Kirby Stone Quintet booked by Harry Moss into new Starlight Room, Farmingdale, L. I., which preems August 11, operated by Joe Genna. . . . Henry Vines, Newark local ork, goes into Terrace Room October 4. . . . Larry Barnett planned to the West Coast Friday (8).

Bill McCune's ork heads West in the fall, going into the Blackhawk in Chi and then skedded for one nighters, returning later to Chi's Trianon Ballroom. . . . Herb Levine to the Coast to open his new Acwel-tone printing plant. . . . Julie Losche, former BMI staffer under Bobby Mellin, has joined the Mellin office on the Coast. . . . Adventure diskery has a new kiddy album cut by Lanny and Ginger Grey, singing radio jingleers.

### CHICAGO:

Johnny (Scat) Davis returning to band biz, this time fronting a six-piecer, which opens at Gussy's Kentucky Lounge August 19 for eight weeks. . . . Joe Callan, one-night booker with Frederick Bros., back in his office-after three-week convalescence following a serious auto accident. . . . Charlie Fisk, who was earlier reported as junking his plans for a road band and going into the Pla-Mor, Kansas City, Mo., has changed his mind and is organizing again to go on the road for MCA. . . .

Will Wittig, of the Pla-Mor, Kansas City, has set a string of McConkey Music Corporation bands, including Jack Everette and Bob Lipka, for fall stays.

GAC has inked Doc Evans's highly publicized Dixieland Sextet, currently at Jazz, Ltd., with Gotham bookings in fall in mind. . . . Aristocrat Records expanding in the race field, adding two blues singers and Jump Jackson's Negro combo. . . . Orkster Benny Strong mulling several record offers. . . . Ray Pearl closes a long stay at the Blackhawk September 19, with Russ Carlyle or Sherman Hayes probably following. . . . Bob Phillips, of Associated Booking, exclusively booking Sunday nights at the recently unshuttered White City skating arena, now being called the Parkway Gardens Ballroom, which holds 10,000, is aiming for Negro trade with a swing band policy.

Harmonicats doing a series of lucrative one-day stays at Midwest State fairs before going into the Roxy, New York, August 20. . . . Clark Dennis doubling from the Sherman Hotel two weeks at the Oriental Theater, starting August 14. . . . Sonny Dunham into Roseland Ballroom, New York, September 15 for a month. . . . Ray McKinley will cut a series of Majestic platters in Chi August 24, and goes into Meadowbrook, Cedar Grove, N. J., September 2. . . .

### DETROIT:

Chet Everhart, currently at the Chancellor Lounge, is set to reopen the Penobscot Club about September 15, after complete remodeling. He will be there for eight weeks, then move into Little Harry's at Fort Lauderdale, Fla. . . . King Porter and his band now in their 12th week at the Sportree's Music Bar. . . . Leonard Morrison and band go into 16th week at Club 666.

Todd Rhodes and his band, appearing at the Club Sensation, just made two records. . . . Bob Chester, vacationing at his home here for three weeks, is getting set for a string of theater dates in the fall. . . . Gene Travick, trombonist with International Sweethearts of Rhythm, resigned last week after four years. No definite future plans.

## B.-O. Success of Chevalier Concerts Attracts Singers

NEW YORK, Aug. 9.—Success of Maurice Chevalier concerts has prompted several leading singers to forsake regular theater and night club dates to concentrate on the concert circuit. Ethel Waters already has signed with the Gale Agency for such a deal, and will tee off with a date in New York late in September, followed by a nationwide tour. Sharing the dates with the singer will be the Hall Johnson Singers.

While no other names actually have been set for the concert circuit, several agencies have been looking into the possibilities of sending out orks and name singers under similar arrangements.

### RECORD SHOPS

Most complete file on market. Keeps cards clean. Easy to handle. Customer makes his own selections when you hand him this file. Saves time and space. Size 9 3/4 x 5 1/2 inches. Sample file \$2.00 postpaid. Enough for 50 cards 3x5 inches. Cash with order. No C. O. D.'s. Order from this ad.

### BOOTH NOVELTY CO.

Dept. R, 143 W. Main St., Hillsboro, Ohio



**Capitol**  
RECORDS

**tops**

First with  
the Hits  
from  
Hollywood!

**IN THE  
POP  
POLLS!**

**Sterling** The Best in  
HILLBILLY and WESTERN TUNES  
No. 205 STRIKE! and  
WHO? ME?  
RILEY SHEPARD  
and the Briarhoppers  
**STERLING RECORDS, INC.**  
7 West 46th St., New York 19, N. Y.

**APOLLO**  
RECORDS INC.

Have you  
heard Charlie Barnett's  
latest and greatest record  
"CARAVAN"  
Apollo #1070  
Write for complete  
catalogue  
EXECUTIVE OFFICES:  
342 MADISON AVE., NEW YORK CITY

ATTRACTIVE  
**DANCE**  
ORCHESTRA  
Posters  
AND CARDS

AN IDEA FOR YOUR NEW CARD

113 reproductions of billing created by us for America's leading bands, including Kay Kyser, Wayne King, etc.---MAILED FREE--- Positive proof we serve top-notchers. Get in this class by using CENTRAL art posters. Write NOW for date book, price list, samples.  
**CENTRAL SHOW PRINTING COMPANY**  
MASON CITY, IOWA

**A NEW HIT!**  
"When Your Old Wedding  
Ring Was New"  
with  
**Bon Bon & His Buddies**  
**20TH CENTURY RECORD**  
#20-38  
Manufactured by  
**BALLEN RECORD CO.**  
1515 Jefferson St. Philadelphia 21, Pa.

**WANTED**

Three and Four Piece Combos. Also Five Piece All-Girl Band. If interested send photos and details immediately.

**Al Hirsch Attractions**  
408 Empire Bldg. DENVER, COLO.

**CORRECTION**

The publisher of "T-N-Teasing Me," mentioned in The Billboard full page advertisement of Aug. 2, is AMERICAN MUSIC, INC.

IN SHORT

New York:

Shorty Warren now in his sixth month at the Argyle, Newark.

Lew Leslie bringing Robert La Moret novelty act from Europe for Copa opening in November.

Thelma Carpenter into Loew's State August 21 with a Capitol date in October. . . . Richard and Flora Stewart (formerly Stewart and Lee) open at Loew's State August 28 following an engagement at Capitol, Washington, July 24. . . . Marion Hut-ton and Desi Arnaz ork into Paramount in September.

Harry Ranch unit, now at the Henlopen Hotel, Rehobeth Beach, Del., get a week at the Loew's State, starting September 4, then return to the Village Barn September 15.

Harold Gross, formerly with the Harold F. Oxley Agency and the United Artists' Management, is now with Stan Zucker's International Artists Corporation. . . . Third option picked up for the Chordsmen at the Park Terrace in Brooklyn. . . . Roman Singers insured by American Touring Enterprises with Lloyd's of London for \$1,000,000. . . . Pick and Joe Steele, Sargi and Arlie Peterson current in Small's Paradise show.

Lil Green is current at the Onyx, following Billy Eckstine's run. . . . Natalie Steiler, secretary to Mark Leddy, bedded after a minor operation at Physicians' Hospital.

La Martinique opens September 3 with Ruby Hill. . . . Peppino (formerly Peppino and Rhoda) now maitre de at Casa Seville, Franklin Square, L. I. . . . Mickey Rooney winding up commitments in movie-land and soon will be available for personal appearances, with the Capitol probably the jump-off spot. . . . Martha Raye to tour the vaude circuit major houses starting in Sep-tember. . . . John Murray Anderson auditioning acts for the next Ziegfeld Follies.

Al Greengold, formerly on the ad-ministrative staff of Local 802, and Herman Spiro joined the cocktail department of Frederick Bros. Agency. . . . Rosenbloom and Baer will follow their August 28 Loew's State date with an RKO Boston booking September 4.

Lila Ernst, formerly of *If the Shoe Fits*, makes her nitery preem at the Copa September 11 on the Joe E. Lewis show. . . . Steve Condos looking for a girl partner to do a double with him. . . . Jack Leonard has the

N.Y. Niteries May Use Tele To Plug Shows

NEW YORK, Aug. 9.—Niteries are now mulling a plan to use television to plug their shows and will shortly huddle with DuMont to see what they can come up with.

The idea was presented by Wally Wanger, line producer, who gabbed with Ken Farnsworth, of DuMont. The plan is to call the program *Round the Town* and have each seg given over to a different nitery show. Dough will probably be small, so far as the line kids and names are concerned. The main idea is to interest sponsors, and Wanger said chances "look pretty good." Wanger will get the pro-ducer's cut, if and when the idea jells.

Champions for Persian Room

NEW YORK, Aug. 9.—Gower Champion and Marion Bell who have been working together for some time will come into the Persian Room of the Plaza, September 9, as man and wife. Couple decided to get married last week. Billing in the fu-ture will be Marge and Gower Champion.

Paramount for November. . . . Fay's Theater, Providence, reopens for the season August 22 with six acts.

The Hall Sisters (formerly the Cabot Kids), having cut their first re-cord, *You Can't Tell the Depth of the Well by the Handle on the Pump*, will open at the Apollo, Harlem, early in September, then go into the Paradise Theater, Detroit.

Julie Wilson opened at the Beverly Hills Country Club, New Orleans, as a band canary with Bill Snyder's ork for \$300 and fares. . . . Certain Mad-ison Avenue percenter who is using the screen-test gimmick to sign acts may get himself into a jam. . . . Alyn Ann McCreery and Johnny But-ler, former from *On the Town* and latter from *Oklahoma*, are a new team and will preem mid-October at Hotel Pierre.

Opening of the Harem has been postponed until September.

Chicago:

Champion Gower and his partner, Marge Bell, will become Mr. and Mrs. soon. . . . Victor Borge taking out U. S. citizenship papers. . . . Thalia Wermuth will desert showbiz ranks this fall when she marries Scotty Fessenden, Chi business man.

Op Al Bouche has shuttered his Villa Venice, suburban outdoor nitery, this summer, while he vacations in Rome. . . . Joe Callan, band booker for Frederick Bros. here, was hurt in an auto accident in Chi Saturday (19) and will be out of action for four weeks. . . . Emile Hollner, head-waiter of the Mayfair Room, recover-ing from an appendectomy.

Liberace, currently at the Palmer House, has worked out a deal with Merrill Abbott, Hilton Hotel chain booker, whereby he will work the hotel chain exclusively for the next year.

Hollywood:

The two Maxies, Baer and Rosen-bloom, will do a vaude stint at Loew's State, New York, August 28. . . . Allan Jones will do a week's concert dates in Honolulu starting September 17. . . . Faith Bacon, who retired from showbiz several years ago, will re-sume at the Midnight Follies, Ti-juana, Mexico.

San Francisco:

Club Casino in Daly City opened July 19. Spot is owned by Chris Christiana, with Walter Nunes head-ing show. . . . Nicki Galucci back at Finao's after a year's tour of Australian theaters.

Detroit:

Carroll and Gorman have canceled a booking at Saratoga to hold over at Ted Lipsitz's Supper Club here. . . . Merri Leone is heading the first show under the Club Top Hat's new policy of Wednesday openings in place of Fridays.

Babe Wallace, who started shooting a short on juvenile delinquency with Joe Louis July 14, has been booked for two weeks at the Frolic Show Bar, immediately following filming. . . . Joe Harris, former vaudevillian, has taken over management of the Lake Theater at Walled Lake, Mich.

Pop (Verne) Phelps, ex-Phelps and Cullenbine, is leaving the biz after 50 years, following his engagement at the 509 Club.

Philadelphia:

Herkie Styles making his local bow in topping the new midsummer revue at the Swan Club. . . . Pat Purcell, singer, and Joe Spot, accordionist, a new cocktailerie team bowing at

the Alpha Boat Club at near-by Chester, Pa. . . . Canfield Smith plays his first nitery date here this season at Sciolla's. . . . LeRoy Watts, local dancer, has opened an eatery close to the midtown sector.

Manya Raquelle, nitery dancer, and singer Katherine Grancell were in-jured in an auto crash. . . . Armen Camp gets the call at Ciro's. . . . Pepper Davis takes over the emcee chores at Lexington Casino, with Wally Wright presiding at the nitery's mu-sical bar annex. . . . Vivian Marshall and Blackburn Twins new at Latin Casino.

Jack Spangler goes to the Pig 'n' Whistle Inn near Pemberton, N. J. . . . Elmer Snowden Quartet, with Van Osborne's vocals, takes over at the Princeton Musical Bar. . . . Bobby Bell making his local bow at Kaliner's Little Rathskeller. . . . Hank Reese tops the new revue at Andy's Log Cabin in Gloucester, N. I.

New Orleans:

Ray McKinley's big band has re-placed Jerry Wald at the Blue Room, Roosevelt Hotel, where the original ice extravaganza, *Circus Daze*, is con-tinuing after a successful seven weeks. . . . Payne and DePauw, ice team, substituting for Phil Romaine and Terry Brent for couple of weeks after Romaine hurt foot.

Don Zelaya, concert pianist, playing in the Jung Hotel cocktail lounge while the Cotillion Lounge is under-going a clean-up. . . . Ray Cantrell, Jung manager, says lounge may start booking acts regularly this fall, a new policy. . . . St. Charles cocktail lounge is not booking acts until fall, and now has Peck's Revellers, local orch, for dancing.

Atlantic City:

Buddy Lester, Steve Condos and Bea Saxon head the new mid-sum-mer revue at Irvin Wolf's 500 Cafe, with Dean Martin and Jerry Lewis returning August 15 after two weeks of vaude dates at Loew's State, New York, and the Capitol, Washington. . . . Lovey Lane added to the cast at the Paradise. . . . Terry Lee Trio takes over at El Capitan. . . . Val Vallee, an added starter at the Torch Club.

Steve Gibson's Red Caps set for a Club Nomad return October 5 for four weeks, following a three-week return starting September 11 at Twin Bars, Gloucester, N. J. . . . Joan Merrill heads the new show at the Bath and Turf Club, which brings in Larry Marvin, Betty Jane Smith and the Ciro Rimac troupe.

Guy Marks an added starter at Jockey Hyett's Jockey Club, where Lenny Ross leads the *Tip Tops* of 1947 revue. . . . Bob Merrill, former singer with Ziggy Elman's band, soloing at the Dude Ranch. . . . Frankie Richardson added to Elliot Russell's Men of Music at Terminal Theater Lounge. . . . Geri Travers added at the Hialeah. . . . Daisy May and Her Hep Cats and the Groove-neers alternating at the Fort Pitt. . . . Air Lane Trio with Grace Jus-tus' organ piping at the Chez Patee.

Here and There:

Three Riffs are a holdover at the Oasis, Pittsburgh. . . . Jackie (Moms) Mabley now at the Harlem Club, At-lantic City. . . . Erne Held and His Play Boys are at the Plaza Hotel, Rehobath Beach, Del.

Bob Mathews Trio invades Midwest for first time at Diamond Horseshoe, LaSalle, Ill. . . . Jack Goodwin in-definitely at Burke's Log Cabin in

Utica, N. Y., Ralph Michele headlin-ing the new Belvedere show there, and Bob Henderson, who penned *Home in the Clouds*, at the Lucas Grill, also in Utica.

Sportsmen Trio riding the summer out at the Wagon Wheel, Asbury Park. . . . Four Bits making a buck at Mrs. Jay's, Asbury Park. . . . Vin Roddy being held on at Club Eldoa, Paterson, N. J. . . . Hal Graham tripling as leader, trumpet player and vocalist with seven-piece band on the Atlantic

Paul Gerrits, former comedy skat-ing act, leaving showbiz to peddle a gimmick he invented to aid the left hand in guiding a golf club.

Mage and Karr will spend the next two months on the USO hospital circuit.

The Rhumbanicks at the Half Moon Hotel, Coney Island, three nights weekly. . . . Organist Betty Hall at the Hotel Dixie Terrace Room. . . . Agent Jack De Carlos (formerly of De Carlos and Granada) now manag-ing Trini and Manolo.

. . . Alan Gale sporting a new act written by Jack Barnett. . . . After vaca-tioning, Andy Russell will have a November date at Paramount.

Lucille and Eddie Roberts are set for a New York return date at the Cotillion Room of the Hotel Pierre. . . . Dick Montgomery, Geraldine Were, Lois Deppe and Alonzo Hunt current at Derby Thomas's Flame Club, Milwaukee.

Tom and Jerry booked out of Aus-tralia into England for a September 10 date. . . . Toy and Wing, follow-ing four weeks at the London Casino, are now doing theaters in England and Scotland. . . . Stanley Burns opens at the Brown Hotel, Louisville, August 18 for three weeks.

Review

Black-Smith Trio

(Wednesday, July 16)

Raleigh Room, Warwick Hotel

The newly formed group consisting of Russ Black, piano, Jack Smith, guitar, and Paul Morsey, bass, caught in the Raleigh Room of the Warwick Hotel, does a fair job on the pops and shows a nice beat when the customers get up to dance. As an en-tertaining unit, the group doesn't impress too well. Its best numbers are novelties with vocal backgrounds, but none of these was strong enough when caught to get full audience attention.

Among the standout bits were spe-cial arrangements on the *Flight of the Bumble Bee* and the *Whiffenpoof Song*. The stuff in these showed originality, but it wasn't sustained. Here and there the lads did a little jamming, with the guitar taking the lead. When that happened they ac-tually became an exciting combo to listen to. But just when they started to roll, they changed the beat, and interest dwindled.

The boys' appearance is also against them. Wearing street suits, each one different, doesn't help their looks.

Bill Smith.

THE NOVELLOS

THREE ON A LADDER

Now On MID-WESTERN FAIRS

Until Sept. 13th

Direction: Louis W. Cohan Chicago



# SPA: Track Fast, Spenders Slow

## Big Budgets Hang Niteries On Early Hook

### Still Hope Against Hope

SARATOGA SPRINGS, N. Y., Aug. 9.—Opening week here didn't live up to hopes and even though the cafes aren't worried—or they say they're not—they're beginning to think that maybe they set their sights too high. Saratoga's season is a shortie, probably the shortest in the country, running only four weeks. In the past the first week at the spa was strictly a throwaway, with the last three frames of August being responsible for the lush biz. This season the boys decided to start off with a bang and put it on the line for some of the highest priced talent in the country. The Piping Rock has Sophie Tucker and a show budget of more than \$10,000. Delmonico's has Harry Richman and a nut of about \$8,000. Arrowhead, with Carmen Miranda on top, lays out about \$18,000. The only comparatively small-time operation is Ortwaite's, with Emil Coleman's band (\$4,750) and a gypsy string outfit that gets about \$1,800.

### Not Off the Nut

So far as the takes are concerned, the big expenses haven't paid off. Best business in town is done by the Arrowhead, with Delmonico's running it a close second. Piping Hot is an also-ran, with changes in the show starting the day after the opening. As a last-minute switch the club bought Stewart Morgan Dancers and Estelle Sloan to hypo the bill. Insiders say that after the opening (August 2) the spot was trying to get Morton Downey on the bill with Tucker.

Despite the big-time openings (with exception of Ortwaite, who brings in Phil Regan in a couple of weeks) first week's business has not held up. Dinner trade is good, but second shows play to almost nothing. Oddly enough, Albany clubs, which used to empty out for the second shows with patrons driving the 25 miles to Saratoga, are now doing a good business from Saratoga people. This reversal has upset calculations and is another source of worry.

### Visitors, Not Spenders

Saratoga old-timers say that the lack of big opening week biz is due to the fact that altho the town is jammed, most of the arrivals are up here trying to make a buck, not spend one. Some people are trying to get jobs and others are trying to hustle others into getting a stake to put it on the bangtails. With New York plenty hot for the bookies, most of the books are up at the spa trying to make—and not spend.

It is expected that the business will pick up in the remaining weeks enough to get the boys off the hook. But right now it's not good and with pay-roll time coming around every week, the short season hasn't started off as a world-beater.

### Arthur Tracy Returns

NEW YORK, Aug. 9.—Arthur Tracy will return to showbiz after several years' absence by doing some radio guest shots, to be followed by a trip to England for a recording date. He also will play some New York spots in the late fall.

## New Season Finds Small Acts Still Behind the Old 8-Ball

NEW YORK, Aug. 9.—With the fall season right around the corner, it looks as tho the small performer still is on the outside looking in. The major clubs want names and flatly refuse to settle for less.

Talent offices claim they're dissatisfied with the situation and blame what they call lack of vision by cafe ops for refusing to take a chance with anything but top names. This condition, say the offices, will mean that the names will continue to go for big dough, while the small guy who does a solid performing job but doesn't carry any box office draft, will either get the leavings or continue working around the smaller joints.

Talent reps say they blame the ops for refusing to build attractions; a refusal, they say, that will lose them money. One percenter working for a major office said it is almost impossible for a cafe to make money with a \$15,000 attraction week in and week out. If the spot does well for the first two weeks, it's almost certain to give it back the second two weeks. The suggestion that a name will agree to a cut for the second two weeks (most contracts for top names call for four weeks) doesn't hold water, say agents. In the first place, the act is so much in demand that a cut is out of the question, and in the second place the actor would scream murder if it were attempted.

### Small-Act Advantages

A smaller act—say one with a price tag of about \$500-\$800—if built properly, frequently can mean more to the box office than the five-figure attraction. The job of building, say agents, is up to the cafe op. He has to bill the act properly and advertise consistently, not for one week but for the entire run. If the act does

a job on the floor, it will be only a question of time when he or she will bring them in as well. It's a lot easier to make a buck with a smaller budget than one that has the op by the throat, say agents.

Cafe ops place the burden of proof on the agents and the actors. First of all, they say, they can't afford to take a chance with anything the of- (See *New Season Finds* on page 47)

## Writ Vs. AGVA Denied Segal

NEW YORK, Aug. 9.—A temporary injunction to restrain the American Guild of Variety Artists (AGVA) from interfering with his business was denied to Catskill Mountain booker Jack Segal this week by Supreme Court Justice J. Edward Lumbard. The action emerged from the borsht belt hotels-AGVA (five-mile) rule entanglement.

The justice plainly labeled the controversy a labor dispute, in which injunctions are outlawed unless there is a hearing and full opportunity for examination and cross-examination of the witnesses. He ruled also that time spent traveling to perform and living conditions away from home are "conditions of employment" and are the proper concern of labor unions organized to protect their members.

AGVA's motion to dismiss the other part of the complaint, which demands \$5,000 damages and a permanent injunction, will be heard Wednesday (13). The defendant union maintains, thru its attorneys, Silverstone and Rosenthal, that the court has no jurisdiction and that there are not sufficient facts to constitute a cause of action. Segal is represented by Louis Engelberg.

### New York:

## MH 150G for Second Week; Roxy 105, Cap 72, Par 60

NEW YORK, Aug. 9.—Despite holdovers all over the street, with exception of Loew's State, the Stem's over-all gross figures this week touched a respectable \$458,500. The August 2-3 week-end weather in the non-humid and clear 70s was an accountable factor, along with

### Indianapolis:

## Colonna, James Ork Draw 18G at Circle

INDIANAPOLIS, Aug. 9.—Jerry Colonna and Jimmy James and his ork drew \$18,500 at the Circle Theater (2,880 seats; 74 cents) the week ended July 31. The comic got plenty of publicity, arriving a day in advance and visiting hospitals, children's institutions and the U. S. Veterans' Hospital.

On the bill were Gene Stewart, Kenny Perry and, as an extra attraction, Hank Sieman and Martez and Delita, rumba equalibrists.

Pic, Web of Danger.

strong word-of-mouth plugs for the heavyweight attractions.

Radio City Music Hall (6,200 seats; average \$100,000) had only to change the date over the first week's sales slip, the second stanza doing an identical \$150,000 in traditional boom August style. Stage offering had Paul Haakon, Marjorie Williamson, Earl Covert, Ken Davidson and Frank Paris. *The Bachelor and the Bobby-Soxer* is the screen fare.

Roxy (6,000 seats; average \$85,000) followed a bulge-at-the-seams initial stanza of \$124,000 with a slightly contracted but far-above-par follow-up of \$105,000. The \$229,000 take for 14 days was dished up for Abbott and Costello, Joe Howard, Maurice Rocco, Hermanos Williams and Audrey Young, with *I Wonder Who's Kissing Her Now* on screen.

Loew's State (3,500 seats; average \$25,000) had a juicy \$28,500 with Dean Martin and Jerry Lewis, Gracie Barrie, Johnny Burke, the Herman Chittison Trio, Peggy Taylor Trio, Burns Twins and Evelyn, and *Fiesta*. New bill (reviewed this issue) has (See *Music-Hall 150G* on page 47)

## Considerate Guy

NEW YORK, Aug. 9.—Ben Blue was offered a certain salary to work a Chicago night club. Comic countered with an offer \$750 less than he was offered. "Hey, ya crazy?" asked the op. "Nope, but you can't make money by paying me that kind of a salary. I know, I just had a night club myself, remember? Besides, if I take less, I may get a lot more weeks."

## L. A. Slapsie's Sold Because Of Huge Nut

### Don O'Connor, Syndy Buys

NEW YORK, Aug. 9.—Slapsie Maxie's, Los Angeles, owned jointly by Sammy Lewis and Ben Blue and in business for the past 11 years, was sold last week for \$50,000 to the Donald O'Connor family and a syndicate, headed by Sy Devore, local clothing manufacturer, who will continue to operate it.

Reason for the sale, according to Blue, now in New York, was that the operating cost became prohibitive. During the past year the cafe did about \$1,500,000 business, but the net was only \$26,000.

### "Pure Murder"

"We made money with one act and then lost it with another," said Blue. "If we could be guaranteed that we'd get a certain number of weeks with some of the acts that made money for us, we'd continue on. As it is, it was pure murder."

Business during the past year dropped 33 1/3 per cent, while expenses rose 20 per cent. "We also spent about \$100,000 a short time ago to redecorate the room. Yet when we realized what we were up against we decided to walk away," added Blue.

### Brooks To Manage

Before Blue acquired his financial interest, Lewis owned the club in partnership with Maxie Rosenbloom. New owners have hired Jerry Brooks, formerly with Ciro's in Miami Beach, to manage the room. Milt Pickman, of the Nat Goldstone office, was given the exclusive booking.

Plans call for continuing use of top attractions and a line of girls. Spot will also use a disk jockey for its cocktail lounge.

## Stix Will See 1st Negro Icer

NEW YORK, Aug. 9.—*Harlem on Ice* will be the first all-Negro blade show to hit the stix if plans contemplated by the Musical Entertainment Agency (MEA) work out. John Brett, ice show producer and choreographer who handled the rink presentations at the Belvedere Hotel, Baltimore, and the Copely Plaza, Boston, will direct. Rehearsals are set for the beginning of September.

According to MEA, the initial cost will run to about \$15,000, the bulk going toward two specially built 20-by-20 portable tanks which can be broken down and packed into 5-by-5-by-19-foot spaces on separate trucks. The remainder of investment will costume eight line girls and (See *Stix To See Icer* on page 47)

# VAUDEVILLE REVIEWS

## Paramount, New York (Wednesday, August 6)

Capacity, 3,654. Prices 55 cents-\$1.50. Five shows daily, six Saturdays. House booker, Harry Levine. Shows played by name band.

With theater playing to SRO, sked was stretched to six shows for opening day, with the result that stage presentation leaves much to be desired. Pacing never seemed to hit any kind of tempo. What there was of it was slowed to a walk.

Carmen Cavellaro's ork (17) with band vocalists, Bob Allen and Leslie Long, were pleasant to listen to but did little to raise anybody's blood pressure. Band started with stepped up Brahm's *Hungarian Dance*, followed by the boogie number based on the Peer Gynt suite. Winder-upper was *Till the End of Time*. It was soothing but lacked imagination or show appeal.

### Nip Nelson Is High Spot

Highspot was Nip Nelson's inoffensive take-offs of flicker and radio names, with imitations of various band's theme tunes thrown in for seasoning. Crowd liked him and yocked at his puns.

Raul and Eva Reyes worked like they were cut to the bone. Their amusing nitery routines were discarded in favor of the regulation rumba team bits. Only different thing was that the gal held the glass of water on her head instead—of the boy. Their Cuban version of *Begin the Beguine* meant little.

### Leslie Long Hampered

Leslie Long, attractive brunette canary, teed off with *Almost Like Falling in Love*. Gal has pipes and looks, but that number was so slow that initial impression was hurt. Her next, *Italian Street Song*, was fairish but has been standard for sopranos so long that it has lost its punch. Gal's costume, black skirt and pinkish waist, wasn't too flattering.

Bob Allen, a husky round-faced youngster with big shoulders, did only one song, *Ivy*. Started off like he was singing thru clenched teeth and a tight throat. Impression wasn't helped any by the beat. Song was so slow that at times he seemed to run out of breath.

Flicker, *Welcome Stranger*.

Bill Smith.

## Loew's State, New York (Thursday, August 7)

Capacity, 3,500. Prices, 50 cents to \$1.10. Four shows daily, five Saturdays. House booker, Sid Piermont. Show played by Louis Basil's house ork.

Nostalgia in the person of George M. Cohan Jr. predominated the well-rounded bill of standard comedy, novelty and dance acts. The spotting seemed a little off-balance but each act packed sufficient sock to carry the individual load. The marquee featured the Stem preem of young Cohan, who was slotted third instead of next to closing with the result that acts coming after him had a tough time following.

Young Cohan's impersonation was almost identical with the original. He opened with *Yankee Doodle Dandy*, natch, followed by *Give My Regards to Broadway*, *Nellie Kelly* and *Harrigan*, encoring with *Everyone Says I Love You* which he announced as having sung with his pop. Young Cohan's exit was accompanied by heavy mitting. Delivery was strictly Cohan down to the cane bits and regular-guy presentation. His Irish-American voice was at least as good as the old man's, tho hitting the octaves never was considered a George M. Cohan asset. Johnny McLaughlin, who accompanied the song and dance man for 27 years, was at the keyboard working with Junior.

Jean Carroll, warbled a few notes to open, then broke into her straight comedy chatter. Her new offering, a dress shop routine where she is coerced into buying a gown she only stopped to look at, was gag-packed and sold all the way. Her *The Man I Marry* parody, the race track and the radio announcer bits won additional yocks. Miss Carroll's costume was simple gingham to contrast the occasional blueish quips which never seemed to get out of hand.

### Arnants Follow Cohan

John and Rene Arnaut, following Cohan, after being introed by house ork leader, Louis Basil, as the world's foremost concert musicians, started with their usual comedy-violin routine playing against each other, then danced into a tangle emerging with one holding two bows and the other both violins. They closed with their standard whistling bird act, winding up to a big mitt.

Andre, Andree and Bonnie (two girls, one man) opened their familiar act with cast models and the two live girls being dressed by Andre as he danced around the stage. He carried off the plasters one by one and was left with the femmes. The three did a dancing doll routine, followed by a graceful number. Ballroomology was commendable even tho wind-up hand was tepid. Half the house was on its way out.

Carlton Emmy opened the bill, working with a dozen dogs on a long table. It's good novelty and was well received. Lathrop and Lee, a society tap team in their usual striking class attire, were as effective as ever. Their two part and single taps won pleasant attention all the way.

Pic, *Dishonored Lady*.

Jack Tell.

### APPEARING IN PERSON

## FOY WILLING

and the  
Five Riders of the Purple Sage  
STARS OF STAGE-SCREEN-RADIO  
On Majestic Records

AVAILABLE AUGUST 24 TO  
SEPTEMBER 22

Write  
Wire  
Phone

## JOLLY JOYCE

PHILADELPHIA, PA.  
Earle Theater Bldg.  
WAInut 2-4677  
WAInut 2-9451

## Million Dollar, Los Angeles (Wednesday, August 6)

Capacity, 2,400 seats. Prices, 55-98 cents. Four shows daily. House booker, Bill McEllwain.

House has deviated this week from boogie woogie fare to bring something different, a small but complete Mexican circus called *Circo Flamente*. Performers all deserve heavy mitting for their efforts inasmuch as they are playing for the first time on a stage without the breadth and space of an arena to move around in.

Tho far from being competition for even a small American circus, the individual acts stack up well with any big top features on the road today. Novelty appeal of this type of show overcomes a very slow pace. Restaging and a general pepping up of the program would get bigger hands from the Americans in the audience tho the Spanish speaking people present (of which Los Angeles has many) seem very happy with the show as it is. The comedians went over in top style with their countrymen but brought only yawns from Americans who couldn't make head or tail of the gags. Announcements, too, should have been made in English as well as Spanish.

Show is formatted in eight feature acts with the Montaynes featuring two girls and a man, getting the biggest hand. A balancing act of first-rate quality, turn is climaxed by one of the girls balancing on a rolla-rolla while doing a partial strip tease. It is a difficult trick and is well received. Runner-up for heaviest applause is Ross and Pal, a clown tumbler with a trained dog.

Chatita Escalante, an eye-filling senorita, does an amazing contortion act and winds up by doing a back bend while standing on two chairs and picks up a handkerchief with her teeth.

Don Raul, Mexican clown, does his

## Musicians May Cause Albee To Remain Closed

CINCINNATI, Aug. 9.—The RKO Albee, due to reopen September 11, may remain dark if present negotiations with the local musicians' union fall thru.

Deal between the Albee and the musicians calls for a minimum of 20 weeks' work a year. When theater ops huddled with the union, they were met with the demand that the union wanted the 20 weeks the same as before, but with it asked for a six-day week. Theater claims that a six-day operation is impractical and refused.

House has bought Tommy Dorsey to open, followed by Horace Heidt and Sammy Kaye. If the negotiations with the union fall thru (another meeting is skedded for Monday, August 11), it will be forced to cancel band shows already signed.

stuff with an odd musical instrument that apparently doesn't have a name. Comprised of a series of sleigh bells strung on a frame, Raul carries the melody of several popular numbers by shaking the bells to the accompaniment of the house band.

Don Procopio, comedy guitar; Senorita Rosita, singer; Benny Escalante, tumbler, and the Latinos, tight wire act, complete the stage bill.

Al Lyons and an eight-piece house band play appropriate music but need a little better co-ordination with the acts.

Big biz when caught. Double-feature pic, *Dishonored Lady* and *Robin Hood of Monterey*. Doug Rhodes.

## THANKS

## HIPPODROME THEATRE, BALTIMORE

FOR HOLDING US OVER

And to you particularly, Mr. Rappaport, for crediting us with the Record-Breaking Business Week of July 31, and requesting we hold over for the only five days we had open—the first time in the theater's history to hold over an attraction with a completely new show.

OPENING AUGUST 20

## ROXY THEATER, NEW YORK

## Jerry Murad's HARMONICATS

("PEG O' MY HEART" RECORDING STARS)

Exclusive Direction:

MUTUAL ENTERTAINMENT AGENCY, 203 No. Wabash, Chicago, Ill.

## ANDRI ANDREE AND BONNIE

Just Closed "Fashion Fair," Madison Square Garden

Thanks to Mr. Leon Leonidoff

Currently LOEW'S STATE NEW YORK

Opening CAPITOL WASHINGTON, D. C., SEPTEMBER 4

Thanks to Mr. Piermont

Directions: MUSIC CORPORATION OF AMERICA

## NIP NELSON

Young Man Without  
a Horn



Now Appearing

## PARAMOUNT THEATRE

New York

Mgr. Jack Davies

## ADRIAN ROLLINI TRIO

Now  
Hagerstown, Maryland  
"For The Races"

## JOE MARSOLAIS

Suite 906, 1697 Broadway, New York City  
Write, wire, phone Circle 5-4034



America's Greatest  
Singing-Musical-Comedy Group

STEVE GIBSON

and the Original

# RED CAPS

with ROUMAINE BROWN—DAVE PATILLO—ARTHUR DAVY—  
EARL PLUMMER—EMMETT MATHEWS

NOW ON SECOND RECORD-BREAKING  
YEAR OF CONSECUTIVE BOOKINGS

★ ★ ★

on MERCURY RECORDS—with original ideas

No. 5011—Bless You

You Can't See the Sun When You're Crying

No. 8038—Jack, You're Dead

San Antonio Rose



JUST FINISHED 10-WEEK ENGAGEMENT AT  
CLUB NOMAD, ATLANTIC CITY, N. J.

★ ★ ★

NOW on 11-Week Engagement Till September 8 at  
MARTINIQUE CLUB, WILDWOOD, N. J.

★ ★ ★

RETURNING September 11 for 3 weeks at  
TWIN BARS, GLOUCESTER, N. J.

★ ★ ★

RETURNING October 5 for 4 weeks at  
CLUB NOMAD, ATLANTIC CITY, N. J.

★ ★ ★

PRESENTLY AVAILABLE NOVEMBER 3, 1947

★ ★ ★

Under Exclusive Management

## JOLLY JOYCE AGENCY

WRITE  
WIRE  
PHONE

EARLE THEATER BLDG.  
11th and MARKET STREETS  
PHILADELPHIA 7, PENNA.

Phones:  
Walnut  
2-4677  
2-3172  
2-9451

## NIGHT CLUB REVIEWS

### Starlight Roof, Waldorf- Astoria, New York

(Monday, August 4)

Capacity, 408. Prices, \$2 cover after 10:30. Show at 12:30. Booking policy, Music Corporation of America (unofficially). Publicity, Ted Saucier. Estimated budget, \$5,000.

The preem of Ginny Simms plus the Stem bow of Jack (ex-Freddy Martin) Fina's band brought out a flock of music guys, plus the usual showbiz people. The show kicked off with Fina's band (17, including four fiddles) giving out with his bouncy *Bumble Bee Boogie* to a surprisingly big hand. In fact it was almost an ovation. Next came *Warsaw Concerto*, and off. Fina's outfit looks good, sounds good and has the advantage of a fronter who not only can play a piano but also makes an attractive appearance.

Ginny Simms' entrance was a signal for another ovation. The ex-Kay Kyser canary seemed surprisingly at ease in her preem. She opened with a tricky *Good Day*, giving it all kinds of cute voice breaks and followed it with *Chi-Baba* in very slow tempo with about an eight-bar arrangement of *Brahm's Lullaby* between the bridge. She picked up her tempo with *I Got You Under My Skin*, but not enough. The spot here seemed ideal for a rhythm number. Ginny came back for a medley of five songs, mixing them competently and selling all the way. Oddly enough the canary didn't do any red hot pops—most of them were standards—yet she had them listening all the way.

Ork backing by Fina, plus Simm's own pianist, was first rate.

Bill Smith.

### Vogue Room, Hollenden Hotel, Cleveland

(Monday, July 28)

Capacity, 250. Shows at 8 and 12. Manager, Ernest Scholtenman. Producer, Merle Jacobs. Publicity, Russ Rowan. Booking policy, M.C.A. exclusive. Estimated budget this show, \$1,000. Estimated budget last show, \$1,000.

A small, noisy crowd chose the Vogue Room opening with the obvious idea of escaping the summer heat. The single and double selected by Jacobs were in good taste and seemed to go well with the intimate decor of the room.

John and Elizabeth Chadwick opened with a terping of the usual waltz routine before running the gamut of every known ballroom tempo. The customers stopped talking long enough to bring them back for an encore to a Latin number which went over big. The well-dressed duo's excellent timing helped sell them.

#### Mme. Valliere Scores

Nicolle Valliere gave out with what was needed to quiet a loud audience. Mme. Valliere, a recent French find, chirped *If You Want To See Patee* and sold it well. She then did the numbers that brought fame to Jean Sablon, Luciene Boyer and Maurice Chevalier. This was followed by a take-off on *Uncle Remus Says*, entitled *Uncle Abie*. The tune was a poor selection and took the audience out of the French mood she had worked so hard to create. *There's Danger in Your Eyes*, *Cherie*, brought back the desired effect and an encore, and an audience participation number closed the show with the customers wanting more.

The entire show timed only 35 minutes and the quality of the acts made it seem even shorter. Sammy Watkins' ork, here longer than some people can remember, gave both acts good backing and the customers just what they wanted for dancing.

Bob Tebbel.

### Slapsy Maxie's, Hollywood

(Monday, July 28)

Capacity, 500. Price policy, \$3 minimum, \$3.50 Saturdays. Shows at 9 and 12. Operator, Sammy Lewis. Booking policy, non-exclusive. Publicity, Erman Pessis & Associates. Estimated budget this show, \$7,500; estimated budget last show, \$5,500.

Club owner Sammy Lewis has been ringing the bell consistently with some first rate bills, but the current show tops them all. New offering has everything, and in generous portions, with the hour-and-a-half-long production scoring in every department. Even the corny blackouts, which in the past have sometimes fallen flat, rang the bell this trip. All in all, it's the best entertainment buy in town.

Comic Cully Richards, an old Hollywood fave out of circulation the past five years while in the army, shares top honors with the Jack Cole dancing troupe, held over from the last show. Billed as a "surprise" attraction, Slapsy Maxie Rosenbloom returns to the club without sidekick Maxie Baer, working only in the skits. Favorites Ben Lessy and Patti Moore, swing harpist Robert Maxwell and the Ben Yost Colleens, fem vocal choristers, complete the show.

As a funnyman, Richards is a lad with a future. His material is generally fresh and smart, delivery excellent, and personality a bit on the whimsical side. Tour de force is a series of tongue-in-cheek impersonations of showbiz celebs in which Richards does voice characterizations while sidekick Stan Ross carries on with gestures. Effect is novel and rib-tickling, with heavy accent on originality. Ross, oddly enough, displays plenty of talent and should develop into an important cog in the act. In a solo spot, Richards proves to be fact and funny.

The Jack Cole Dancers (four boys and three gals) preemed two new dances, colorfully costumed and executed with thrilling precision. First offering was a group of East Indian numbers which featured Cole and fem partner Carol Haney. For a closer, the troupe scored with several Latin American rhythms, done sans music but with an exciting drum background. With drums setting an almost savage beat, the terppers built tempo for an electrifying climax. For interpretive, semi-ballet dancing, the Cole company is unquestionably tops in the field.

As for Slapsy Maxie Rosenbloom, the ex-prize fighter who prefers to be known as a comic has developed into a genuine showbiz personality. His deadpan clowning and murder of the language, as displayed by his work in the blackouts, is rib-tickling from start to finish. And when the expug donned pantaloons to play the balcony scene from *Romeo and Juliet*, Shakespeare must have done a couple of flip-flops in his resting place.

Slapsy regulars Benny Lessy and Patti Moore scored as usual with old song parodies and introed a new parody on *Smiles*. As always, the songsters' work is faultless. For novel appeal, swing harpist Robert Maxwell displayed amazing skill and technique in handling the harp. Lad shines both in longhair numbers, such as *Clare de Lune*, and a jazzed up version of *Dinah*. His medley of Gershwin faves closed his offering with solid effect. Still another hold-over from the last show are the Ben Yost Colleens, five gals with good looks and voices to match. Group has shown a decided improvement since last caught, having made changes in the act and acquired much-needed experience.

Music chores still fall on the competent shoulders of Milton deLugg, fronting Matty Malneck's ork, and cutting a neat show.

Alan Fischler.

**Beverly Hills Country Club,  
Newport, Ky.**

(Friday, August 1)

Capacity: 700; lounge, 100. Price policy: Dinner from \$2.50; drinks from 55 cents; minimum, \$2, except Saturday, \$3. Floorshows at 8:30 and 12:30. Operator, Beverly Hills Company; Bernard Glass, managing director; Hal Braudis, exploitation and promotion; Douglas M. Allen, of Allen, Heaton & McDonald, publicity; Dottie White, art director. Booker, Frank Sennes, exclusive. Estimated budget this show, \$10,000; last show, \$7,000.

Ted Lewis, his ork and his unit, on its last visit here nearly a year ago, pulled 'em in droves thruout their four-week stand, and the combo is destined to do likewise on the four-weeker which began Friday (1). There's nothing unusual about the show, it's just the case of a superb showman taking a group of standard turns and whipping them into palatable entertainment. Lewis still retains the habit of grabbing most of the spotlight for himself, very often denying his supporting acts an encore where one is warranted and at times stretching one of his own pieces of business to the milking point. But at this plush spot Lewis is a prime fave and can do no wrong. His every move brings guffaws or applause. Opening-night crowd was one of the biggest of the season.

Lewis comes on to an ovation after a fetching introduction by the Kathryn Duffy Dancers (10), backed by Lewis's Bell-Aires (two lads and three gals), singing group. Lewis sing-talks a corny *I'm Still Going Strong*, mingles with the Bell-Aires for singing of *Have a Lot of Fun Today* and then brings on Paul White and Elroy Peace, dusky lads who do some acceptable hoofing. White is especially effective with his mugging and gyrating.

Shirley, Sharon and Wanda, shapely lookers chained together at the ankles, do some tricky eccentric, acro hoofing. Girls pack a world of personality, speed and dash, and their efforts are well rewarded. Unhitch themselves for some individual acro tumbling, their acros while jumping rope being especially catchy. Heavy mitting forced them back for a bow.

Ted, after another corn song, *I'm the Medicine Man for Your Blues*, clarinets his way thru some of the old blues faves. Paul White returns to supply one of the real laugh sessions in the show with a mugging-song treatment of *Woodman, Spare That Tree*.

Geraldine DuBois, a classy dish with a fair set of pipes, comes on to draw plaudits with a sock arrangement of *Toot, Toot, Tootsie, Goodbye* and is joined by Lewis for a corking song special labeled *The Story of the Body and the Face*. Ditty carries nifty lyrics, but the singers stretched it too long. Lewis brings on Elroy Peace for the outworn and meaningless *Me and My Shadow* biz, to be followed by the Bell-Aires, whose harmonizing on an outstanding arrangement of *Chi-Baba, Chi-Baba* is one of the brightest things in the show. Topped it off with a cute novelty, *It Goes in One Ear and Out the Other* and skipped to a smash hand. Crowd was in the mood for more.

White and Peace, paced by Lewis, return for a typical sepian session of hoofing, mugging and general horseplay. Lads cook up a lot of laughs, but here again Lewis drags it out too long.

Kathryn Duffy Dancers, working the Lewis engagement sans Gayle Robbins, the house's regular emcee, and Christina Carson, the group's featured ballerina, sent the show to bed with a delightful routine tagged *Blazin' the Blues*. Despite the fact that the girls' efforts are somewhat curtailed in this show, they made their usual favorable impression.

The Lewis band crew (12) played an excellent show and pleased the hoofing customers, too. Valenta continues her nifty 88-ing between sessions. *Bill Sachs.*

**Vine Gardens, Chicago**

(Wednesday, July 30)

Capacity, 200. Price policy, \$2.50 minimum. Shows at 8:30, 11 and 2. Booking policy, Paul Marr Agency. Operator, Jimmy Pappas. Estimated budget this show, \$1,800.

Current revue is okay for the nabe trade which the spot caters to, with plenty of variety, novelty and comedy to keep the pace up. Blonde Therese Rudolph opened with a nifty toe bit, which featured plenty of spins and whirls to keep eyes interested. Pulled off the padded slippers to close strongly with a boogie cleat bit.

Jack Soo, Chinese crooner, clicked immediately, registering with a big voice and contagious smile. Good-looking Oriental was bucking a case of laryngitis, but his rhythm and ballad numbers produced satisfactory mitt.

Jules and Joann Walton have renovated their act. Pair offered some dance routines which sparkled with originality, and in addition have worked out a number of platter-panto bits on the unusual side. Duo could do a better job with the platters if, instead of bobbing and weaving away from the mike constantly, they'd keep their heads near the pick-up so that it would look more like they were working, rather than a record was playing.

Comic Dick Gale, in the closing spot, showed a flexible voice and did a good job on various dialects and mimicry, but lacks original gags to set his work into the topnotch class. Best of his material was a series of song parodies, but bits were too short to be the basis of a good comedy act.

Joe Kish's house band (4) did an okay show, but Kish's solo violin stint, which went on for 15 minutes, slowed up the proceedings with unimaginative pacing. *Johnny Sippel.*

**Boulevard Room,  
Stevens Hotel, Chicago**

(Friday, August 1)

Capacity, 500. Price policy, \$3.00-\$3.50 minimums. Shows at 8:30 and 11:30. Operator, Conrad Hilton. Booking policy, non-exclusive. Publicity, Fred Joyce. Producer, Dorothy Dorben. Estimated budget this show, \$5,200.

Current show is the weakest link in a series of potent entertainment packages which Dorothy Dorben has welded together. This particular show suffers in comparison with forerunners because of the lack of continuity between production numbers, acts and a central theme, while preceding revues were fused together into the makings of a miniature legit musical.

Productions suffer most from the lack of a direct correlation with the "rhythm" theme of the show and two of the numbers which featured specialty dancers fell flat when solo dancers failed to show talent necessary for spotlight. Tapstress Patsy Fee and ballerina Bernice Evans both need more work in their particular fields before rating a solo spot.

Supporting acts are up to par, with Acromaniacs, three youthful, vibrant tumblers and acrobats, displaying the same kind of continuous fluid motion thruout their stint that made them a solid click locally in previous theater appearances. Fay and Gordon, handsome dark-haired lad and lissome blonde, stick closely to dancing standards, but inject enough original bits and mannerisms to rise well above average ballroom teams. Pair shows extreme poise on lifts and whirls that elicited mitts consistently. Their Chaco closer, a fiery S A bit, so different from the usual rumbas and sambas, won them a call-back.

Technically, Bob Hopkins is one of the best outfitted mimics in the business. Guy ran thru a tough list of 12 different celebs, with eight characterizations reaping an ovation as he brought them in, which is a plenty high score. But he needs some fresh repartee to further en-

**Happy Hour, Minneapolis**

(Wednesday, August 6)

Capacity: 350. Price policy, no minimum—no cover. Shows, 10 and 12. Manager, Ted Cook. Booking policy, non-exclusive. Estimated budget, \$2,000.

Brought in for a two-weeker while Pappy Trester's screwball band spends the first 14 days of August vacationing, the Al Trace-Lee Pines ork has set this spot on end with its combo corn and sweet offerings, with a little longhair mixed in for good measure. While Trace has made a rep for himself as a corn-picker, the ork, paced by Hines' piano, now leans on such stuff as special arrangements of Ravel's *Bolero* and Chopin's *Polonaise*. Longhair isn't overdone and what is offered gets top mitting.

Combo has four sax, two trumpets, bass, drums, Pines at piano and maestro. Altho gal-less, the nine packs plenty enough talent to wow 'em for 40-minute floor shows twice nightly and three times Saturdays and Sundays. Comedy is strictly for Nate (Swinging Gate) Wexler, trumpeter, who roams the ork dabbling at every instrument in addition to his guttural warbling into mike. Bob Vincent, good-looking sax player, sells his bary voice well with ballads.

Steve Benoric, clarinet and alto sax, is tops in this department for several solo spots, while drummer Jules Nelson is an A-1 tub-thumper who shows exceptionally well on *Bolero*. Dave Devore, bass, does a fine turn with *Blame-Throwers*, foursome made up of Pines, Benoric (on clarinet), Nelson and himself. Dance sets are well handled. *Jack Weinberg.*

hance his stint, before he belongs in the top drawer.

Orkster Benny Strong, who has completely reorganized his band, adding three fiddles since his last Chi appearance, got the biggest ovation accorded any leader here in a long time. Band lived up to its reception hand, playing a faultless show and kept dance floor packed with a library that was well stocked with not-off-heard oldies that had both the oldsters and youngsters mitting. Strong did an exceptionally fine job of introducing the entire show and guy's easy smile warmed crowd up plenty to all the band's work. New chirp, Jean Devon, a double for Deanna Durbin, handled ballads, while the peppy fronter did novelties and bouncy standards. Production songs and a short solo bit in the floorshow were handled by Lee Gilmore, who has an excellent voice, but would do well to practice singing in front of a mirror to erase some of the grimaces he unconsciously goes thru while singing. *Johnny Sippel.*

**Encroachment Order  
Dooms the Surf Club  
At Virginia Beach**

VIRGINIA BEACH, Va., Aug. 9.—The Surf Club, one of this resort's most elaborate spots, will take it on the chin when the Princess Anne County Circuit Court rules the main building encroaches on two street right-of-ways, and orders its removal.

Judge Lawrence W. Panson has announced he will rule the property encroaches on both 57th Street and an intersection 20-foot byway fronting the ocean. He will give the Surf Club 60 days to complete removal of the structures. Bathhouses also are involved in the order, it being held they encroach on 57th Street.

The action was brought by Mrs. Stuart James, owner of property abutting the beach front byway. Defendants, Mrs. Pretlow Darden and Mrs. Harvey Lindsay, plan an appeal.

The Surf Club is in the midst of its most ambitious season, with an imposing array of name bands.

**Follow-Up  
Review**

RIVIERA, FORT LEE, N. J.: Lenny Kent's opening at Bill Miller's club had the first show populated by mountain customers where Kent's been working for the past few weeks. For his second show he worked to a less friendly audience, but despite his opening jitters he did okay. After his initial belly-drop Kent started to punch and really had them. What hurt him was his singing (?) and his finish. When Kent did his *So, What's New*, he was way ahead. Even a so-called army routine, which ended in his *Honeysuckle Rose* quickie, didn't detract too much. But when he began a riff version of *Hold Tight* he lost them almost completely.

Kent has been punching for some time. He's worked theaters and clubs. Obviously he's still fishing for a good nitery act. The fact that one comic has added singing to his routine doesn't mean it becomes a successful formula for every other comic. Kent can hold an audience if he forgets his warbling; he proved it Thursday (7). His spotting in the show (up front) prevents him from doing his *Resume*, one of his best bits. But even that can be overcome. The rest of the show, with the Andrews Sisters on top, remains the same. *Bill Smith.*

*Lucille & Eddie*  
**ROBERTS**  
MENTALISTS and MAGICAL MASTERS

OPENING AUG. 20  
EL RANCHO VEGAS  
LOS ANGELES, NEVADA  
Thanks To  
Mr. Lou Irwin

**LARRY LEVERENZ**  
Entertaining Stylist  
HELD OVER AGAIN  
at  
HOTEL  
NORTHLAND  
Green Bay, Wis.  
ORGAN PIANO  
VOCALS SOLOVOC  
Thanks to  
Alpha Demaree  
(C. R. A. Chicago)

**THE BLUE CHIPS**  
featuring Richard Cannon  
**LILLIAN FITZGERALD**  
**BERT PAYNE TRIO**  
Held Over for Entire Summer  
**BOLERO CLUB, WILDWOOD, N. J.**  
**JOLLY JOYCE**  
Earle Theater Bldg.  
WAInut 2-4677 PHILADELPHIA, PA.  
WAInut 2-9451

**WANT DANCERS**

Unusual opportunity for Solo and Group Dancers with nationally recognized organization for engagements in New York, Cincinnati and West Coast cities. Write or wire description, training, etc. Top salaries.

**KATHRYN DUFFY PRODUCTIONS**  
Sinton Hotel CINCINNATI, OHIO



### PROPS

NOVELTY CHORUS PRODUCTION PROPS  
FOR SALE OR RENT  
PROFESSIONAL-AMATEUR PRODUCERS  
SEND FOR LIST

#### NOVELTY MUSICAL INSTRUMENTS

NEW TUNED SLEIGH BELL INSTRUMENT  
1 1/2 Octave Chromatic, mounted on double  
deck floor rack with rubber-tired casters.  
Beautiful flash.

SWISS PICCOLO COW BELLS  
1 1/2 Octave Chromatic, with or without  
folding table.

MUSICAL RAKES • MUSICAL HAT RACKS  
TUNED REEDS

#### SPECIAL PROPS AND EFFECTS FOR ACTS

TELL US YOUR PROBLEMS

For information and prices  
Write, Phone or Wire

### FAYNE FOSTER STUDIOS

14 E. Hartsdale Ave., Hartsdale, N. Y.  
Phone: White Plains 9-7357

## Lena Horne Wows Customers at Copa With Sock Style

NEW YORK, Aug. 9.—Back in 1940 Lena Horne was working at Barney Josephson's Cafe Society Downtown and a small percenter knocked himself out trying to sell her. The best he could get was a couple of soundie buyers to look at her, and they shook their heads. "She's got nothing and is from nowhere," they said. As an after-thought one guy said maybe he could use her "made up like an Indian."

Lena Horne, who "had nothing and was from nowhere," had them bellowing and splitting their mitts Thursday (31) at Monte Proser's Copa. All the wise lads who couldn't see her for beans seven years ago nodded their heads wisely and agreed they "knew she had it all the time."

#### Style and Delivery

Working in front of her own rhythm section with some wonderful piano backing by Walter Ross, Horne showed styling and delivery that had about everything. She opened with *Just One of Those Things* and made it sound like a torcheroo to end all torcheroos. Phrasing was magnificent. Next was *The Man I Love*, with a heart throb in each bar. Then in rapid succession came *Beale Street Blues*, *Do I, I Feel So Smoochy* and a couple of standards, ending with *Squeeze Me*. Even that olderoo, *Honeysuckle Rose*, which has been dragged into the gutter by plenty of comics, became a thing of beauty as done by her.

Miss Horne's flexible styling was amazing. In some songs there was a frank appeal to sex but it was done so well there was no taint of ugliness. In others, delivery called for top acting—and she gave it that. In fact, wherever a song needed that extraumph, Horne came across.

#### Big Guns Present

Out front, Music Corporation of America had all its big guns to make their act's opening a success. Not only were the MCA biggies there but also Cary Grant, Jimmy Stewart, Abbott and Costello, Milton Berle, Harry Richman, Joe E. Lewis and practically everybody else in showbiz, and all taking bows. After Horne got thru, Phil Silvers came aboard to intro "two new comics who wanted an audition. I don't even know their names," which brought on Abbott and Costello, who did their Asp burly routine for some hefty yocks.

Horne is getting plenty of moo for her four weeks here. As a performer she has plenty of what it takes. Whether or not she'll sell enough whisky for the next month is something else. August is plenty rough in New York cafes. People are out of town and regulars don't go to niteries. According to Joe Lopez, headwaiter, most of the opening night biz was from non-regulars, and the joint was packed. If the regulars start coming back and word gets around to bring in enough of the transient biz, the joint should do plenty okay.

Rest of the show was virtually the same. Featured acts and production numbers were unchanged.

Bill Smith.

## Mary Lou Williams Slated For Build-Up a la Mel Torme

NEW YORK, Aug. 9.—Plans are being made by General Artists Corporation (GAC) to give Mary Lou Williams the same kind of build-up that the office gave Mel Torme.

Gal pianist recently was signed to a personal management paper by Mort Goldsen, who in turn started dickering with Art Weems, of GAC, to have the office do the booking. Deal, according to Goldsen, is almost set and calls for theater dates out of town, followed by a Stem booking.

## Nitery Biz Down 7 Per Cent in June In 5 Key Cities

WASHINGTON, Aug. 9.—Nitery business has continued to slump badly in New York, Philadelphia, Pittsburg, Chicago and Detroit, the Commerce Department revealed this week in its monthly report on retail business. June biz was off an average of 7 per cent from May business in the five cities. Philadelphia led the decline (9 per cent) with Pittsburg close (8 per cent).

Cumulative reports for the first six months of the year show a similar decline from the first six months of 1946. Again, Philadelphia's drop is the greatest, 11 per cent, New York and Detroit were off 7 per cent; Pittsburg 6 per cent, and Chicago, 9 per cent.

## Providence Mardi Gras Padlocked by Revenuers

PROVIDENCE, Aug. 9.—The Internal Revenue office here padlocked the Mardi Gras Room of the Crown Hotel Tuesday (5) reportedly for non-payment of back taxes. The spot is operated by El Chico, Inc., headed by Leon J. Senatro, of Hartford. Senatro visited the tax collector's office, but allegedly was unable to pay. Unless the taxes are paid or a bond posted, the revenuers will inventory the property and hold a sale.

It is considered possible here that the revenue office may start a drive against all Rhode Island clubs which have not paid amusement, withholding and social security taxes.

## Philly Cocktail Lounge Installs Remote Lines

PHILADELPHIA, Aug. 9.—Frank Palumbo, who has a dozen network dance remotes originating each week from his name-band nitery, the Click, is now giving small instrumental units an air break by installing radio lines into his Ciro's, class midtown cocktailerie. To give the units a good setting, he has signed Bob Horn, popular disk jockey on WIP, to handle the Saturday broadcasts from the room over that station.

With the room playing in season such unit names as the King Cole Trio, Joe Mooney Quartet, Paula Kelly and the Modernaires, and the Red Caps, Palumbo aims to develop Ciro's into a radio network remote spot for the smaller units just as he has done for the big name bands at the Click.

## Chicken Roost, New Stem Spot, To Book Semi-Names

NEW YORK, Aug. 9.—Semi-name bands of the George Olson variety will be the feature of Ralph Watkins's Royal Chicken Roost (formerly Zanzibar and Ol' South), new Stem bistro planned to open this fall. There will be additional small-budget entertainment.

The \$150,000 Franklin Hughes decorations designed for the short-lived Zanzibar (at this location) will be retained.

## New Detroit Booking Office

DETROIT, Aug. 9.—A new booking office was opened here this week by Joe Kasoff, principal owner of *Detroit Nite Life*, under the name of Artists' Casting Bureau. Kasoff will handle the act department, while Don (Sharp) Williams, formerly an independent booker, will take over the band department.

## Riviera Bookings in Mess Over Options Of Andrews Sisters

NEW YORK, Aug. 9.—A tangled booking mess faced Bill Miller's Riviera when he bought Ben Blue to open for him August 14. Spot has the Andrews Sisters, who came in July 24 for two weeks and two one-week options to be mutually agreed upon. The first option was picked up and the understanding was that the Sisters would not be available for the fourth week because of previous commitments. So Miller bought Blue to come in to work with Lenny Kent on the same bill. Latter opened Thursday (7) for two weeks.

The same night (7) Harry Romm, who handles the Andrews bookings, came into the club and picked up the option for the fourth week. If the bill runs as skedded, that would bring Blue on with the Andrews and Kent. To get out of the mess, Miller has asked Blue to set his opening back to August 21. Blue said he doesn't mind doing that, but what about that extra week.

Following the Blue date, the Riviera will have Dean Martin and Jerry Lewis.

## One Booker in Detroit Folds Up, Second Expands

DETROIT, Aug. 9.—Expansion of one booking office and folding of another marked last week in the local agency field.

The Max Gail office, re-established last year after being rather inactive during the war, moved downtown to new offices in the Penobscot Building—the first booking office in years to invade this building, which houses largely financial and legal offices. The staff is being enlarged, with the addition of Bill Gail (a brother of Max), Jack Qualey and Carl Fair.

Ben Lerner, who stepped out on his own to establish the Nationwide Theatrical Agency a few months ago, has closed up shop and gone to Hollywood, where he expects to continue in the agency biz.

### FREE COMEDY MATERIAL!!!

#### 6 NEW PARODIES FREE!

You get 6 new parodies free with any order of the following comedy material: PUNCH LINES, original gag files written by top gagman, Files 1, 2, 3 or 4, \$1 each. Sock gags on many topics • COMEDY TEAM joke collection, \$2 • COMEBACKS TO HECKLERS, \$1 • LAFF file collection of bellylaifs, \$1. Order now. Offer expires soon. NOTE: Punch Lines Number 5 File will be ready next month. Order now, \$1.

### LAUGHS UNLIMITED

276 W. 43 St. New York City

## STROBLITE

LUMINOUS COLORS GLOW IN DARK

SPECTACULAR!  
BEAUTIFUL!  
MYSTIFYING!  
DRAMATIC!

Countless intriguing effects can be attained with U. V. Blacklight. For stage, night clubs, theatre decorations, advertising displays, etc.

### STROBLITE CO.

Dept. B, 35 W. 52d St., New York 18

## HARRY MOSS AGENCY

Represents  
**CHARLIE VENTURA and HIS SEXTET**  
Now at HOTEL SHERMAN, Chicago.  
Name Bands, Name Acts, Tops in Cocktail Units.  
HOTEL LINCOLN, NEW YORK CITY  
Phones: CI 5-6526-7-8

## SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains,  
Operating Equipment  
581  
SCHELL SCENIC STUDIO S. High Columbus, C.

## MIRROR BALLS SPOTLIGHTS FLOODLIGHTS DIMMERS

### CAPITOL STAGE LIGHTING CO.

527-529 W. 45 St. New York 19, N. Y.

## CAN YOU BOOK

a good

## MAGICIAN

2-Hour Road Show or less for  
Vaudeville, Nite Club or Spook Show.

MAGICIAN, 8015 W. Jefferson Ave.  
Detroit 17, Michigan

## ORCHESTRA LEADERS

If you will grant me your permission to use your Orchestra Name on Music Sheets, I will pay you One Dollar for each thousand copies of Music Sheets I have your Name appear on. Please enclose 50¢ for full information. Also would like to hear from Song Writers. Write

**HOWARD OLENIK**  
MT. MORRIS, MICH.

## NOVELTY ACTS

When passing thru Baltimore contact us.  
Strips also needed.

**PICCADILLY CLUB**  
115 W. Fayette St. Baltimore 1, Md.

# 37 Producers Back Equity in Jim Crow Stand

NEW YORK, Aug. 9.—The Jim Crow issue in Washington, which has braked considerably the negotiations of Actors' Equity Association and the League of New York Theaters for a new contract, this week exploded in the League's lap. The League's opposition to the clause which Equity is determined to include in the new basic agreement, stating that no actor shall be required to play Washington after June 1, 1948, unless the practice of excluding Negroes is dropped, brought a stiff protest from 37 producers who questioned the League's speaking for "the majority" since no vote of the total membership had been taken on the issue. The producers also backed the Equity Council stand on the Jim Crow controversy and insisted that a League meeting be held to discuss the matter.

The protest, in the form of a statement to the League, was signed by Kermit Bloomgarden, Edward Choate, Harold Clurman, Cheryl Crawford, Jean Dalrymple, Paul Feigay, Jose Ferrer, Fred Finklehoffe, Walter Fried, Ruth Gordon, Martin Gosch, Roland Haas, Bernard Hart, Herbert Harris, T. Edward Hambleton, Rita Hassan, William Horz Jr., Lee Holland, Joseph Hyman, Garson Kanin, Herman Levin, Edgar Luckenbach Jr., Irving Pincus, Norman Pincus, the Playwrights' Company, William Rolland, Lee Sabinson, Irene Selznick, Oscar Serlin, Herman Shumlin, Oliver Smith, John R. Sheppard Jr., Paul Streger, Theater, Inc., Perry Watkins, Richard Rodgers and Oscar Hammerstein II. Of the 37 who signed, according to the statement, 31 are League members.

### League Meeting

League rules require that a meeting be held if 10 or more members (See 37 Producers Back on page 46)

## OUT-OF-TOWN OPENINGS

### THE GLASS MENAGERIE

(Opened Tuesday, August 5, 1947)

#### FLATBUSH THEATER, BROOKLYN

A play by Tennessee Williams. Staged by Tommy Ward. Set by Jo Mielziner. Original music by Paul Bowles. Company manager, William Croucher. Press representative, Vince McKnight. Presented by Jules Leventhal.

The Mother.....Helen MacKellar  
Her Son.....Will Hare  
Her Daughter.....Virginia Robinson  
The Gentleman Caller.....Joe Sullivan

On the basis of opening night reception of the subway circuit edition of *The Glass Menagerie* at Brooklyn's Flatbush Theater, Jules Leventhal and company are back on the financial beam. *Menagerie* evidently went over strong to an absorbed and appreciative audience, and the word of mouth will doubtless keep the customers in line at the b.-o. for the rest of the week.

As a matter of fact, current edition of *Menagerie* is far from the five-day-rehearsed production usual to the subway circuit, since the troupe with one exception closed a five-month tour only last May. Therefore its over-all performance is slick and smooth. Long playing together has given this cast a canny feeling for stress of poignant situation or line and the results are excellent all along the line.

#### Helen MacKellar Stars

While for anyone who saw the late Laurette Taylor's Broadway preeminent portrait of the garrulous, faded-Southern-belle mother, a follow-up performance by anyone else cannot but be anti-climactic. However, Helen MacKellar brings fine imagination and poignancy to the role of the gabby, frustrated woman whose sole aim is the security of her crippled daughter—a performance which does full credit to herself and the play. The same can be said of both Will Hare and Joe Sullivan, who have taken over the stints of the son and the gentleman caller, created respectively by Eddie Dowling and Anthony Ross. Neither attempts to follow a patten previously set. Hare's conception makes the moody lad who can't stand the monotony of his responsibilities sharper and more angry than his dreamy predecessor. In many instances the contrast is for the better.

Sullivan's notion of the lad who finally came to call is a careful, well-thought-out substitute of the original. Sullivan is an up-and-coming young actor and should be in seasonal demand—come fall and new plays. The single newcomer to cast, Virginia Robinson, is more than authentically ethereal as the afflicted daughter.

#### Acting Requirements Met

While *Menagerie* is unquestionably a fine play, sharply and bitterly written, it requires fine acting to offset its atmosphere of complete and depressing frustration. This troupe gives it all of that.

Tommy Ward's staging follows the original pattern laid down by Dowling. J. Mielziner's set recaptures the dream-like quality of the first edition. It is too bad, however, that the scrim used in the original seems to have been lost somewhere along the way. It helped so much to set the mood for the transitions between the narration and the action.

Bob Francis.

### GALILEO

(Opened Wednesday, July 30)

#### CORONET THEATER, HOLLYWOOD, CALIF.

A drama by Bertolt Brecht. Staged by Joseph Losey. English adaptation by Charles Laughton. Settings and costumes by Robert Davison. Choreography by Lotte Goslar. Music by Hanns Eisler. Lyrics by Albert Brush. Press representative, Irving Rubine. Produced by T. Edward Hambleton. Presented by Pelican Productions. Singers: Burton Karson, Albert Reid, James Adkins.

Curtain Boy.....Donald Pietro  
Galileo.....Charles Laughton  
Andrea the Boy.....Ray Malkin  
Mrs. Sarti.....Eda Reiss Merin  
Ludovico Marsili.....Herbert Anderson  
Priuli.....Ken Jones  
Sagredo.....Kenneth Patterson  
Virginia.....Frances Heflin  
Senators: Nick Volpe, Victor Wood, Larry Clawson, Sam Seby.

Philosopher.....Morgan Farley  
Federzoni.....David Clarke  
Mathematician.....Allyn Daley  
Lord Chamberlain.....Victor Wood  
Old Cardinal.....Peter Brocco  
Little Monk.....Mickey Knox  
Cardinal Bellarmine.....Stephen Brown  
Cardinal Barberini.....Hugo Haas  
The Cardinal Inquisitor.....William Cottrell  
Andrea the Man.....William Phipps

Also: Billy Potts, Patricia Sinnott, Elizabeth Ross, Sandy Siegel, James Goddard, Gordon Giffen, David Anderson, Martin Lowell, Henry Coleman, Marscha Beyo, Majoria Nelson, Dena Penn, Wendy Oser.

Whatever its fate on Broadway this fall, *Galileo* is likely to be one of the most talked of plays of the year. The Bertholt Brecht drama, which had its world premiere on the Coast, is an imposing work, certain to register as an important theatrical event. It takes courage, in fact plain guts, to offer this production, loaded with political implications, a delicate theme, and some unabashed talk. Therefore, whatever minor weaknesses are to be found must necessarily be subordinated to the play's over-all importance.

Brecht has taken the life of *Galileo* to draw a virile modern analogy between forces of knowledge and enlightenment and the powers of thought suppression and enemies of advancement. He paints *Galileo*, not as a saint or immortal, but as an ordinary being, with the same weaknesses, triumphs and defeats which all men experience. His writing is bright with a touch of poetry, albeit a bit wordy at times.

#### Conflict With Church

His central theme is *Galileo's* personal conflict with the church, with religion representing the law of its day. Because of his thirst for knowledge and insistence on reason, *Galileo* is labeled a dangerous man. When he advances the theory that the earth revolves around the sun (contrary to religious and social beliefs of the era) he openly breaks with the reigning powers. Church leaders, aware of his influence over the ignorant masses, attempt to woo him to prescribed channels of thought. This failing, he is nevertheless forced to keep silent on his findings in order to continue research. After an eight-year period of frustration, and upon the coronation of a new pope heretofore sympathetic to his principles, *Galileo* resumes his preachings, only to fall victim to the inquisition.

Climax is reached when he recants his teachings, rather than face the torture chambers. By his actions, his students lose faith, and he retires a virtual prisoner of the inquisition. Broken in spirit, he nevertheless remains true to science, completing his "discoursia," which is smuggled to the world by a former student. In the end, he violently condemns his own cowardice, even as he attempts to justify his motives.

Acting a challenging role, Laughton lives up to the best expected of him. In writing the English adaptation, the star obviously visualized his own potential, and wisely so. His work is exacting and of the highest standard, and Laughton is able to develop a definite character study which humanizes *Galileo* and makes

# Chorus Girls In London Ask Raise to \$32

LONDON, Aug. 9.—Negotiations between the British Actors Equity and managers' and theatrical proprietors' organizations on demands for higher minimum wage for chorus girls began this week. The present minimum is five pounds (\$20.15), but most girls get six pounds (\$24.18). The union has told West End managers that this is not enough, inasmuch as hairdressing, make-up and stockings alone cost a girl a pound (\$4.03) a week nowadays.

It is pointed out that chorus girls in America are making \$48 to \$60 a week, and in the light of this fact the chorus and show girl branch of Equity will put forward demands that the minimum wage be raised to eight pounds (\$32.24) a week. The same demand will be made on behalf of small part players.

Managers are unlikely to agree to that figure without prolonged discussion citing the fact that most of them already contributed to a welfare fund instituted at the beginning of the war by Equity. The managers also are expected to ask that they be allowed to cancel any contract if theaters have to be closed again next winter because of fuel cuts.

The negotiations are being conducted for Equity by one of the union's vice-presidents, chorus girl Honour Blair, supported by other vice-presidents, including Sybil Thorndike, Emlyn Williams and Leslie Banks.

# 'Death of Rat' Set Into Three Cities

NEW YORK, Aug. 9.—The Theater Guild has started booking the route for *Death of a Rat*, drama by Jan De Hartog, which hasn't yet received its try-out. The show was scheduled to preem September 1 at the Westport, Conn., Country Playhouse, but the date was shoved back a week. After the September 8 Westport date, *Rat* will play September 18-20 in Providence and then the weeks of September 22 and 29 at Boston.

for lofty parallels between the medieval scientist and today's great men of progress.

Joseph Losey's stylized staging is a definite factor in building the mood of the play. Losey employs many novel techniques, common on the European stage, but still considered mildly revolutionary in this country. Play's 13 scenes are presented within walls of one basic set, altered only by lesser props plus slide projections to establish the scenes. A standard curtain, likewise, is dispensed with, using instead a tissue-thin gauze screen, making for lightning changes. Robert Davidson's settings and Hanns Eisler's music add much to heighten the effect of the startling staging.

The cast is much too large for single honors, but best performance credits fall to Hugo Haas as Cardinal Barberini, and Frances Heflin as *Galileo's* devout daughter who loses her lover because of her father's actions. Also worthy of mention are Peter Brocco's role of the old cardinal and Mickey Knox's interpretation of a sensitive monk troubled by his own reasoning. Eda Reiss Merin, Herbert Anderson, David Clarke, Victor Wood, Stephen Brown and Ken Jones are all well cast.

Broadway will find *Galileo* exciting theater, and will hail Laughton's return to the stage after 15 years. Most important, however, Stem theatergoers will recognize Brecht's play to be a step forward in the legitimate theater. Alan Fischer.

## BROADWAY SHOWLOG

Performances Thru  
August 9, 1947

### Dramas

	Opened	Perfs.
A Young Man's Fancy... (Plymouth)	4-29, '47	119
All My Sons..... (Coronet)	1-29, '47	222
Born Yesterday..... (Lyceum)	2- 4, '46	640
Happy Birthday..... (Broadhurst)	10-31, '46	320
Harvey..... (48th Street)	11- 1, '44	1,174
John Loves Mary..... (Music Box)	2- 4, '47	215
State of the Union.... (Hudson)	11-15, '45	725
Voice of the Turtle, The. (Morosco)	12- 3, '43	1,391

### DRAMA REVIVALS

Burlesque..... (Belasco)	12-25, '46	262
--------------------------	------------	-----

### Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	516
Brigadoon..... (Ziegfeld)	3-13, '47	172
Call Me Mister..... (National)	4-18, '46	551
Finian's Rainbow..... (46th Street Theater)	1-10, '47	243
Oklahoma..... (St. James)	3-31, '45	1,368
The Telephone and The Medium..... (Barrymore)	8- 2, '47	115

### MUSICAL REVIVALS

Sweethearts..... (Shubert)	1-21, '47	232
----------------------------	-----------	-----

### ICE SHOWS

Ice-time of 1948..... (Center)	5-23, '47	93
--------------------------------	-----------	----

## Tune In Saturday

Tune in on your local ABC station (7:30-8 p.m., Eastern Daylight Saving Time) Saturday (16) for the Fourth Annual Donaldson Awards Program. Winners of 1946-1947 scroll and key honors will receive their awards from Ralph Bellamy.



## Strawhat Reviews

### DEAR JUDAS

(Opened August 4, 1947)

#### OGUNQUIT, ME., PLAYHOUSE

A drama in two acts from the poem by Robinson Jeffers, adapted and staged by Michael Myerberg. Music by Johann Sebastian Bach, selected and arranged by Lehman Engel. Choreography by Esther Junger. Costumes and masks designed by Mary Percy Schenck. Costumes executed by Helene Pons. Scenery and lighting, Albert Johnson. Production manager, Matilda Stanton. Press representative, Sally J. Rohm. Presented by Mrs. Maude Hartwig. The Carpenter.....Ferdinand Hoffman The Pedlar (Judas).....E. G. Marshall The Woman.....Margaret Wycherly Lazarus.....Harry Irvine The Mutes:

Peter.....Tony Charmoli Simon.....Ed Pfeiffer John.....Norine McLaughlin DANCERS: Natanya Neumann, Anne Widman, Doris Goodwin, Anne Peris, Emy St. Just and Clara Cordery. PRIESTS: Philip Snyder and Edward Kulakowski.

TORCHBEARERS: James E. Kelley, Hope Jane Zee and George Gordon.

ROMAN GUARDS: Leonard Marks and Norman Anderson.

SINGERS: William Daird, Morris Gedzel, John Leslie, Janice Baumgartner, Jane Davis, Helen Stanton, Lucia Collier, Arlene Hershey, Dorothy Johnson, Angela Lappart, Frances Mohan, Helen Rice, Vicky Starr, Arthur Lincoln, Peter Sozio and Earl Styres.

Once again Michael Myerberg has come up with something well outside the commercial theater, this time his own adaptation of Robinson Jeffers' poem of the late 1920's, *Dear Judas*.

This is the play to which Francis W. Sullivan, attorney for the Catholic Church in Portland, Me., and a prominent layman of that church, objected, when it was first announced, as being "revolting to a Christian." Sullivan's objections were based on the poem. Myerberg refused to allow Sullivan or local theater reviewers to see the script before production.

#### Judas as a Martyr

Despite the fact that *Dear Judas* is sincerely presented and will be defended by its cast and producers, it becomes a controversial play because it follows the Jeffers poem almost word for word, and the poem questions Christ's origin and makes a martyr of Judas.

These two aspects, while they may not be particularly offensive to some, nevertheless do not leave a good taste in the mouth of others. Furthermore, in an age when the need for faith of some kind is daily more apparent, a play of this type has little value and can hardly justify itself as a public offering.

Theatrically *Dear Judas* can lay a legitimate claim to beauty as a production. Albert Johnson's setting, and the lighting effects have both imagination and realism. Miss Schenck's costuming and masks are interpretative.

Special interest centers around the costumes of The Carpenter and Judas. The former wears a checked shirt, sleeves rolled above the elbows, trousers tucked into knee-high leather boots. It is a woodsman's outfit, or that of a construction engineer. Judas wears a dark suit of today's design, white shirt and black bow tie.

Only The Woman wears flowing garments such as are associated with Biblical times. Lazarus, risen from the dead, wears a ruffled sack garment of gray, with hood that covers the face.

#### Competent Pair

These four are the only speaking parts. They were presented with sincerity and dignity, but the things they said, and the poet's interpretation that they follow, divided the audience.

Hoffman's delivery and manner were superb, and Margaret Wycherly was scarcely less excellent. Judas, however, did not come across the footlights as heroically as the poet and dramatist would have him. E. G. Marshall played him with a shallowness more fitting the accepted notion

### THE LADY MARIA

(Opened August 4, 1947)

#### CAPE PLAYHOUSE, DENNIS, MASS.

Play by William Lipscomb. Directed by Arthur Sircom. Setting, Eugene Fitch. Costumes, Stewart Chaney. Stage manager, Jeffrey Potter. General manager, Morton Gottlieb. Press representative, Michael Mindlin Jr. Presented by Richard Aldrich by arrangement with John Golden.

Marla Fitzherbert.....Gertrude Lawrence Elin.....Norah Howard Richard Brinsley Sheridan.....Bramwell Fletcher H. R. H. George, Prince of Wales.....Carl Esmond Queen Charlotte.....Alice John King George III.....Ronald Telfer Mr. Pound.....Kenneth Treseder Weite.....Guy Sampsel Rev. Robert Burt.....Morton L. Stevens Henry Errington, Esq.....William Crane Footman.....Jeffery Potter Maid.....Hazel Jones Jack Smythe, Esq.....Robert Wark

From the care which has gone into the production of *The Lady Maria*, the vehicle for Gertrude Lawrence's only appearance during the summer, it would appear that the play is intended to serve the star during the coming season. As with any production at Richard Aldrich's Cape Playhouse, this one is turned out with all the floss and polish of a Broadway offering.

This is the American preem of a longer and windier drama which failed in England. The story goes that John Golden, who holds the American rights, has seen to the adaptation himself. If so, he has done well in making a reasonably well-knit play out of what must have been a pretty thin drama. *Lady Maria*, originally known as *The Pavilion*, still is not a good play. It has too many loose ends, too many unresolved problems. Its characters are drawn more nearly flat, than in the round, and its talk ranges between high flown rhetoric and vernacular.

#### Appeal to Women

What might have been a slow and sentimental journey thru old English history, is a swift, teary love story which is certain to appeal to women, and is a sure-fire bet for a long tour. It had best stay away from Broadway, tho. Actually it is the acting and staging which cover its faults. Miss Lawrence's luminosity and vitality, the smooth direction, glossing over many bad details, the well-balanced supporting cast save its skin. Only occasionally do the bare bones show thru this thin skin.

*Lady Maria* sticks pretty close to historical fact. It is the story of the love between the Lady Maria Fitzherbert and H. R. H. George, Prince of Wales and successor to George III of American Revolution infamy. She, a Catholic, and the prince, a Protestant, married secretly in 1785. Richard Brinsley Sheridan, according to the play, warned Lady Maria that George's responsibilities might eventually force her to give up her prince. This she does, after 10 years, succumbing to the ignominy and insults of the Queen Mother Charlotte. This is a tender love story which has some points of reference for modern audiences. Overlooking the play's faults as a drama, you find it an absorbing and moving romance.

For the glistening portrayal by Gertrude Lawrence, fine support is offered by Carl Esmond (in his American debut), as the sometimes petulant Prince; Bramwell Fletcher, as the theatrical Sheridan; Alice John, as the doughty Queen, and Ronald Telfer, in a brief appearance as George III. Bill Riley.

of Judas than the intended new conception.

Over-all audience reception appeared to be divided as to whether it was slightly sacrilegious, and wonder as to what it was all about. Recognition of excellent performances, rather than approval or understanding of the play, seemed to win the applause. Harold L. Cail.

### BITE THE DUST

(Opened July 30, 1947)

#### YELLOW SPRINGS, O., OPERA HOUSE

New play by Earle Reynolds. Presented by Yellow Springs Summer Theater. Directed by Arthur Lithgow.

Dan Rafferty.....Michael Kittross Father Martin.....Irving Brown Joe Jackson.....Mack M. Greene Luke Collins.....Robert Kelso

The Onehorse family:  
John.....Arthur Lewis Six Killer.....Meredith Dallas Billy.....Doug Adair Mary.....Lenore DeKoven Margaret.....Margaret Davidson Charlie.....Kenneth Diehl Alice Emerson.....Sarah K. Hodgson Radio Production Man.....Syd Breese Radio Engineer.....Irwin Inman Polly Pearson.....Allyn Moss Mayor Hannigan.....Richard H. Snider Alexander Colepaugh.....Robert C. Johnston Samuel Groper.....Tom Harner Everett Winters.....George Shumlin Miriam Whitehead.....Mary Mahan Montague Howe.....David W. Hooks

Already signed up for Broadway production in the fall by Jose Ferrer, *Bite the Dust* was given its premiere performance by the Yellow Springs Summer Theater July 30. Ferrer came on later in the week to witness a performance.

The story relates how a family of Blackfoot Indians left their reservation in Montana to lay claim to a small tract of land in a large city, presumably New York, on the strength of old treaties. Not only do they lay claim to a small recreation area known as Indian Park, but they seek removal of two skyscrapers and a church which intrude onto the area they assert belongs to them.

Six Killer is the Indian chief, last leader of his tribe. Spokesman is John, college-bred Indian who is outspoken in his demands, the two forming a vivid contrast between the old and new Indian.

#### Finagling Lawyers

A group of lawyers tries to bribe them out of their demands but the Indians are adamant. At last the Bureau of Indian Affairs recognizes their claim and the curtain falls with the assurance that justice will be dealt them in their claims.

While somewhat of a fantastic impossibility if taken literally, the Indian demands lay the foundation for a story of tolerance among all races, as well as illustrating that minority groups when strengthened by consolidation can often achieve effective results.

The cast is exceptionally large and while the play is basically serious, there are elements of comedy that lift it into lighter veins, combining to make an unusual and interesting offering.

#### Romantic Interest Slight

The play lacks romantic interest, except for such as is slightly cooked up between John and a newspaper writer. Ferrer, however, has already been sitting in with the author in rewriting and revising the story and chances are it will be considerably juiced when it finally lands on a Broadway stage.

Ferrer says it will go into rehearsal Labor Day and will open sometime in October in New York, with him-self in the role of John Onehorse. A. S. Kany.

### New Theater for Albany

NEW YORK, Aug. 9.—Malcolm Atterbury, manager of the Tamarack Playhouse, Lake Pleasant, N. Y., plans to give Albany, N. Y., a new theater this year. Atterbury will recondition an old theater that has been shuttered for years, rename it the Playhouse and put on a group of plays during the winter.

### Paris Actor Turns Producer

PARIS, Aug. 9.—Pierre Blanchar, French movie star, plans turning producer this fall. He will use the Theatre de l'Athenee and will put on plays alternately with the theater's owner, Louis Jouvet.

## Follow-Up Review

### ANNIE GET YOUR GUN

(Reviewed Monday, August 4, 1947)

#### IMPERIAL THEATER

A musical by Herbert and Dorothy Fields. Lyrics and music by Irving Berlin. Staged by Joshua Logan. Sets and lighting, Joe Mielziner. Dances, Helen Tamiris. Costumes, Lucinda Ballard. Orchestra direction, John Passarelli. Company manager, Maurice Winters. Stage manager, Charles Atkins. Press representatives, Michel Mok and Abner Klipstein. Presented by Richard Rodgers and Oscar Hammerstein II.

CAST: Mary Jane Walsh replacing Ethel Merman thru Saturday (16). Remainder of cast as heretofore (see The Billboard, issue May 25, 1946).

It is very seldom that a substitute for a star comes off with an ovation. But same must be conscientiously reported as of Monday (4), when Mary Jane Walsh took over the fem lead chore of *Annie Get Your Gun* from Ethel Merman while the latter takes a two-week vacation. However, Mary Walsh is no ordinary substitute, being considerable of a star on her own account and the possessor of an exceptional set of vocal apparatus—not to mention a canny way with a song. So perhaps the result should surprise no one.

Since *Annie*, after nearly 500 performances, remains one of the town's top sock musicals with no signs of abating b.-o. popularity, there is little for a follow-up review to say, except that the signing, shooting and stepping on the Imperial's stage is as fresh and gay as ever. Ray Middleton still seems a perfect bit of casting as Annie's sharp-shootin' boy friend, Frank Butler. If anything, his performance has aged for the better. His numbers come over in fine style and his thesping chores are head and shoulders above the expected talents of a robust, romantic baritone lead. Marty May is still supplying adequately what odd bits of comedy the script permits and Harry Bellaver's Sitting Bull remains an amusing, if not strictly authentic, papa of the Sioux tribe. Loubov Roudenko and Daniel Nagrin continue to pace-set Helen Tamiris' excellent dance patterns. All in all, the show holds to the tempo that started it off with a bang a year ago last May.

#### Miss Walsh Fills the Bill

To come back to Miss Walsh, since, with the exception of minor bit chores, she is the sole important cast change of the moment, let it be said that her fortnight's stepping into Annie's shoes will do the show no manner of harm. While she follows in general the thesping formula laid down by la Merman, she has her own particular brand of over-the-foots partcularmanship which is exceedingly good to see and hear. She has her own way, too, with a song—and it's a good one. None of the hit tunes of *Annie* lose a thing via her chanting. She fits the role of the pistol-packin'-mama the way she fits her nylons.

It's fortunate that Messrs. Rodgers and Hammerstein had her readied as la Merman's vacation replacement. They could let the star take plenty more time off without incurring any b.-o. jitters. Bob Francis.

## ROUTES Dramatic and Musical

Anna Lucasta (Shubert-Lafayette) Detroit. From Yesterday (Erlanger) Chicago. Carousel (Shubert) Chicago. Call Me Mister (Blackstone) Chicago. Farvey (Opera House) Central City, Colo. I Remember Mama (Geary) San Francisco. Joan of Lorraine, with Sylvia Sidney (Forrest) Philadelphia. Magic Touch (Opera House) Newark, N. J. Oklahoma (National) Washington. Private Lives, with Tallulah Bankhead (Haris) Chicago. Red Mill (Cass) Detroit.

# 64 New Plays Get Tryouts On Silo Cirk

## 5 or More Headed for Stem

(Continued from page 4)

month and next. Last summer offered about 35 tryouts.

Of the scripts tried out this season, at least five—*Heaven Help the An-*

*gels*, *Dear Judas*, *The Lady Maria*, *Almost Faithful* and *Laughter From a Cloud*—appear to be en route to the Stem and 10 others have aroused lively interest among Stem producers. If only part of them make the Stem, the silos will springboard a fat harvest for the Street.

This year's prospects are even more gratifying when compared with the meager barn-to-Broadway results of last summer. The number of tryouts that made the grade after a '46 strawhat tryout can be counted on one hand. By contrast, the strawhats this year have premed a number of ripe possibilities. One of the hottest properties seems to be *Heaven Help the Angels*, with Paul and Grace

Hartman, which has been reported burning up the barn circuit. This musical revue, on the Eddie Dowling-Louis J. Singer fall schedule, has done capacity biz, or close to it, wherever shown.

Another show that has rung the bell with summer audiences is *Laughter From a Cloud*, with Ilka Chase, which has brought in standees. The good reception of *The Lady Maria*, which John Golden plans as a vehicle for Gertrude Lawrence and in which she played the lead at Dennis, Mass., tryout, may bring it to the Stem.

### Gribble Comedy

Harry Wagstaff Gribble's new comedy, *Almost Faithful*, with Dorothy

Donegan and Jane White, bows August 18 at Clinton, Conn., Playhouse, but the producer says win, lose or draw, the show comes in this fall and he has the house for it. Michael Myerberg vows that *Dear Judas*, his controversy-arousing dramatization of the Robinson Jeffers poem, will open at the Mansfield on 47th Street in December.

One of the significant facts about this season's tryouts is the number of top Broadway producers who have been reported interested in strawhat preems. In addition to those already mentioned, such pilots as Jed Harris, the Shuberts and Richard Aldrich have had more than casual looks at plays.

## Box Score on Strawhat Tryouts

(Continued from page 4)

and Susan Douglas, opened July 15 at Woodstock (N. Y.) Playhouse (capacity 540). Most successful week in theater's history. Raised prices for the play to \$3 top, usually \$2.40, and grossed \$6,500. Average gross about half that. Played to practically capacity every night, and standees on Saturday. Also opened July 21 at John Drew Theater, East Hampton, L. I. (capacity 411), selling out three nights; July 28, Cape Theater, Cape May, N. J. (capacity 570, gross \$5,000), doing best week of summer and second best in theater's history, grossing \$3,000; August 4, Tanglewood, Falmouth, Mass. (capacity 380). Play is optioned by Milton Barron and Jerome Mayer, who reportedly hope to take it on road this fall and winter and bring it to Broadway after tour.

*Make Me a New World*, farce by Sam F. Hoffman, opened July 22 at Norfolk (Va.) Naval Base.

*Mirror, Mirror*, (formerly called *Age of Miracles*), play by George Oppenheim, opened August 4 at Martha's Vineyard Playhouse, Oak Bluffs, Mass. (capacity 380), also opens August 11 at Tanglewood, Falmouth, Mass. (capacity 380).

*Moby Dick*, new dramatization by R. D. Wilson of the Herman Melville novel, opened at Straight Wharf, Nantucket Island, Mass. (rep company, capacity 206). First couple of nights sellouts. Warner Bros. and Universal have asked for the script.

*Monday Man, The*, psycho-melodrama by Johnny Gerstadt and James Lee, opened July 21 at Tanglewood, Falmouth, Mass. (capacity 380). Had fair houses. Elliott Nugent reportedly trying to work out a pic deal.

*Music in the Distance*, play by Patterson Greene, opened June 23 at Yardley (Pa.) Theater (capacity 320, gross \$3,000). Took in about \$1,500. Jessie Royce Landis and Irving Cooper testing it.

*My Fair Lady*, play by Otis Bigelow, opened July 15 at Red Barn Theater, Westboro, Mass. (capacity 300, gross \$2,200). Sold out almost every night. John C. Wilson interested in it and is sponsoring September 1 showing at Westport (Conn.) Country Playhouse. Author has been signed by Warner Bros. as result of the play.

*O Smothering Sea*, play by R. D. Wilson, opened July 28 at Straight Wharf, Nantucket Island, Mass. (rep company, capacity 206). Played to three-quarter full house.

*Painted Wagon, The*, drama by Philip Huston and Elizabeth Good-year, tryout July 27 at White Barn Theater, Westport, Conn. (capacity 150). Announcement has been made that fall Stem appearance is planned, with Canada Lee and Huston producing. Reported Warner Bros. interest.

*Pink String and Sealing Wax*, American premiere of comedy-melodrama by Roland Pertwee which debbed in London three years ago and ran for a year and a half, opened July 9 at Eagles Mere (Pa.) Playhouse (capacity 300, gross \$1,200). Played to half-full house. Scheduled to get another showing starting August 18 at John Drew Theater, East Hampton, L. I. Shubert reportedly caught play at Eagles Mere and rumored to have optioned it.

*Portrait of Irish*, play of Ronald Alexander, opened July 8 at Sea Cliff (L. I.) Theater (capacity 600, gross \$7,000). Grossed \$1,700. Twenty Century-Fox has asked for script. Probable rewrite.

*Sunset Heyday*, comedy by M. G. Fawcett, opened July 18 at Straight Wharf, Nantucket Island, Mass. (rep company, capacity 206). Has been selling out consistently.

*Shape of Things, The*, revue by Lew Kessler, James Shelton and others, with George Hall and Bibi Osterwald, opened July 28 at John Drew Theater, East Hampton, L. I. (capacity 411). Selling out every night. Legit producers reportedly interested.

*So Small a Worm*, comedy by Richard Maloy, opened July 21 at Clinton (Conn.) Playhouse (capacity 528, gross \$4,500). Played to three-quarter houses. Play is being rewritten partially. Eddie Dowling, Jed Harris and Paramount pix interested. Jules Ziegler, of General Artists Corporation, working on it.

*Strawberries in January*, farce comedy by Charlotte Buchwald, with Constance Dowling, opened July 21 at Chapel Playhouse, Guilford, Conn. Played to three-quarter capacity first part of week and full houses two nights; second best gross of season. Firth Shepard has optioned it for London. Some rewriting probable.

*Summer and Smoke*, play by Tennessee Williams, opened July 8 at Theater '47, Dallas, Tex. (rep). Not coming to New York immediately, altho it got good reaction.

*This Is It*, revue by Marvin Segal, Joan Laskoff, Jack Ross and Barry Brenton, opened July 29 at Bolton Landing (N. Y.) Summer Theater.

*Through a Glass Darkly*, play by Tedwell Chapman, opened June 30 at Lakewood Theater, Skowhegan, Me. (capacity 1,070, gross \$5,000-\$6,000). Did under average week. Optioned by Ben Boyar and Louis Heyman, who report that the play is being rewritten and that

possibility of bringing it to Broadway in fall depends upon the rewrite.

*Trial Honeymoon*, comedy by Conrad Smith, opened June 24 at Greenbush Theater, Blauvelt, N. Y. (capacity 300, gross \$2,200.) Play grossed about \$680, but was brought back starting August 5 and is playing almost capacity. Producer Harry Rosen plans to open it in San Francisco end of October and bring it to Broadway not later than early December. Reports he has some backing.

*Willow Branches*, play by Larry Dugan, opened August 6 at Eagles Mere (Pa.) Playhouse (capacity 300, gross \$1,200). Got the usual heavy advance for a tryout.

### Scheduled Upcoming Tryouts

*All for Hecuba*, play by Elwyn Dearborn and Betty Jo Weaver, opening August 12 at Greenwood Garden Playhouse, Peaks Island, Me. Miriam Hopkins and Gloria Swanson reportedly will take a look at it.

*Almost Faithful*, comedy by Harry Wagstaff Gribble, with Dorothy Donegan and Jane White, opening August 18 at Clinton (Conn.) Playhouse. Gribble plans to bring the show in right after Labor Day no matter how it goes in its tryout and claims to have the theater for it.

*Beloved*, a mystery by Jay Victor, will get tryout August 17 at White Barn Theater, Westport, Conn.

*Black Eye, The*, a comedy by James Bridie, produced a dozen years ago in London and tried out last summer at Westchester Playhouse, Mount Kisco, N. Y., opening September 1 at New England Mutual Hall, Boston.

*Cadenza*, play with music by Holland Dills, opening in November at Hedgerow Theater, Moylan, Pa.

*Cloak, The*, by Arthur Lithgow, opening August 13 at Yellow Springs (O.) Summer Theater.

*Command Decision*, play by William Wister Haines, opening September 19 at McCarter Theater, Princeton, N. J. Producer Kermit Bloomgarden taking it September 27 week to Ford's Theater, Baltimore, and October 1 opening at Fulton Theater, New York.

*County Heir, The*, by William Corington, opening September 8 at Chapel Theater, Great Neck, L. I.

*Copy of Madame Aupic, A*, comedy by Gian-Carlo Menotti, with Olga Baclanova and Thomas Beck, opening August 27. Arthur has already done some rewrite on the play, which is optioned by Producer Louis Townsend. Reservations are being made far in advance, very unusual for this spot.

*Death of a Rat*, drama by Jande Hartog, opening September 8 at Westport (Conn.) Country Playhouse. Theater Guild has this booked already for September 18-20, Providence, R. I., and the weeks of September 22 and 29 at Boston.

*Does the Lady Yield?* comedy-drama by Eugene Lerner, opening August 12 at Cragmoor (N. Y.) Theater. Morton Dacosta has the option and some of the backing. If all goes well, he plans to bring the show to Broadway in the fall.

*Harvest of Years*, by Dewitt Bodeen, opening August 18 at Tanglewood, Falmouth, Mass., and August 25 at Martha's Vineyard Playhouse, Oak Bluffs, Mass.

*House on the Hill, The*, tryout this month, date unset, at White Barn Theater, Westport, Conn.

*Inherit the Wind*, by Herbert Kubley and Waldemar Hansen, opening September 1 at Chapel Theater, Great Neck, L. I. Barry Hyams had this play for a year, then Crest Pier, Wildwood Crest, N. J., got it.

*Lady and the Tiger, The*, play by Michael Robinson, opening August 18 at Clinton (N. Y.) Music Hall.

*My Love Only*, comedy by Margaret Hill, opening August 15 at Tamarack Playhouse, Lake Pleasant, N. Y. Twentieth Century-Fox, Columbia and possibly Selznick interested.

*No Room At the Inn*, with Judith Evelyn, opening September 1 at Westport (Conn.) Country Playhouse. Theater Guild tryout.

*Once Upon a Holiday*, musical with Franz Listz's music, book by Robert Champlain, lyrics by Ethel Jacobson and musical arrangements by Walter Hendel, opening August 18 at Chapel Playhouse, Guilford, Conn. Producer Lewis Harmon has the option.

*Profile*, one-set comedy by Charles and Michael Robinson, with Faye Emerson and Cora Witherspoon, opening August 11 at Cape Playhouse, Dennis, Mass. Max Gordon reportedly interested. If it goes okay, Richard Aldrich may bring it to Broadway.

*Quicksand*, psycho-murder play by Conrad Smith, opening August 12 at Greenbush Theater, Blauvelt, N. Y.

*Shining Threshold*, by Rowland V. Lee, opening August 25 at Martha's Vineyard Playhouse, Oak Bluffs, Mass.

*Skull Beneath the Skin, The*, by Richard Carlson, with Fay Bainter, opening August 18 at Westport (Conn.) Country Playhouse. Owned by John C. Wilson and if it stacks up well, he will probably do it at once on Broadway.

*St. Charles*, play based on the life story of Charles and Mary Lamb, fall possibility at Hedgerow Theater, Moylan, Pa.



## Burlesque

By UNO

N. S. BARGER, Chicago house and show operator, in Manhattan on a pic-buying visit, reports burly is still nil in Chi and can't come back while stagehands' and musicians' and even janitors' wages remain so high. He says the Rialto's present policy of pix won't change. . . . Abe Sher, whistler, is back after five years of foreign tours with USO shows. . . . Gloria Glad opened at the Palace, Buffalo, August 15 thru Milt Schuster. . . . Gayety, Detroit, dark for 10 years, resumes with Midwest Circuit shows in October. About 50G will be spent by Clamage and Rothstein, lessees, in redecoration and renovation of the Avenue, the other burly house in Detroit. It will continue to play stock instead of the road shows which tenanted the house in recent years. . . . New Hirst Circuit arrangement for singers and producers the coming season has the talent switching to a different house every four weeks. . . . Slim Kerns, currently in vaude with the team of Long and Short, is planning a burly return for 1947-'48. . . . Fields and George, comics, will close at the Burbank, Los Angeles, in four weeks. Don Lamont is the new house singer; Victor and Yvonne the new dance team.

EVELYN TAYLOR closed a week's engagement dancing for a carnival and fair at Selig's Grove, Pa., thru Max Richards office. She opens August 15 for a return to the Hirst wheel in a featured spot. Dorothy Kerr, Evelyn's mother and constant chaperone, is of the former wire act, the Three Kerrs. The daughter is one of five children, two others of whom were billed as the Mayo Sisters. . . . Dawn Brothers, whistlers, opened August 8 for 12 weeks at the Tivoli, in Sydney, Australia, with the Bob Barre Star Dusters Revue. . . . Many burly old-timers attended the funerals last week of Charlie Burns and Irving Gold, comics on the former big circuits in their burly days and more recently talkers for outdoor shows. . . . Pearce Bradley, of the Avenue, Detroit, took a week off to work on the S. S. Western States for the Jam Handy org. . . . Burke and Berkeley, comic team, have joined the stock at the Empress, Detroit. . . . Jack Beck's latest placements: Roxy, Cleveland, August 8 week—Nappi Swank, newcomer from the Coast, featured; Billy Ainslee, Ray Kolb, Frank Smith, Ronnie Sterling, LaVodis and Roxie Starr. August 15, Florette, Globe, Atlantic City; August 10 week—Harry Conley, Hank Henry, Danny Jacobs, James Cavanaugh, Kennett and Zoyia, Chloe, Skeeter Rhythm, Dottie Denke and Gloria Lee, featured; August 17, Mary Welsh, Rosemarie King and Marie Cord, featured, and August 24, Anita Marie, featured.

## WALKATHON

OPENING

FRIDAY, AUG. 29

WEST LAKE PARK

St. Louis County, Mo.

CONTESTANTS—HELP WANTED

Up to \$1,500.00 in Cash Prizes

Good Sponsors Already Signed Up

WIRE OR WRITE

LEFTY LEHMAN or MOON MULLINS

3301 Olive St. St. Louis, Mo.

Care of New Plaza Hotel

## Band Concerts in Canton, O., B. R.'ed by Tootlers' Union

CANTON, O., Aug. 9.—There's music in the air in Canton's \$2,000,000 park system this summer for the first time in five years as two Canton bands alternate in a series of 10 Wednesday night concerts underwritten by the American Federation of Musicians (AFM) and the Canton Park Board. The union has appropriated \$6,500 from a fund built up mostly from recording royalties. The park board has augmented this by \$1,000.

The park concerts are being presented by the 35-piece Thayer Military Band, 53-year-old independent org, and the 40-piece band of the Canton American Legion Post, second-place winners in the national Le-

## Liberace, 88'er, Has Own Waxery

CHICAGO, Aug. 9.—Liberace, currently at the Palmer House here, this week started his own diskery when he received his first shipment of his own Souvenir label platters. The 88'er, who features his own \$25,000 piano, is releasing a two-12-inch record album featuring his own interpretation of "Boogie Woogie, Warsaw Concerto, Ritual Fire Dance and Beggin the Beguine. Liberace plans to market the album thru one major retailer in each town he works. The album, which will retail for \$5, is personally autographed and Liberace's first order was for 5,000.

The youthful pianist also worked out a deal this week via trans-Atlantic phone with Producer Merriell Abbott, booker for the Hilton chain, to start a two-year tour of Hilton hostels, beginning in March. Deal was worked out to play lengthy engagements in each of the hotels so that Liberace can avoid too many payments of the \$1,000 fee to move his oversized grand.

ton convention films. In the evening, dinner at the Kenton Country Club was followed by a seven-act program in Egyptian Hall, featuring Joe Fleckenstein, emcee; Reeder Hutchinson, E. J. Moore, Elmer Eckam, Ed Fanley, Al Saal, Dr. Ritchey, Al Saal Jr. and Tom Down. Bob Nelson's magic gang from Columbus, O., made the trip in a chartered Greyhound bus, complete with portable bar and everything. . . . C. Thomas Magrum, still vacationing in his native Rock Island, Ill., before the start of his regular fall season in September, spent several days recently with Harry Blackstone and the latter's son, Harry Jr., in Davenport, Ia., where Harry Sr. was taking treatment for his throat at the Palmer Clinic. Blackstone has since headed for his headquarters in Colon, Mich., to ready for the new season which is slated to get under way in Buffalo August 20. . . . Hudson the Magician, of Chicago, is drawing lots of attention with a new flower and silk production which he is presenting on a massive scale. . . . Eddie Freeman, up-and-coming comedy magician, was one of the hits of the Quad City Society of Magicians' annual picnic held recently at Moline, Ill. . . . Art Sievring, vent, is keeping busy on dates within a 100-mile radius of Springfield, Ill. . . . A Nugent Jr., of Richmond, Va., who is said to have one of the largest handcuff collections in the world, infos that he's preparing a book on the cuffs and leg irons for early publication. At least 20 pieces in the Nugent collection were purchased from the late Hardeen and were used by him or his brother, Houdini.

gion band contest at Los Angeles last year.

Also financed by the union donation are three concerts by Ralph Shanks' 25-piece orchestra at the Massillon State Hospital, the Stark County Home and Molly Stark Sanatorium, and three programs by the 60-piece Canton Symphony Orchestra directed by Richard W. Oppenheim. Attendance at the park concerts given so far has averaged 3,000.

## 37 Producers Back Actors Equity Stand On Jim Crow Issue

(Continued from page 43)

request it. According to James F. Reilly, LNYT executive director, a general session will be held next Thursday (14) at the Hotel Astor and will be devoted entirely to the Jim Crow issue. Reilly maintained that only 24 of those who signed the statement were League members.

Considerable confusion was thrown into the League-Equity picture when it became known Monday (4) that both Actors' and Chorus Equity had notified the State mediation board and the U. S. Conciliation Service last week that they had been unable to reach an agreement with the League. This was widely interpreted as a strike threat, but was merely adherence by the union to the Taft-Hartley Law, which requires that the party (union or employer) seeking to end or alter a fact must notify the federal and State mediation and conciliation services within 30 days after serving written notice of such intention upon the other party (*The Billboard*, July 26). This procedure was outlined to all unions in a letter sent out July 7 by Frederick H. Bullen, executive secretary of the New York State Board of Mediation.

### Following T-H Rules

When queried, Reilly stated that he considered Equity's filing as simply following the provision of the T-H law and that the formal acknowledgment of this filing which he had received from the State board seemed to bear this out.

Altho the League rejected the first Equity demand for the anti-Jim Crow clause, it has since reportedly expressed willingness to agree to such a clause if the effective date is August 1, 1948. In a statement issued Tuesday (5), Paul Dullzell, executive secretary of Actors' Equity, rejected this proposal and said that "since the League expresses its sympathy with our ideals, principles and objectives, Equity asks the League to agree to go along with us in our efforts to eliminate discrimination in the legitimate theaters of Washington and to give us their moral and financial support so that we can jointly achieve our objective."

The next meeting between Equity and the League will be held Monday (11) and will cover both Actors' and Chorus Equity issues. It is known definitely that even if the Jim Crow problem is settled, other stumbling blocks still exist, notably the Chorus Equity economic issue.

### Warners Sign Danny Kaye

NEW YORK, Aug. 9. — Danny Kaye, who records for Decca, will switch from Sam Goldwyn to Warner Bros. under terms of a new five-year pact reported to have been set this week. Sylvia Fine (Mrs. Kaye), who writes most of the singer's special material, will be associated with Kaye at Warners. Studio plans to continue using Kaye in musicals, with the singer's future diskings also tying in with his film work.

## Magic

By Bill Sachs

DELL O'DELL and Charles Carrer, after two weeks at the Silver Frolics, Chicago, where their work attracted numerous word-poses from local newspaper critics, returned August 4 to the Chez Ami, Buffalo, for two weeks with options. This will be followed with a return to Alpine Village, Cleveland, and a possible repeater at the Lookout House, Covington, Ky. They are set for December at the Henry Grady Hotel, Atlanta, another return engagement. Writing from the Windy City, Dell O'Dell revives the old idea of a joint SAM-IBM convention. She says, in part: "We took in the recent Society of American Magicians' Convention in Chicago, and it was swell. We would have liked to have taken in the International Brotherhood of Magicians' Convention in Pittsburgh, too, but, like many others, we can't just sit out the two weeks or so between the SAM and IBM conclaves. Now, can't you once again campaign for these two conventions to be held together in the same city for a week? The SAM could have its three days and the IBM could follow with the next three, and most all magicians could take off a week and take in both meets at the same time. Then folks could really get acquainted, visit with old friends and have more time to see what the dealers have to offer. I would like to get this idea to all my friends and if we all pull for it I believe it could be done. Many dealers, too, can only go to one of the conventions under the present arrangement. I hope you will again work on this and ask for letters to go to both societies. I know that about 99 out of 100 who I talk with are for one joint convention." . . . Wassaw the Magician (Bill Stiles) has been forced by a throat infection to quit the Bailey Bros.' Circus, where he did his Punch and magic and handled the inside lectures, and has gone to his home in White Bluff, Tenn., for a rest. He expects to resume around the middle of August, working private clubs and Legion posts in the Southern territory.

BOB AND TOM DOWD, gentlemen farmers-magicians of Magic Meadows, Kenton, O., played hosts to a large group of magi at an open-house party Saturday, August 2. Scene of the festivities was the late W. W. Durbin's well-known magic shrine, Egyptian Hall, which the Dowd boys several years ago moved, intact, from the heart of Kenton to their Magic Meadows farm. Saturday afternoon was given over to refreshments, inspection of Egyptian Hall and its large collection of magic photos and paper, an informal program emceed by Norm Cummins, and a showing of the 1927 IBM Ken-

## STRIPS

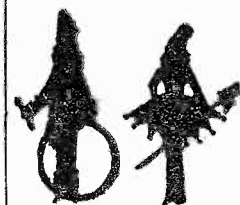
WANTED FOR THE  
FLAMINGO—SILVER PALM—SO-HO  
TROCADERO—AND OTHER  
CHICAGO CLUBS.

BILL MATHEWS AGENCY

Suite 400, 54 W. Randolph St.  
Dear. 3031 CHICAGO, ILL.

### COSTUMES

Rented, Sold or  
Made to Order  
for all occasions.  
Custom Made GIFTS.  
Send 25¢ for Sequin  
and Net Hair Orna-  
ment and receive  
Circulars FREE  
THE COSTUMER  
238 State St., Dept. 2  
Schenectady 5, N. Y.



### SILK OPERA HOSE

Ballet pink or nude, \$4.95. Elastic net tights, \$7.50. Elastic net opera hose, \$4.95. Black, sultan or white elastic elbow length mitts, \$1.35. Chorus or strip net pants, \$1.35. Bras, 75¢. Rhinestoned G-Strings, \$10.00. Other items.

C. GUYETTE

346 W. 45th St., New York 19, N. Y.  
Tel. CI-cle 6-4137

## THE FINAL CURTAIN

**BATH**—Richard G., 49, vice-president and general manager of Station WKNE, Keene, N. H., August 3 in that city. Survived by his widow, Marion, and son, Richard.

**BOE**—Mary Ann, 77, oldest member of the Missouri Show Women's Club, recently in St. Louis. Survivors include a daughter, Peggy, the wife of Frank Grimm, concessionaire. Burial in Calvary Cemetery, St. Louis.

**BROWN**—Thomas S., 74, formerly with the Walter L. Main and the Barnum & Bailey circuses, August 2 at Trumbull, O. Survived by his widow and a sister.

**BROWNING**—Harry G., 84, former actor, July 21 in Portland, Me. He played the lead in *The Old Homestead* and appeared with stars Olga Nethersole and E. S. Willard. Survived by his daughter.

**CLEGG**—Valce V., 59, legit and film actor, July 29 in Hollywood.

**COLLINGS**—Mrs. Carolina, 70, concert pianist, July 30 in Philadelphia.

**CORNELL**—John, 32, radio announcer, July 29 in New York of bullet wounds which police say were self-inflicted. He had been an announcer on *Just Plain Bill*, over NBC, and a newscaster on Station WOR.

**DE LEON**—Walter, 63, former vaudeville and musical comedy entertainer and recently a screen writer, August 1 in Hollywood. He and his wife, Mary Davies, toured the Orpheum Circuit as the team of De Leon and Davies. Besides his widow, he leaves a daughter, Mrs. Edwina Parker.

**DI GIROLAMO**—Mrs. Ann Meale, pianist, composer and music teacher in Cincinnati for 26 years, August 6 at her home in that city. Survived by her husband, a brother and two sisters. Burial in St. Joseph Cemetery, Cincinnati.

**ETHEREDGE** — William C., 53, chief engineer at Station WFBC, Greenville, S. C., and a pioneer radio engineer in the Southeast, July 31 in Greenville. Etheredge installed the first three commercial radio stations in South Carolina: WSPA, Spartanburg; WIS, Columbia, and WCSC, Charleston, serving on each as chief engineer for a time. He installed WFBC's 5,000-watt transmitter, the first of that power in the State. Etheredge also built and raced midget autos. Surviving are his widow and a daughter.

**EWART**—Frances A., wife of H. E. Ewart, Long Beach, Calif., ride manufacturer, in an auto accident near Huntington Beach, Calif., July 29. Burial in Hollywood Cemetery, Long Beach, August 1.

**FARGEL**—Henry G., 52, managing director of Broadway Association, Inc., August 3 in Jersey City, N. J. He formerly had been public relations counsel to the Hotel Astor. His mother, Sophia, and two sisters, Anne and Augusta, survive. Burial in Flower Hill Cemetery, Jersey City.

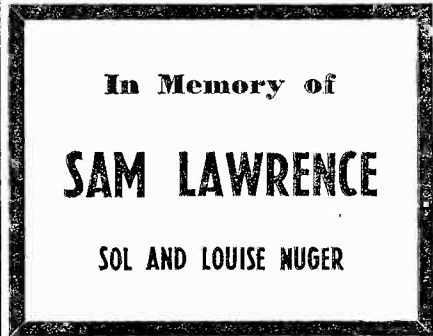
**HEARNS**—Charles H., 47, owner of a traveling arcade for carnivals and fairs, August 6 in Boston. His death was a result of an automobile accident two weeks ago. His widow, Marion, and son, Charles H. Jr., survive.

**JOB**—Thomas, 46, playwright and former associate professor at Yale University and Carnegie Institute of Technology, July 31 in Santa Monica, Calif. He wrote, among other plays, *Giants in the Earth*, *Uncle Harry*, *Therese*, *Burchester Towers* and *Dawn in Lyonesse*. He was working for Warner Bros.' pictures when he

died and had written the screen play of *The Two Mrs. Carralls*. A native of Wales, he became an American citizen in 1940. Survivors are his widow, Mrs. Edith Robinson Job; a son, Thomas M., and a daughter, Ann B.

**KENNEDY**—James V., 65, former roper, trick and bronk rider of the Kennedy Bros., Young Buffalo, and 101 Ranch Wild West shows, and the Charles Irvin Rodeo, July 28 in Bloomington, Ill. He retired from show business in 1917.

**LANCASTER**—Tom, 74, former vaude blackface comedian, August 4 in Philadelphia. The past 16 years he had been associated with the Wilmington Playhouse in Delaware.



**LEE**—John H., 60, former vaude performer and general manager of Station WHAM, Rochester, N. Y., August 5 in that city. Since 1925 he had been a writer, producer and actor with various stations.

**LOVE**—Bonnie, 45, high diver, in Washington State August 1. She had been featured on the C. A. Wortham, Morris & Castle and Rubin & Cherry shows. Among the survivors is Mrs. G. L. (Mike) Wright, of Chicago, a sister.

**MOORE**—Charles D., 57, manager of All-Iowa Fair, Cedar Rapids, August 6 in that city. (Details in the Fair Section.)

**MORELAND**—George, 84, a night watchman with the Main Wagon Circus before the turn of the century, August 1 at Lima (O.) State Hospital.

**OGDEN** — Richard, 34, former theater director, August 5 in Santa Monica, Calif.

**REDMOND** — John, 42, division manager of RKO Theaters in Minnesota, Nebraska and Iowa, August 4 at his home in Minneapolis. He came to the Twin Cities eight years ago from California. His widow and an 11-year-old daughter survive.

**RUSSO**—Francis A., 61, the past 10 years director of the Ford Motor Company String Band, suddenly in Detroit August 1. Russo was first violinist at the old Temple Theater in Detroit and later became conductor of the orchestra. He also conducted the orchestra at the old Colonial Theater for 10 years. Survived by his widow and daughter. Burial in Roselawn Cemetery, Detroit.

**TOMLINSON**—Harry, 64, concessionaire at Seaside Park and Boston Avenue, Bridgeport, Conn., for over 30 years, recently in that city. Burial in Park Cemetery, Bridgeport.

**WHITE**—James M., 49, general agent of the 20th Century, Anderson Greater and Elite shows the past 10 years, in Girard, Kan., July 31. Survived by his widow, Mary, who has the girl show on the J. J. Page Shows, and a daughter, Georgia. Burial in Woodland Cemetery, Des Moines.

**WILKEN**—William E., 67, theatrical publicity man and business manager, August 7 in Logansport, Ind.

He spent many years as advance man for roadshows. Two daughters, Mrs. Mary Louise Johannsen and Sister Mary Lourdes, survive.

## Marriages

**BROGAN-CROSBY**—Ronald Brogan, legit, radio and film actor, and Dorothy Crosby, executive secretary of McCann-Erickson, August 8 in Mount Vernon, N. Y.

**KURTZ-APGOOD** — Sam Kurtz, assistant conductor of the Army Air Forces Band and composer of *Bolero Non*, and Mrs. Pat Apgood, Southern district manager of Mills Music, Inc., July 13 at Bolling Field, Washington.

**LONG-ANGELUS** — Jesse Long, legit general manager, and Mrs. Blanche Angelus, July 31 in New York.

**MacDONALD-HENDERSON**—Mac MacDonald, superintendent of elephants on the Bailey Bros.' Circus, and Peggy Henderson, of the Henderson juggling and acrobatic troupe with the circus, July 25 in Elkton, Md.

**MASSEY-TAYLOR**—Murray Massey, contact staffer for Mayfair Music, and Myra Taylor, Powers model, in New York August 7.

**MEDINI-BOGINO**—Bruno Medini and Nela Bogino, both members of the Ringling Bros. and Barnum & Bailey Circus, in Chicago recently.

**MURAD-AMICO** — Jerry Murad, leader of the *Harmonicats*, and Camille Amico, July 30 in Chicago.

## Births

A son to Mr. and Mrs. John Christ July 26 in Los Angeles. Father is a radio producer.

A son to Mr. and Mrs. Clark Chesney July 31 in New York. Father is an actor and mother is Kathryn Warren, actress.

A son to Mr. and Mrs. Nat Fass recently in New York. Father is with Capitol Music there.

A son, Richard Vernon, to Mr. and Mrs. Bob Bailey July 30 in Reid Barnett Hospital, Arkadelphia, Ark. Father is with Capell Bros.' Shows.

A son to Mr. and Mrs. Zack Hill July 30 in Detroit. Father is an announcer at WWJ, Detroit.

A daughter, Linda Anne, to Mr. and Mrs. Tommy Sika July 25 in Sarasota, Fla. Parents are with the Ringling - Barnum circus, mother being the former Mildred Millette, aerialist with R-B.

## Divorces

John Barry, Broadway singer, from Ella Yeager Jones, non-pro, in Jacksonville, Fla., August 7.

## STIX TO SEE ICER

(Continued from page 38)

four principals, and pay for the scenery and rehearsal tabs.

Concert hall bookings will get an 80-minute tabloid version, with the band available for dancing afterwards. A full production will be provided for theater dates. The first of which is tentatively set for Baltimore November 19. The show will operate on about a 6G weekly nut.

Already cast in principal roles are Dolores, Jimmy McMillan and the Gene Sedric ork (6).

## New Season Finds Acts Behind 8-Ball

(Continued from page 38)

fices want to jam down their throats. They're in business to make a buck and not to spend it on building somebody else's properties. "If there's any building to be done, let the agents do it. They own the act, let 'em spend. We gotta get in enough money every week to pay the rent."

Where the seasonal areas like Miami and Saratoga are concerned, agents say they can see where ops can't afford to take a chance with anything. They have to get the boff names to get the biz and at the same time have to fight off competition.

### Competition Makes Trouble

"It is this competition angle," said one percenter, "that has us on the ropes." A spot like Miami with two major cafes fighting each other for top names is a dead duck for the smallies. The only time an average act can find work there is in the off season. New York, with about four niteries battling each other, gives the smallie a somewhat better break. Baltimore, with two clubs going, will use small and standard fare in the summer but the rest of the year both joints want almost guaranteed box office. Chicago, the Rio Cabana out of the running, still has the Chez and the Latin Quarter bidding for them. Like other cities, both clubs want the top only.

Philadelphia is about the only city left which has only one cafe going. The rest are either small buyers or have shuttered. But because it has only one club, the Latin Casino, Harry Stienman and Jack Lynch can demand the best or the act just doesn't have another place in town to work.

All this leaves the run-of-the-mill act, which is trying to move up, right behind the black ball. Agents say they can't do anything. Buyers aren't interested and the actor has to eat. Instead of a big season, trade sources, expect this one will give names more dough than ever before and the smallies less than they've had in the past two years.

## MUSIC HALL 150G

(Continued from page 38)

George M. Cohan Jr., Jean Carroll, John and Rene Arnaut; Andre, Adree and Bonnie; Lathrop and Lee, Carlton Emmy, and *Dishonored Lady*.

Capitol (4,627 seats; average \$72,000) hit the house average in its third week with \$72,000 after a sensational attendance-record \$114,000 opener and a pretty good \$93,000 middle stanza. Triple-period total was a handy \$279,000 with Tony and Sally DeMarco, Ted Straeter ork, Paul Winchell, Charles Trenet, and *The Hucksters*.

Paramount (3,654 seats; average \$85,000) equaled its third stanza's weak \$60,000 for the final week of Phil Spitalny's all-girl band, Elizabeth Talbot-Martin, and *The Perils of Pauline*. The run grossed \$285,000. New bill (reviewed this issue) has Carmen Cavallaro and ork, Paul and Eva Reyes, Nelson, and *Welcome Stranger*.

Strand (2,700 seats; average \$40,000) remained above the par figure for the third period with \$43,000 following a \$50,000 take the second week and a \$65,000 opener. The 21 days of the Freddy Martin band, Artie Dann; Jean, Jack and Judy, and *Cry Wolf* was credited with \$158,000, which breaks down to \$10,000 per week above normal for the theater. New bill has no stage show.



# FALL BIZ LOOKS PROMISING

## Capable Ops Will Get It

Survivors of disastrous spring find industry humming, crop situation good

(Continued from page 3)

ing exhibitions designed to attract the young and the old of the urban and suburban populace, as they know the bank balances are still amazingly large and that there is plenty of reserve cash around for spending, even in the industrial areas where strikes were in vogue last spring.

Circuses head for the same regions as the carnivals in the fall—eyeing the harvest cash of the West and Southwest, the cotton and tobacco of the South, and the industrialized areas of Dixie that are turning out textiles on a 12 months a year basis.

### Heat Saves Corn Crop

Early this month Old Sol poked his noggin out and turned on the steam full blast to save the corn crop in the Midwest, and while it was so hot for a few days that it kicked outdoor showbiz around in a lusty fashion, the corn was saved along with tomatoes and sugar beets. Grain had matured and was being harvested when the heat wave hit, so the farmers are quite happy. That means the carnivals and circuses have something to shoot for when they train their publicity guns on that territory.

The industrial situation apparently is well ironed out for the time being. Practically all heavy industries are working, and paying off well enough so the folks have a few extra bobs for entertainment in addition to the family upkeep and the beer.

### Ride, Show Season

There is still a decided tendency toward glorifying the fair industry, and the intelligent managers, even those handling the small annuals in the rural communities, are bending every effort to justify their existence with educational features designed to solidify their positions. This makes it better for the carnivals, particularly those with rides and shows strong enough to carry the burden when the heat is poured on the concessions. There has been a growing tendency, particularly in the Midwest, on the part of law agencies to put the heat on concessions, but this department becomes of less importance when the lines form at the ticket wickets for the rides and shows.

Park operators have taken the worst over-all beating in the general recession, which has been noticeable in all branches even when weather has been favorable. The same lousy weather that handcuffed the tented attractions in the spring made it rough for the parkies, and the heat waves benefited only those parked alongside the beaches. The picnic season is still in full swing, and the parkmen have the lengthy Labor Day week-end to look forward to.

All in all, outdoor show business hasn't had any bed of roses this year, but the homestretch can send most of them to the barn with winnings.

## Danville Proves Gold Mine for All Accepting American Money

DANVILLE, Ill., Aug. 9.—All types of outdoor showmen and concessionaires who labor for the purpose of collecting American money got their share at the Eastern Illinois Fair which closed here Sunday (3), according to R. D. (Duke) Molesworth, secretary-manager.

Last year the event was introduced here as the Illinois-Indiana Exposition, and it was anything but a general success. This season the exposition was merged with the Vermillion County Fair, a heavy publicity and advertising campaign was intelligently handled, and its success was considered phenomenal in view of the fact that some annuals apparently are feeling a bit of business recession.

Hennies Bros.' Shows, on the midway, played both years and reported a 50 per cent increase of business—making it a very gratifying week for all concerned.

The Ernie A. Young Revue was presented in front of the grandstand and Friday (1) it drew more people than it did during the entire engagement in 1946. In fact, Molesworth reported that receipts for Young's show were up a cool 500 per cent, making it a profitable venture.

Automobile races presented the final afternoon by the National Speedways (Al Sweeney and Gaylord White) drew a capacity grandstand

and extra chairs were placed in the paddock at \$1.20 a clatter. The auto race drew despite the fact the fair management allowed stock exhibitors to move Friday night and it seemed that every farmer in the territory knew about it in nothing flat. This definitely hurt the outside gate Saturday and Sunday, and other attractions suffered along with it.

## Shortages Fail To Curtail All European Fairs

WASHINGTON, Aug. 9.—Despite shortages of all kinds, foreign countries are continuing to push plans for international fairs, with two more prospective exhibitions added to the list this week compiled by the Department of Agriculture.

Florence, Italy, has set September 25 for the opening of its National Artisan Show, which will feature handicraft articles. Cairo, Egypt, will resume its annual Agricultural and Industrial Exhibition February 15, 1948, after a lapse of 12 years.

Three international fairs running in recent weeks attracted a large number of American visitors. More than 200 American firms were represented at the huge Paris Internationale Sample Fair held in the French city recently. More than 8,000 different exhibitors were on hand.

Another Sample Fair held at Valencia, Spain, in June, drew 36 American participants, with autos and radios furnishing the main attractions. The Bavarian Export Show, now underway in Munich, has spread to 7,500 square meters, according to the Commerce Department, with the largest display being devoted to intricate mechanical toys.

## Dixon's Trained Seal Shot in Angola, Ind.

ANGOLA, Ind., Aug. 9.—Charles Dixon's trained seal, Bobby, was shot here by Game Warden Floyd Delancy.

According to Dixon, he, together with his wife, had come to Silver Lake where the animal was to perform with the Buck Lake Ranch Shows. In accordance with his usual custom, he said, he turned the animal loose to swim in Silver Lake. When it failed to return promptly as usual when called by name, Dixon spent some time trying to recapture it. He said at one time he approached it and petted it but that it was not usual to force its capture as that would make it impossible thereafter to secure it easily.

The search was renewed early the next day by Dixon and a number of people in the vicinity. Eventually Delancy brought in the animal saying he shot it because of damage being wrought to the fish in the lake and because people about the lake became frightened and felt it was a menace.

## Conn. 'Marking' Law Shows Teeth

MIDDLETOWN, Conn., Aug. 9.—Circus and carnival advance men should take cognizance of the law in Connecticut which forbids making markings on public utilities poles and signs without permission.

Two circus men recently found the law has teeth. Thomas A. Dugan, advance man for Hunt Bros.' Circus was held in \$100 bond here, charged with making "wrongful markings" on public utilities properties. Dugan is alleged to have blazed a trail for the circus from Guilford, Conn., to Middletown.

Ben Thomas, advance man for Bailey Bros.' Circus, recently was nabbed by Connecticut State Troopers on a similar charge and his bond of \$100 was declared forfeited when he failed to appear for a hearing before a Hartford judge.

## Waterbury, Conn., Okay For Hunt; Somers Feted

WATERBURY, Conn., Aug. 9.—Hunt Bros.' Circus played to profitable business here Sunday (3), getting a three-quarters matinee and a capacity night.

E. W. Somers, general agent, was guest at a party given by Mr. and Mrs. Gordon Somers. Show folks attending were Mr. and Mrs. Charles Hunt, Mr. and Mrs. Carl Yonkers, Lee Bradley, Mr. and Mrs. Roy Bush and Jimmy Flanagan. After the dinner Yonkers showed his circus movies and Bradley did his old-time act.

## 33% of Stock Sold by Mills Bros., London

### Expect Tough Competition

LONDON, Aug. 9. — Bernard and Cyril Mills, owners of the Bertram Mills Circus, recently sold one-third of the 600,000 ordinary shares of the circus held by them. Shares which were issued at a par value of one shilling each (about 20 cents) were offered, and quickly sold, at 42 shillings per share, or 420,000 pounds, which is slightly more than \$1,688,400.

Control of the Mills Circus passed to Bernard and Cyril Mills at the time of the death of their father, Bertram Mills, in 1938. On the basis of the stock sale the capital value of the circus is now 1,260,000 pounds, or approximately \$5,065,200. Bernard and Cyril Mills are under contract to continue as managing directors for a minimum period of seven years, at salaries of 3,000 pounds, or \$12,060 per year. Stanley John Franklin remains as general manager and Alfred Stanley Bird as manager.

Profits of the Mills Circus last year are said to have been 200,000 pounds or \$804,000, and it is proposed to declare a dividend of 300 per cent on the ordinary shares, which works out at slightly more than 7 per cent on the shares sold at 42 shillings.

The Mills have signed up the big Olympia Exhibition Hall, London, where they stage an annual Christmas circus season, for the year-end holiday weeks of this and next year, with options for the following three years. Their big top is the largest in England, but success of their season under canvas hinges largely on publicity garnered by the show in Olympia.

A probable factor in the Mills brothers seeking outside capital is that they will almost certainly face stiff competition this year during their London holiday season, as a deal is under way by which Tom Arnold, London producer-agent, will take over the Harringay Arena (Greyhound Racing Association's track) for a year-end circus season. Arena seats about 10,000 while Olympia has a capacity of slightly over 6,000. Arena circus will be managed by Clement Butson, an associate of Arnold and formerly connected with the Tower Circus in Blackpool.

## Corporation Formed To Set New R. I. Sport, Show Arena

PROVIDENCE, R. I., Aug. 9.—Edward A. McNulty, Pawtucket contractor, has filed with Secretary of State Armand H. Cote articles of incorporation for the Lonsdale Sports Arena Inc. Named with McNulty as incorporators were William H. McNulty and Francis R. Foley the latter attorney for a midget auto race track.

Corporation papers authorize promotion of "midget auto races, other games and contests and special events such as rodeos, shows, etc."

# N. E. BIZ OFF, STILL OKAY

## Rocky Point, Shattered by '38 Storm, To Be Rebuilt

PROVIDENCE, Aug. 9.—Rocky Point Park in Warwick, which for many years prior to the 1938 hurricane was one of Rhode Island's most famous amusement parks, was last week bought by a new corporation, Rocky Point Park, Inc., of which Frederick Hilton, of New York, is the president and Joseph Trillo, of Providence, treasurer. Purchase of the property, which includes about 76 acres of land with a mile frontage on Lower Narragansett Bay, was made from the Studley Land Company, with Fred Brosco, Providence attorney, handling the negotiations. In revealing the sale Brosco said the new owners plan to immediately start work of cleaning up the property, idle since the hurricane, and that by next summer they expect to have it ready for operation. Rebuilding of the swimming pool, once one of the main amusement centers of the spot and scene of A.A.A. swim matches in bygone years, will be one of the first steps in rejuvenating the park.

New roads will be built thru the park and the old Rock Cafe, well-known clambake dining hall, will be rebuilt. New rides will also be constructed before the 1948 opening, Brosco said.

Neither Hilton nor Trillo, the attorney stated, has ever before been connected with amusement park operation.

Since Rocky Point was wiped out, its concession stands and rides smashed in the hurricane of '38, Crescent Park in East Providence has been the only amusement park in the State.

## Jersey Towns Hype Fetes With Kinkers

NEWARK, N. J., Aug. 9.—Suburban towns in this area are continuing the vogue of all-day Fourth of July celebrations featuring daytime circus performances with from four to eight standard acts and an elaborate display of fireworks at night.

Pioneer in the field is Maplewood, where the civic association staged its 34th annual Fourth of July festival this year, featuring a big circus performance in the afternoon and a spectacular fireworks display at night.

Circus at Maplewood was booked and produced by the George A. Hamid office and presented on a stage and ring in front of well-constructed demountable grandstands. This year's show was supervised by Herman Blumenfeld and emceed by Joseph Hughes, of the Hamid staff. Acts appearing were Henry's Ponies, the Skating Macks; Huling's Sealion, Jumbo; the Cyclonians, comedy bike; Francisco, swaying pole; Marie's Dogs; Coco, Steve and Eddie, acro comics, and the Flying Hartzells. Clown line-up included the Georgetty Brothers, Charley Young and Charley Frank. Music was provided by Anderson's band. All acts clicked and the show was well presented.

At nearby Millburn a circus performance staged in Taylor Park at 10 a.m. had six acts, the Balzer Sisters, acro; Skating Earls; the Cyclonians; Coco, Steve and Eddie; Henry's Ponies, Marie's Dogs and clown alley with the Georgettys, Hip Raymond, Charley Young and Charley Frank.

Among other cities and towns in this area using circus acts were Newark, East and West Orange and Irvington. Heavy demand for talent for these shows made it necessary for many acts to double between two or more shows. Joe Basile's band, playing two shows and two concerts at Olympic Park on the Fourth, also played for circus performances in Irvington and East Orange.

## Ringling Executors Resume Negotiations With Florida Cabinet

TALLAHASSEE, Fla., Aug. 9.—Negotiations with the cabinet on proposals to wind up liquidations of the John Ringling estate will be resumed here Tuesday (19) by the executors of the estate. Conference will be between the cabinet and Leonard Bisco, attorney for the executors, John Ringling North and his mother, Mrs. Ida Ringling North.

The cabinet has rejected an offer by the executors of \$550,000 cash and waivers of \$1,900,000 fees for all remaining assets and recommended that a \$1,200,000 offer made by a Texas oil man for Sarasota County real estate holdings alone be accepted. The executors, in turn, refused to agree to the proposal.

Only the Ringling Art Museum and home in Sarasota have been turned over to the State since the circus magnate died 11 years ago. Other property in the estate includes the Sarasota real estate, 30 per cent of the stock in the Ringling-Barnum Circus, several hundred thousand dollars in cash and interest in Oklahoma oil fields.

## Boston Braves Lose All Interest in Rodeo Rent

BOSTON, Aug. 9.—Braves Field probably will not again book a rodeo. For the past two years the Larry Sunbrock show played there and in 1946 it did very well. This year's show fell off to a sharp drop and a decided loss, and as a result many dissatisfied clients and creditors appeared on the scene.

Braves Field assumed no responsibility for the shows but preferred that everyone be pleased and in every instance possible took care of the squawks.

General Manager Bob Quinn and his associates are now considering a circus proposition for next season probably under the sponsorship of some local charity.

## Calif. Firm Charters Plane To Ship Animals From Siam

LOS ANGELES, Aug. 9.—Catalina Wild Life Expeditions, a new California firm organized to import and deal in wild animals, has chartered a four-motored cargo plane to transport to Los Angeles a shipment of animals and birds which is now waiting transportation in Siam. Shipment will include baby elephants, tigers, leopards, gibbon apes as well as monkeys and other animals. A large assortment of pheasants and other rare and colorful birds will also be in the group.

The plane is due to arrive in Los Angeles about August 20.

## New England Fair Season Underway

NEW HAVEN, Conn., Aug. 9.—County fair fans will have plenty of fun in New England now that the fair season is officially underway. The first one was at Bangor, Me., this week.

Connecticut, with 33 of the total 259 scheduled for within her borders, is second only to Massachusetts with 177. Maine will stage 30; New Hampshire, 13; Vermont, 6, and Rhode Island will pass up the whole thing.

The information and research department of the Boston Chamber of Commerce is handing out free copies of lists of fairs arranged by States and rearranged chronologically.

## Garden Attendance Over 5 Million Mark

NEW YORK, Aug. 9.—Management of Madison Square Garden reports total attendance at varied events in the big arena for the year ended May 31, was 5,438,941. Partial break-down of this figure shows fights and basketball drew the largest numbers. Attendance broken down was: Boxing (49 bouts), 951,587; basketball (88 games), 943,006; hockey, 641,901; rodeo (53 performances), 500,000; Sonja Henie's ice revue, 250,200, and the National Horse Show (12 sessions), 90,000.

Neither the Garden nor the Ringling-Barnum management would give out attendance figures for the annual run of the Big Show but it is generally conceded that approximately 860,000 persons viewed the 65 performances of the circus.

## Davenport Show Lot Site Now at River Front

DAVENPORT, Ia., Aug. 9.—The march of industry progress has claimed the old Rockingham show grounds, hosts to stars of the sawdust trail for the last 30 years. The 25-acre tract in West Davenport is being divided into lots to be made available for small industries and warehouse concerns.

The first on the lot was June 26, 1917, when Barnum & Bailey Circus appeared in all its glory. The last performance was August 26, 1946, when Ringling Bros. and Barnum & Bailey played to a capacity crowd.

Davenport's new carnival and circus grounds are located on the river front.

## Boat, Sports Shows Get Early Demand for Space

DETROIT, Aug. 9.—A series of Midwest boat and sports shows, which have drawn heavy turnouts in several cities during the past two years, already have a major percentage of exhibit space sold for 1948, according to William H. Pfau, promoter of the shows. Events always draw large delegations of showmen, as pitchers and concessioners work the circuit Pfau has built up.

Dates for the 1948 series are Detroit, February 14-22; Indianapolis, February 29-March 7; Cincinnati, March 13-21; Syracuse, March 27-April 4; Flint, Mich., April 10-18, and Montreal, April 24-May 2.

## Annual Fete Big Success

Lincoln Park, North Dartmouth, Mass., execs prove lavish hosts to 150 ops

By Jim McHugh

NORTH DARTMOUTH, Mass., Aug. 9.—New England park men and their guests, representing every fun center in Yankeeland and many outside the geographical limits of the association, turned out 150 strong for the 18th annual summer meeting of the New England Association of Amusement Parks and Beaches at Lincoln Park here Tuesday (5). Strong attendance, coupled with ideal weather, made this one of the best gatherings ever staged by the association.

Altho the meeting was staged primarily as a social function, talk centered around business done to date. Consensus seemed to be that the luxury dough of the past few years was no longer around; that business has been off, due in part to the weather, but there is no cause for alarm. Compared to the lean years experienced in the not too distant past, this season should be another notable winner.

### A Lavish Outing

Outing was presented on the same lavish scale as former summer meetings, with the hosting park probably making up a very heavy deficit since the charge to members was extremely nominal considering the vast quantities of food and drink available. Evening meal, a shore dinner, included chicken, lobster, clams, chowder, fish and assorted meats, all steamed in the traditional manner. About 150 were present. The buffet lunch was a full-size meal, featuring cold cuts. Liquid refreshments, gift of the park management, were on tap by mid-morning, and still available as the last guests departed.

Manager John Collins and Harry (Waggy) Prince, of Lincoln Park, performed outstandingly as hosts. President Harry Storin and his able chairmen, Roland Gamache, of the greeter's committee, and Paul Haney, of the dinner committee, all qualified early in the day as outing experts. Secretary Fred L. Markey and Treasurer Wallace St. C. Jones were noticeably active, as always.

### Lincoln Park Attractive

Lincoln Park is located between Fall River and New Bedford, which are 12 miles apart, and both of which have populations in excess of 100,000. Present management acquired the property in 1940 from the local street railway company, refurbished the entire layout and added new units just in time to gather some of the lushest spending in history. Altho off this season, business is satisfactory. Park has an attractive layout with well-flashed bowling and roller skating units fronting a well-traveled, four-lane highway. Kiddieland is particularly attractive. It contains seven modern rides.

Ride manufacturers, nearly all of whom were represented, have apparently begun to approach a degree of normalcy in their operation. While orders are being taken care of with less waiting than was required a year (See New England Park on page 76)



# RAIN PELTS UTAH CENT.

## Daily Average Is Holding Up

**Bobby Ward's Sky Devils canceled by city aero heads —Water Follies may help**

SALT LAKE CITY, Aug. 9.—Despite a torrential rain during the week, which brought the low record day of the year, attendance at the Utah Exposition, at the State fairgrounds in connection with the Utah Centennial, reached 436,067 Thursday (7). With six weeks of the 16-weeks run yet to go, the daily average remains about 7,000, only slightly lower than the average figure expected before the start of the show.

Rain twice dealt a blow at the gate, holding attendance down Saturday (2) at the final day of the dirt track auto races. The program, however, got by with only the final race washed out. The gate hit a new low Monday (4) when a terrific rain held attendance to 2,329.

Attendance held fairly well despite the fact the week was practically a still date with the feature attraction canceled.

### Water Follies May Help

Attendance is expected to receive a boost with the opening of the three-week run of Sam Snyder's *Water Follies of 1947* and the closing of the centennial's *Promised Valley*, which was serious competition.

Bobby Ward and His Sky Devils, scheduled as the feature attraction for the exposition this week, was canceled when State and city aero authorities refused to waive regulations forbidding parachute jumps in the city and flying below the regulated 2,000 feet.

The Ward act includes a mass chute jump of 10 former paratroopers from 600 feet. Joe Bergin, chairman of the State Aeronautic Commission, declared it unsafe at the exposition grounds, which is set gem-like in the heart of the city, surrounded on three sides by residences or business establishments. Bergin explained the late order against the show, declaring he never had been consulted and permission never had been sought by either the exposition management or representatives of the troupe.

### Substitution Made

Substituted was a grandstand production, booked by Joe Bren, Hollywood, called *Entertainment on Trial*, featuring Ben Yost and His Vikings; the Grey Sisters, Dancing Manumba, and the Del Rios, a four-man balancing act. The three acts were standouts in a topnotch vaude program.

With a substitute show, which began to draw toward the end of the week, attendance was saved by two performances of *Queen for a Day*, MBS network radio participation show originating from the exposition coliseum. It added a cool 10,000 persons to the week's attendance. Both crowds were held over the lunch hour for a performance of the free show, giving the food concessionaires and the midway a break.

Sam Snyder's *Water Follies of 1947* opens Monday (11) for a three weeks' run before the grandstand. The production is scaled at \$1, \$1.20 and \$2, including the 25-cent front gate charge. Despite heavy advertising and good paper, advance Friday (8) was only about \$500, a discourag-

## Skipping 'Round the CNE

By Retlaw Elah

TORONTO, Aug. 9.—Elwood Hughes, manager of the Canadian National Exhibition (CNE), has an "open mind," according to *The Toronto Star*. When the directors of the provincial exhibition at Regina, Sask., banned the exhibition of a painting entitled *Reclining Nude*, by a Mathew Smith, because, they said, the picture was considered "too intimate," Hughes was queried as to his opinion.

"Sure," said Mr. Hughes, "I'd be interested in bringing the painting here for our big show—we've often displayed paintings of nudes at the CNE. Why, back in 1927, the greatest year in art at the exhibition, we probably had more nudes than ever before or since."

"And was Toronto shocked?" he was asked. "Not noticeably," Mr. Hughes replied blandly.

Sharp publicity curves are emanating from the ancient wing of Fred Wilson, chief of the CNE publicity staff. Pictures of the comics Olsen and Johnson, who headline a revue in the Coliseum, have hit with amazing frequency in Toronto and provincial dailies, as have shots of the loading of Hitler's car aboard the French liner *De Grasse* in France and the subsequent unloading in New York. A master exploitationist, Fred has two or three new releases ready every day.

That the new "permanent" midway will steal the show this year seems to be a consensus of professional opinion. Patty and Frank Conklin conduct an almost continuous inspection tour for the many daily visitors, interfering with the progress of work to no slight extent. Feeling that they are pioneering a new field, the Conklins take considerable pride in their accomplishments. One hundred and forty carpenters and artisans are now putting the finishing touches to the five buildings, and fronts for the Alfie Phillips Water Show, the *Pin-Up Parade* Girlie Revue and Terrell Jacobs Circus will be ready this week.

"We'll be up and ready with everything three days before the opening gun," Patty asserts. Thirty-five rides will be on the midway, 33 of which will be Conklin-owned.

Ward (Flash) Williams, former stunt man now in the chips as the result of years of touring an iron lung, will have a strategic location for his exhibit and will co-operate with publicists. However, he has turned thumbs down on a proposition to place one of Joe La Flamme's moose in the lung as a publicity stunt. La Flamme, star attraction in a Wild Life show, is billed as the man who "talks to moose." La Flamme gets a grand at Columbus, O., this week from the Loyal Order of Moose con-

ing figure. Some sad experiences at the exposition had made the public box-office shy, and the show will have to click at its premier and build into a run, which it can do—if hot.

*Promised Valley*, the centennial's original musical with Alfred Drake and Jet McDonald, at the University of Utah Stadium, closes Sunday (10) after 17 of 18 scheduled performances. Gross take was estimated at about \$170,000 with 109,000 seeing the performances. It was rated a sock hit artistically and financially. The centennial year will carry on mainly with sports events and the exposition.

vention. One moose will make the trip.

Getting back to the "professional opinion" department, qualified concessionaires (Pat Purcell calls them old hands), are wondering what the response will be to bingo and flasher games which will appear for the initial time. Many think that bingo, being operated by both the Conklins and Bill Beasley, will run up amazing grosses but that the public will have to be educated to the flashers. Others are of the thought that both will do capacity.

"When the folks see the merchandise going out, it will be just a question of handling the tips with dispatch," says Frank Conklin who is in with 20 of the electric games.

Score of the week: Miss Toronto, slated to represent this city in the Miss America contest, has been signed to sell peanuts in a booth framed by Glenn Ireton, former Warner Brothers publicist, now lured to show business. ONLY NUTS ON THE MIDWAY is the sign now being readied.

Treasure Trail, a Wrigley gum broadcast over CBS and a leading quiz program will do a midway show Friday (15).

While there will be only six shows on the midway this year, which is expected to be the biggest in the exhibition's history, all will have a capacity equal to four or five of the usual carnival attractions and, it has been pointed out, these six shows will have an earning power equal to 20 traveling units. Eddie Hollinger's Colored Revue will seat over a thousand people in a 100 by 120-foot top behind a semi-permanent front; the circus will seat between 3,500 and 4,000; the water show an estimated 3,000 and the girl show close to 1,000. Ray Marsh Brydon's Side Show and the Wild Life exhibit will have the capacity to grind as many as 35,000 persons daily thru the turnstiles without cutting the performance or even reaching a near capacity limit. Only William's iron lung is expected to turn them away.

## 6,000-Seat Arena Being Built at Alexandria, La.

ALEXANDRIA, La., Aug. 9.—James W. Thompson, rodeo producer and contractor, is building a new outdoor arena here which will seat 6,000 persons, including 950 box seats. The arena, located less than a mile from the heart of the city, will be used for horse shows, mule derbys, thrill shows, circuses and rodeos.

The first rodeo will be held August 20-23. The 10-acre plot for the arena was purchased by Thompson for \$13,500.

## Clarence Hatch, 57, R-B Employee, Killed in Crash

SARASOTA, Fla., Aug. 9.—Clarence M. Hatch, 57, employed in the winter quarters of the Ringling circus, was killed here Monday (4) when his motorcycle and an auto collided.

Hatch had been working in winter quarters while recovering from an injury received while on tour with the show recently.

## Blue Law Hits Bangor Fair, But Biz Soars

BANGOR, Me., Aug. 9.—Attendance and gross records were shattered thruout the week at the Bangor State Fair despite a bad start Sunday (3) when police invoked old blue laws and refused to permit the scheduled appearance of Jack Kochman's Hell Drivers, for which thousands were on hand. Last-minute efforts to improvise grandstand entertainment failed when enforcement officers refused to sanction either a band concert or the appearance of Sharkey the Seal. Action was the result of a complaint filed by the Bangor, Brewer and Vicinity Council of Churches.

More than 18,000 paid to attend Wednesday (6) despite sweltering heat. Parking space within the grounds was entirely gone by mid-afternoon and at night, for the first time, cars were parked across the track in the infield. This move was necessary when highways adjacent to the grounds became completely congested.

### Ahead of 1946 Pace

Spending surged ahead of last year and there was reason to believe that all units will have set new gross records by tonight's closing. Wednesday night an estimated 10,000 attended the grandstand performance of George A. Hamid's *Rozettes Revue* under the direction of Joe Hughes. Folding chairs had to be placed between the grandstand and the stage. In the afternoon \$61,900 was wagered in pari-mutuel betting on the trotters.

Frank Bergen's World of Mirth Shows, bulging at virtually every boundary of the midway area, did business on a par with last year's record take.

President Joe Cianchette tried to book Kochman for an appearance later in the week, following the Sunday cancellation, but prior commitments of the Hell Drivers prohibited this. Since the contract called for the payment of \$3,500 rain or shine, the fair appeared to be out that much money.

## Joe E. Davis Named Prexy Of Memphis Cotton Carnival

MEMPHIS, Aug. 9.—Joe E. Davis, vice-president of Firestone Tire & Rubber Company of Tennessee, was elected president of the Memphis Cotton Carnival Association for 1948. E. W. Hale Jr., retiring president, was elected chairman of the board.

New vice-presidents are MacKay Van Vleet, Emmet E. Joyner, Lovick, P. Miles Jr., William N. Hulse, Percy Parker Jr., Hugo Dixon, E. H. Crump Jr., James E. Harwood and James S. Williams, who also is comptroller.

Other officers elected are Frank Pidgeon Jr., L. K. Thompson Jr. and Chauncey Barber, assistant comptrollers; Milton K. Revill, treasurer; William H. Gatchell, assistant treasurer; J. Thomas Wellford Jr., secretary; Mike Abt, technical director; Colie Stoltz, musical director, and Harry Kallaher, sergeant at arms.

## Illinois Stadium Dedicated

SPRINGFIELD, Ill., Aug. 9.—Jim Fitzpatrick Memorial Stadium officially was dedicated here July 6, with a varied program of sports and entertainment. A variety show was presented and those taking part included Professor Backwards, the Milt Herth Trio and Steve James, of WGN.

# ILLINOIS STATE FAIR DOLLS UP

## Great Falls Rolls Toward New Record; Siebrand Hits

GREAT FALLS, Mont., Aug. 9.—Rugged individuals of this territory where the individuals are rugged, indeed, evidently have not learned that outdoor show business is expected to take a financial slump this year, and the Northern Montana State Fair here seems destined to shatter all previous records by closing time tonight. As of Thursday night (7) when the receipts for the first four days were tabulated, outside gate attendance was up 10,000 over the same period last year, according to Secretary Dan Thurber, and with the night grandstand sold out in advance for the two closing nights, Thurber believed the record pace would continue.

Siebrand Bros.' Shows were on the midway, and this org is taking a staggering total. Despite a rain late Tuesday evening which curtailed the stage presentation and eliminated the fireworks, the shows and rides had grossed close to \$20,000, and Thurber ventured the guess the total for the week would hit close to \$50,000, almost doubling the record-breaking take of 1946.

### Pari-Mutuels Off

From the standpoint of cash accumulated, the only slump in the entire operation came at the pari-mutuel windows. As of Friday morning, the wickets were off between 10 and 12 per cent from last year's sizzling take, and this despite the fact that the field of horses is considerably better.

The grounds are loaded from stem to stern with exhibits and concessions, the number of independent concessionaires being by far the largest in history. Commercial and machinery exhibits came so thick and fast that many applications for space were turned down, and the International Harvester Company already has reserved space for the 1948 annual.

The second Northwest International Hereford Show was staged in conjunction with the fair, and it was such a huge success that it has been voted to make North Montana State Fair the permanent home of this feature. There were so many entries that space was required in extra buildings to house the animals.

### B-C Revue a Hit

Thurber was high in his praise of the night grandstand program, the Barnes-Carruthers revue being presented under the direction of Fred H. Kressmann, while Art Breise is in personal charge of the Thearle-Duffield fireworks display.

The B-C revue included the 16 Hild Dancers, the 12 Gentlemen of Song and Dance, Martells and Mignon, Preston Lambert and Bob White. Specialties were the Tien Tsi Lieu Troupe, Chinese acro; the Balabanow Duo, musical specialty; Barton and Brady, acro-balancing; Blondin Relim, high pole; Montes DeOca, trampoline; Page, Jewitt & Kiki, bicyclists; Rudenko Brothers, jugglers, and Kate's Canines.

Siebrand Bros.' Shows, the Barnes-Carruthers revue, Thearle-Duffield fireworks, and the greater number of exhibitors and concessionaires move this week-end to Billings for Midland Empire Fair, opening Monday (11).

### Pendleton, Ore., Seating Capacity Being Enlarged

PENDLETON, Ore., Aug. 9.—Two new concrete sections are being added to the grandstand at the Round-Up grounds. Allen Folson, grounds director, says the grandstand capacity will be increased to 4,285, box seats to 874 and the total seating capacity on the grounds to 17,000.

## Outdoor Meetings Set for Sherman, Chicago, Dec. 1-3

CHICAGO, Aug. 9.—Judging from the numerous requests received at *The Billboard* office here for information regarding the annual winter meetings of showmen, there is considerable misunderstanding.

The International Association of Fairs and Exhibitions will hold its annual convention at the Hotel Sherman in Chicago December 1-3. The Showmen's League of America will hold its annual meeting at the same time, with the annual banquet and ball to be held Tuesday, December 2, at the Palmer House, Chicago. The banquet and ball location and date are entirely different than in recent years, as it customarily has been held at the Sherman on the Wednesday night of the meeting.

Definite arrangements have not been completed for the SLA memorial services or the annual president's party. The president's party will not be held at the Sherman, it being reported that the committee was not appointed in time to make the reservation for the customary location.

The National Association of Amusement Parks, Pools and Beaches will meet at the Hotel Sherman at the same time and will offer its usual trade show.

The majority of outdoor showmen are making reservations for the Sherman, but some are planning to live at the Palmer House and the Congress.

## Opener Shows Improvements

Tee-off day hot, crowd off —commercial exhibits, radio center are features

SPRINGFIELD, Ill., Aug. 9.—A more sightly plant and better exhibits of all kinds than those which marked last year's record-breaking attendance at the Illinois State fair was unveiled when the current edition opened its 10-day run here Friday (8).

Opening day was hot, as was the corresponding day in '46, but this year's opening day's heat came on the heels of a succession of hot days. Attendance for this year's opening was off from '46, according to estimates, but this was attributed to the fact that the area was gripped in a long heat wave.

Up and ready for the opening was the Hennies Bros.' Shows on the midway. This org offers more money-getting strength than last year, several shows and rides having since been added. New to the show itself are the Snake Show, operated by Dan Fast, the org's head electrician, and Skeeter Lorry's Wax Show, depicting Nazi war criminals, both of which were added here.

### Orderliness Evident

Fair patrons who ignored the temperature for this year's opening were pleasantly surprised by the neat appearance of the grounds. Last year work had to be rushed to make ready after a late release of the plant by the army. This year there is a marked note of orderliness about the entire operation.

Notable among the improvements was the elimination of many of the independent concessions which lined many of the fair streets in '46. Not a few of those stands, many of which were operated by nonpros, were unsightly, and this, together with their great concentration, marred appearances.

This year the annual only permits stands on the inside of walks, thus leaving the outer side open. From a fair patron's viewpoint, the change was wise. However, some of the concessionaires who had been making the fair for years had gripes because of the manner in which the space allocations were made, as these concessionaires had long held definite inside-the-walk locations and in the re-shuffle were moved from their regular spots. Final word on space allocation rested with Conrad F. Becker, who is serving his first year as the fair's business administrator.

### Many Improvements

Among other notable physical improvements are the renovation of the Exposition Hall, which is devoted to commercial exhibits, the paving of many walks, the hard-surfaced parking areas, the increased parking space for 2,000 more cars, the creation of a radio center to house studios and provide adequate facilities from which network shows can be presented, and the erection of building and direction markers.

The Exposition Hall this year is operated on a high level. The commercial exhibits constitute a potent crowd lure and they should pay off handsomely for exhibitors, judging (See *Illinois State* on page 76)

## Three Midget Race Drivers Lose Lives; Results Thruout U.S.

CHICAGO, Aug. 9.—Midget auto races in recent weeks claimed the lives of three drivers. Fatalities were:

Ralph (Lucky) Parnell, 37, Thomaston, Ala., Saturday night, July 19, at the Tulsa State Fairgrounds, Tulsa, Okla.

Jack Walkup, 33, Akron, Sunday, July 20, at the Dover, O., fairgrounds.

Steve Jars, Philadelphia, Thursday, July 26, at the Mahanoy Township Stadium, near Philadelphia.

### Faribault Minn., Draws

FARIBAULT, Minn.—A near-capacity grandstand crowd of 3,000 was pulled at the Rice County Fair Saturday (2) by the big car auto races staged by National Speedways. Russ Lee, Minneapolis, won the feature 10-lap event.

### Break Ground in Pittsburgh

PITTSBURGH—Ground breaking ceremonies for the new Heidelberg Speedway and Sports Arena here were held Thursday (7), with strong turnout of press, radio and sports personalities. The Heidelberg Speedway and Sports Arena, which will operate the plant, has been incorporated for \$1,500,000.

### Wins at Yellow Jacket

PHILADELPHIA—Larry Bloomer, Morristown, Pa., won the Girard Sweepstakes auto race at the Yellow Jacket Speedway Monday night (4). Charley Miller, Linden, N. J., was second and Ernie McCoy, Reading, Pa., third.

### Ted Horn Scores

DOVER, N. J.—Ted Horn, Paterson, N. J., grabbed first place in the feature big car race at the Dover Race Track Sunday (3), nosing out a field of 40. Mark Light, Lebanon, Pa., ran second and Tom Matteson, Wilmington, Del., third.

### Greenville, O., Back

GREENVILLE, O.—An all-time record crowd, despite a heat wave, Sunday (3) attended the reopening of the semi-banked half-mile Greenville Speedway to see Jimmy Wilburn win the feature 20-lap big car auto race. The track had been idle since 1942.

## Independence, La., Group Sets Annual for Oct. 16

INDEPENDENCE, La., Aug. 9.—The Tangipahoa Parish Fair will be held here October 16-19, it was decided at a meeting of officers, directors and departmental heads.

Frank L. Anzalone is association president and Claude Robertson manager.

## Sunbrock To Face Assault Charges

ALBANY, N. Y., Aug. 9.—L. H. (Larry) Sunbrock, rodeo and Wild West show operator, was arrested here Wednesday night (8) by Federal Bureau of Investigation agents after his arrival from Montreal.

Charged with unlawful flight to avoid prosecution in connection with an alleged assault on Frisky Childer, a thrill show performer, Sunbrock, who is president of Rodeo, Inc., Cincinnati, waived hearing before a U. S. Commissioner here yesterday and was released on bond. Assault was said to have taken place July 6 at Cranston, R. I.

Sunbrock is to appear in Federal Court at Providence August 25.

## Texas Rangers Rodeo Set For Norfolk, Va., Date

NORFOLK, Va., Aug. 9.—The Texas Rangers Rodeo and Thrill Circus will open in the baseball park here on or about August 26. Show will move on three baggage cars and four trucks and will carry more than 100 head of stock, 50 cowboys and cowgirls and circus and thrill show acts.

Org is owned by a group of showmen headed by Texas Babe Sharkey. Following Norfolk the org will play Richmond, Va.; Charlotte, N. C.; Columbia, S. C.; Atlanta, Washington and Baltimore. Offices will soon be opened in New York.

HARTFORD, Conn., Aug. 9.—Walter G. Foster, president of Wapping Fair, has announced that a livestock show, parade, and fife and drum competition will be featured at the one-day event September 6. The annual is a member of the Connecticut Association of Fairs.



# IONIA, CHIPPEWA IN REVERSE

## Wagner's Biz Hit by Heat

Early matinees nix at free fair—midway line-up holds strength—prize chimp dies

By a Staff Correspondent

IONIA, Mich., Aug. 9.—The elements were unkind to Al Wagner and his Cavalcade of Amusements, showing here this week at the Ionia Free Fair for the second consecutive year, the business taking a staggering tumble during the first three days due to the heat wave which knocked the matinee play for a loop.

The huge midway was in full operation Monday when the gong rang, and business was at par for 1946, and everyone from front to back began to oil up the bill-balers for a real hay-making. With Tuesday, noon, however, came the heat, which ranged up to 103 degrees in mid-afternoon, and a similar treatment was in order Wednesday. The folks who turned out headed almost immediately for the picnic grounds, and they relaxed there in the shade. It was so tough that the "blow off" ballys at the conclusion of the grandstand matinees didn't mean a thing. The folks had drifted out of the stands in twos and threes because it was too hot there, too.

The Governor Speaks

Wednesday (6) was governor's day, and a year ago on the same day you couldn't stir the midway mob at 3 p.m., with a stick, and the stands and bleachers were packed and jammed. Not so this recent governor's day.

Gov. Kim Sigler and his staff appeared as per schedule, and there were some 6,000 hardy souls relaxing as best they could under the covered portion of the stands. All other seats were empty. The governor walked to the microphone to expound on what governors usually expound on at fairs, wiping a perspiring brow as he walked. He took the customary stance, and said:

"It is too hot to make a speech, and too hot to listen to one."

And that was that—it covered the afternoon activities on the midway (See Wagner's Biz Hit on page 76)

## Thugs Snatch \$2,500 From Baddeley & Son

VANCOUVER, B. C., Aug. 9.—Leveson Baddeley, concession worker, and his dad, William Baddeley, op of the Royal Canadian Shows, were held up by two fast-working bandits who copped the bags at gun point containing the night's take of \$2,500. The Baddeleys had just parked their car outside their home when the thugs appeared.

Twenty-five per cent of the net belonged to the sponsor, Baddeley stated. He carried no insurance and said it was his first hold-up in 36 years of show business.

Rides from the Royal Canadian Shows were added to Tim Brower's Aladdin Shows for the date sponsored by the Kitsilano Boys' Band on the Burrard Street lot this week. This is the second show to play this spot which was broken in by Crescent Shows last spring and proved to be Crescent's top location for the season to date.

## Water-Carrying Chore Downs Rugged Gals on Turner Bros.

MT. STERLING, Ill., Aug. 9.—The drought is on Turner Bros.' Shows lot! The men have unionized themselves into an anti-carrier group, as pertains to the water buckets, lumber and stock. The fact that women were undoubtedly created to be the fragile flower to consume water rather than carry it seems more or less proven by the fact that they are, one by one, breaking down under the strain.

Bob Posey (jewelry and novelties) must be the organizer, because his wife, Rosalind, was the first one to fall under the strain. Rusty was stricken ill in winter quarters at Petersburg, Ill., just before the shows took to the road. She returned to the jewelry concession (and apparently to water-carrying) after a short hospitalization, only to get down again, being presently hospitalized in the St. John's Hospital at Springfield, Ill.

The several years of being a duly initiated Turner Bros.' Shows wife finally took its toll on Beulah Price shortly after the show made its debut at Springfield, Ill., April 22. She became hospitalized in that city. It is said, however, that Jack is being firm in his stand and that Beulah again carries all the water and sloughs her own mug joint.

Mrs. Marge Hudson (cookhouse) is new on the show this year and doesn't seem to be standing up so well under her new duties as a "Totin' Turner Wife"—she fell during the first week of the season and has been in ill health since.

Mrs. Jean Beavers (frozen custard) has given 'way under the strain

and is presently hospitalized in Springfield.

Mrs. Margaret Fellis is a dutiful wife, to say the least. She has been chronically ill for some time but takes over the popcorn conchess at each opening.

The writer's good health was also short-lived. After last season and this one, the duties overtook her strength. Besides setting up, flashing and sloughing her husband's coke joint (including loading the truck) and carrying water, she attempted to increase their family, but that was apparently too much for her. She was hospitalized in Springfield the earlier part of this month. Her husband, Judd, has weakened somewhat, however, and now carries the trunk on his back when loading the truck. There is no guarantee that he will remain in this scorned position after she has fully regained her strength.

If any of you fellows think that the water carrying isn't to blame—here is one final proof. Wayne Herbert (airplane joint) came on this year and before Bob Posey or Jack (See Water-Carrying Chore, page 54)

## Collins' Biz Is Okay When Sky Is Clear

Rain Hurts North Dakota

WHITE BEAR LAKE, Minn., Aug. 9.—William T. Collins, owner of the shows bearing his name, says he has no complaint against business so far this season but he has a beef against the weather. When the weather is right, business is okay, Collins said, but he has had a few run-ins with Mr. Weatherman and, like everyone else in outdoor show business who tangles with said weatherman, he comes out second.

On the North Dakota fair circuit, Collins reported everything fine as long as the weather behaved. Crosby, the first fair of the season for the Collins Shows, the weather was okay but business was just fair. At Flaxton the shows were rained out completely, at Bottineau only a little over one day was salvaged out of the wet weather, and at Cando only a half a day.

It was different, Collins reported, at Jamestown where the weather was ideal and business was up to par. At Fessenden the shows were rained out two nights and at Laugdon the best night was lost to rain. The weather stood up at Hamilton and business was good.

In Minnesota, Collins said, business was okay but he reported some trouble with the recent purge of carnivals, regarding alleged gambling, etc. Business at the Wadena fair, Collins said, was just fair. In Rochester officials closed the fish pond and corn game, among others, and some of the acts on the side show were forced to shut down.

"I don't understand it," Collins said, "because as far as I know my fish pond, corn game and the acts in the side show were okay by the law."

## Goodman Gets Running Start

Polio scare which whacked '46 biz overcome by heavy advertising—weather okay

By a Staff Correspondent

CHIPPEWA FALLS, Wis., Aug. 9.—There wasn't anything to complain about insofar as midway business was concerned the first two days of the Northern Wisconsin District Fair here this week. Business for Max Goodman's Wonder Shows of America was good.

Opening day Tuesday (5) showed a nice increase over the corresponding day last year. To be sure, it wasn't big; opening day here never is. But for the day it was good, and it held the promise of better days to come.

And Wednesday (6) kept that promise. Business was, indeed, good. The crowd was excellent, far better than the same day last year and, what's more, they spent on the midway, keeping the rides and shows and the concessions in action 'til after midnight.

Scared Away in '46

What hurt last year was the polio scare. There weren't many cases in this area in '46 but in Minnesota's Twin Cities, not too far away by radio, there were a substantial number, and radio spread the fear into this section, and it hurt—but plenty, holding down over-all attendance and slashing drastically the attendance of kids.

This year there is no polio scare. And astute management on the part of the fair this year set up effective preventatives to beat down a possible but possibly ill-founded scare.

Ups Advertising Budget

Also the fair, just as astutely, noting that attendance had been falling down at other doings elsewhere, upped its advertising budget to offset any possible loss. And that had its effect, both on the fair's attendance and the midway play. (See story in the Fair Section for details.)

What also helped was the weather. It was scorching hot in the daytime. This held down possible daytime attendance, but it sent nighttime attendance soaring, particularly Wednesday night when the folks piled in their cars to get away from the heat, drove to the fairgrounds and found the tree-studded plant to (See Goodman Start on page 54)

## C. A. Vernon Skeds United Exposition

BRYAN, Tex., Aug. 9.—C. A. Vernon announced he again will take the United Exposition Shows out on the road. He plans to open September 8 in Texas City, Tex. Last fall he sold most of the show equipment to Sid R. Lang and Casey Sens, but recently purchased four new rides and these will be combined with some of the show equipment he had stored here for the org's return.

Vernon currently is in charge of Bomber Park Concessions, holders of the concessions at various East Texas baseball league parks. The baseball season is skeddled to close September 7. He plans to play spots in the cotton country of Texas.

## Fisher Reports Golden West Has Topped '46 Take

SAN FRANCISCO, Aug. 9.—"Business is better this year than last," stated Harry (Polish) Fisher, general manager of the Golden West Shows, at the close of a big week in Sacramento.

The Golden West Shows have topped their 1946 grosses in every spot played this season, and the concessions are doing better than during the war years, Fisher reports.

Polish reports the show has eight fairs in a row and then a celebration.

A new Side Show joined last week operated by Lawrence Larondi.

Something new in Coast show business was innovated by Fisher this year when Fisher operated a gate at the still spots and gave a new radio away every night. As the show played a celebration most every other week and as the show from now on has nothing but fairs which the show will not operate the gate, the radios were a big draw and worked out better than a live free act had previously, Fisher said.

## Curl's Merry-Go-Round Lost in Wall, S. D., Fire

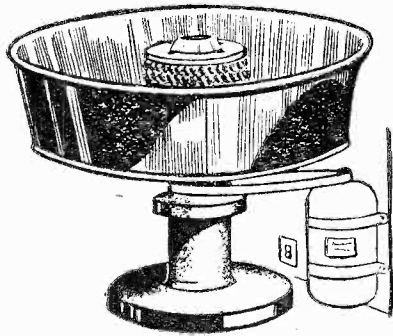
WALL, S. D., Aug. 9.—A Merry-Go-Round, owned by the Curl Amusement Company, South Sioux City, Neb., caught fire while the company was playing here recently and was destroyed.

# POPCORN-PEANUTS

**TOP-POP HYBRID POPCORN** is unconditionally guaranteed to give you fullest satisfaction in every respect. Five sizes cartons • bags • cones • salt • seasoning.

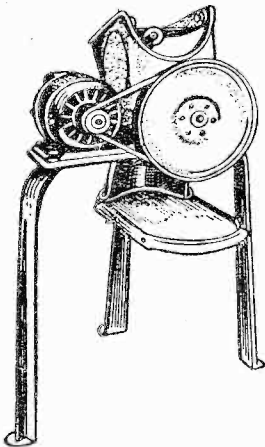
**PEANUTS** — finest quality Virginia roasted in the shell • attractive circus bags • snow cones • napkins • ready-to-use flavors • cups • spoons • floss papers • colors • apple sticks.

HEADQUARTERS FOR COMPLETE LINE CONCESSIONAIRES' SUPPLIES!



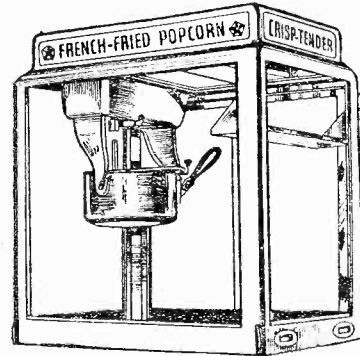
**MIDWAY MARVEL CANDY FLOSS MACHINE**

The greatest candy floss machine on the market! All rubber-shock mounted—eliminates vibration. Moving parts carefully machined to reduce wear—no maintenance costs. Big 25 in. stainless steel pan easily removed for cleaning. This is the world's greatest candy floss machine for efficiency, speedy operations and profits. **MIDWAY MARVELS ARE FULLY GUARANTEED!**



**SNO-KING ICE SHAVERS**

King of them all! Shaves 8 lbs. of ice per minute — almost 500 lbs. per hour! Beautiful cast aluminum construction. Available in both electric and hand-operated models.



**STAR POPPERS**

Super Star and Silver Star Machines available in both floor and counter models. Immediate shipment from floor stocks on hand.

All machines Underwriter Laboratories Approved

SEND FOR DESCRIPTIVE CIRCULAR TODAY!

SERVING YOU FROM COAST TO COAST

## CHUNK-E-NUT PRODUCTS CO.

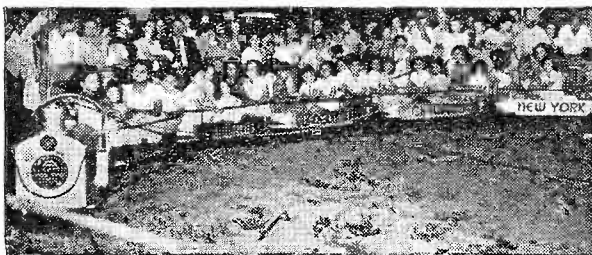
**MATTY MILLER**  
231 N. Second St.  
PHILADELPHIA 6, PA.

**HANK THEODORE**  
2908-14 Smallman St.  
PITTSBURGH 1, PA.

**SYD ALLEN**  
1261-1265 E. Sixth St.  
LOS ANGELES 21, CALIF.

*The Sunshine Choo-Choo*

THE "HIT" RIDE OF THE YEAR



QUICK DELIVERY

ALL-ELECTRIC

ADULTS & CHILDREN

TOP MONEY-MAKER

THREE SIZES

Three Car	\$1500.00
18 Passenger	
Four Car	\$1625.00
24 Passenger	
Five Car	\$1750.00
30 Passenger	
F. O. B. Tampa, Fla.	

All fabricated steel fence, all metal ticket box, easy to set up (less than one hour) very compact (can be hauled on two wheel trailer) can be operated by a child from ticket box requires only 35 ft. space to set up in.

SEND ONE DOLLAR FOR LARGE PHOTO AND COMPLETE DETAILS.

**SUNSHINE MANUFACTURING CO.**  
2105 Chelsea St., Tampa, Fla., Sam Holman, Owner.

## 35th ANNUAL TOUR BEST ILLUMINATED MIDWAY IN AMERICA

# SUTTON SHOWS

— "AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

**WANT** Manager for Side Show who can furnish Acts and People. (Billy Longdon, Betty John, contact me.)  
**WANT** Foremen for Wheel and Merry-Go-Round. Also can use Help in all capacities. Come on, will place you. Can place Octopus, Roll-o-Plane, Spitfire, Chair-o-Plane, Flying Scooter for fourteen legitimate Fairs and Celebrations. Contact **F. M. SUTTON JR.,** Centralia, Ill., all this week.

## Morris Hannum Shows

*A tradition at Veterans' Conventions*

### WANT FOR KUTZTOWN FAIR

KUTZTOWN, PA.

Shows with own outfits. We have a real opportunity for a capable Minstrel Show Troupe. Professor, wire me. Want Independent Rides and legitimate Concessions. Can place a few choice Wheels. Flemington Agricultural Fair to follow. Can place Ride Foremen for Wheel, Merry, Octopus and Chairplane. Kelly and Allegretti, wire. All bona fide Fairs from now till November. Replies to

**MORRIS HANNUM**

Flourtown, Pa., Fair, now; Kutztown, Pa., Fair, Aug. 18 to 23.

### C. F. ZEIGER UNITED SHOWS

NOW PLAYING FAIRS UNTIL NOVEMBER 3

Want Cookhouse, Dancing and Posing Girl Shows. Will furnish outfits for any money-getting Shows. Second Men for Merry-Co-Round, Eli Wheel, Roll-o-Plane, Flying Scooter. Other Ride Help wire. Ticket Sellers, Concession Agents, general useful Carnival People, come on. Now playing very good show territory.

AKRON, COLO., THIS WEEK; LUSK, WYO., AUG. 18 TO 23.



# VAN HOOTON SHOWS

"THE MOST ATTRACTIVE SMALL SHOW IN CANADA"

LEGITIMATE  
CONCESSIONS WANTED  
COME ON

## CANADA

SIDE SHOWS  
ONE ADULT AND A  
KIDDIE RIDE WANTED

### 5 BIG SATURDAY FAIRS

Within 25 Miles of Ottawa

Aug. 30—NAVAN, ONT.

Sept. 6—RUSSELL, ONT.

Sept. 11-13—RICHMOND, ONT.

Sept. 19-20—METCALFE, ONT.

Sept. 26-27—CARP, ONT.

### 3 Good Sunday Dates in Quebec

Sept. 14—Sept. 21—Sept. 28

Sept. 16-17—COBDEN, ONT.

Sept. 18-19—STIRLING, ONT.

Sept. 23-24—BEACHBURG, ONT.

Sept. 25—OPEN DATE

Sept. 30-Oct. 1—BURFORD, ONT.

Oct. 2—MEAFORD, ONT.

Oct. 3-4—MARKHAM, ONT.

Oct. 7-10—PENDING DATES

Oct. 11—SCHOMBERG, ONT.

### HAWKESBURY, ONT.

Sept. 1-2-3-4-5

Free Fair and Monster

Labor Day Celebration

Parades, Bands, etc., under the auspices of Local 28, Pulp, Sulphite and Paper Mill Workers. A boom town and should be a red one. Benefit Boy Scouts and Girl Guides.

### CARDINAL, ONT.

Sept. 8-9-10-11

Free Street Fair

Auspices Canadian Corps Assn. Benefit Memorial Fund. First show in since the war. Factories working three shifts, 7 days a week. Big pay day Sept. 8th. Come on, a good one.

All legitimate Concessions open including Bingo for the above dates, no exclusives. Moving on

our own fleet of trucks. Address all mail to Gladstone Hotel, Queen St., West, Toronto, Ont., Canada.

BERT PAYNE, Gen. Supt.—HERB PAYNE, Owner-Mgr.

## CONCESSIONAIRE'S JACK-POT!

### WABASH COUNTY 4-H FREE FAIR

WABASH, IND., AUGUST 19-23

Best Concession Territory in Indiana

CAN PLACE: Legitimate and catering concessions of all types except coin game and custard. Excellent locations—reasonable privilege.

*W. G. Wade Shows*  
UNIT NUMBER TWO

Marshall County 4-H Free Fair (Argus, Ind.) This week. Jasper County Fair (Rensselaer, Ind.) follows Wabash

# PIONEER SHOWS

high class midway attractions

TROY, PA., FAIR, AUG. 19-23

BRADFORD COUNTY'S ONLY FAIR—DAY AND NIGHT

CONCESSIONS: Grab Joints, Cookhouse, Custard, Diggers, Scales, Age, Jewelry, Long and Short Range Gallery, Penny Arcade; all legitimate games open, space limited. Shows of all kinds. Help on rides and concessions. Big Labor Day week, day and night. Booked solid till November. Answer

MICKEY PERCELL

Week August 11-16, Fairport, N. Y.

# Two Killed When Truck Fails To Clear Underpass in Mo.

ST. LOUIS, Aug. 9.—Mr. and Mrs. Harold Barter were killed Sunday morning (3) at 10:15 when one of the trucks belonging to the Victory Exposition Shows drove under an underpass near Butler, Mo., and eight tubs were scraped from the top of the truck. Mr. and Mrs. Barter were asleep in the tubs, as were eight other carnival people. Mr. and Mrs. Barter had just joined the Victory Exposition Shows the day prior to the accident and were en route to Moberly, Mo., for the next stand. Barter was formerly with Ray Marsh Brydon at Riverview Park Chicago, where he did his fire-eating act and had been with the Alamo Exposition Shows until his arrival at the Victory Exposition Shows.

The Barters were from New York and thus far the shows have been unable to locate any relatives.

Six of the men who were riding on the truck received minor injuries and three were taken to hospitals but have since been released and are on the road to recovery.

The truck, which carried the Spitfire, had been loaded according to specifications of the Missouri Highway Department to allow for passage under all underpasses. The highway, at this particular underpass, had been resurfaced, adding several inches to the top of the road bed and it was just these two or three inches which failed to allow the truck to pass. The driver was completely exonerated by the Missouri State police.

The seven tubs which were badly damaged are now being repaired and the Vandike brothers, owners of the shows and the Spitfire, were able to borrow tubs and the ride is in operation at the Ozark Empire Fair, Springfield, Mo., opening yesterday (8).

# Smith Org Buys Seven-Tub Tilt

NEVADA, Mo., Aug. 9.—A new seven-tub Tilt has been purchased by the Smith Amusement Shows, giving the org a total of 4 major rides, 2 kiddie rides, 5 shows and 35 concessions. Everyone is busy here this week getting things in tip-top shape for the opening of the fair season next week at Girard, Kan.

Lee Springfield has the Merry-Go-Round looking like a factory job. Each morning this week found him on the job at 9 a.m. painting and repairing. Not to be outdone, John Henderson did the same on the Ferris Wheel. Texas Tommy Henderson has taken over the Kiddie Swing and has it looking like new. Frenchy Bouillion has the girl and snake shows and L. T. Smith has the Monkey Circus.

A. (Booby) Obadal, of the Victory Exposition Shows, visited.

## GOODMAN START

(Continued from page 52)

be less hot—practically comfortable, in fact. And they stayed—and spent. At midnight, the tots were still riding the kiddie rides, a sharp contrast from last year when the kiddie rides got little play at any time due to the polio plague which kept them at home.

Things ran smoothly on the lot, but there were moments of the unexpected, as, for instance, when Mel Vaught, aid to Max Goodman, and other showfolks were galvanized into action when Mrs. Maxine A. Chambers, Merry-Go-Round ticket seller, was stricken Wednesday night and rushed to a local hospital for an appendectomy.

Most unexpected incident occurred on the train move in here from Dubuque, Ia., when Mrs. Homer G. High, wife of Bud High, canvasman on the Hawaiian Show, gave birth to a child. The show wired ahead, picked up a nurse, who, aided by Tee Bone Riley, lot superintendent and trainmaster, aided in the delivery. Mrs. High and baby, together with the nurse, left the train at La Crosse, Wis., where they were admitted to a hospital.

## WATER-CARRYING CHORE

(Continued from page 52)

Price could get him initiated into the men's group, he began carrying water for his wife, and after just four weeks on the road he also became one of the unfortunate shut-ins—being hospitalized in Springfield.

With most of the women in a more or less convalescent state, you can imagine how thirsty the men are these days. It is said, however, that Ray and Cecil Turner are the obliging ones, and have their wives, Marie and Dorthy, carry daily, besides their own domestic supply, two tubs full for the more unfortunate men to consume. One tub is for drinking purposes and the other tub has a tarpaulin around it and is used for the bathing.

That's the way it goes, girls—if you are blessed with a virtuous husband who carries water, etc., for you—stay where you are!—MARY K. DEWITT.

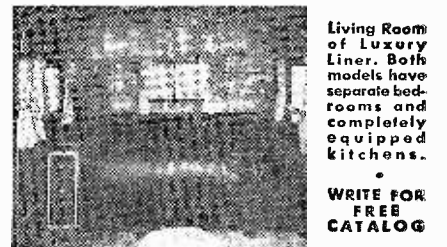


## Two New SCHULT Models to Suit Your Purse and Purpose

One modest investment in a Schult offers you complete accommodations for years of comfortable living, plus mobility. You get every real facility of a furnished home, at a mere fraction of the cost. Two popular sizes:

**LUXURY LINER** Famous 26-foot model with three separate rooms. Comfort and privacy for four adults. "Accent on Living."

**COMMODORE** A 21-foot luxury travel coach that sleeps four and is amazingly spacious and has most "big coach" features.



Living Room of Luxury Liner. Both models have separate bedrooms and completely equipped kitchens.

WRITE FOR FREE CATALOG

SCHULT CORP. Dept. 208, ELKHART, IND.  
In Canada: John Inglis Co., Ltd., Toronto

## SCHULT Trailer Coaches

**Rogers & Powell Want**  
Merry-Go-Round or Octopus, Shows, Concessions, String Game, Candy Apples, Cotton Candy, Knife Rack, Watch-Lag, Fan Joint, Tea Pool, Ball Games, Razzle Dazzle, Swinger, Nail Joint, Bowling Alley, 1 Mtt Camp at once. Those joining now will have preference for 8 of the best fairs in Mississippi. Fairs starting Sept. 1st., Greenwood Mississippi, Johnson and George St., week Aug. 11; then as per route.

**LAWRENCE CARR SHOWS**

**4 BIG DAYS**      **WANT FOR**      **4 BIG NIGHTS**  
**STATE LINE FAIR**

**NORTH BENNINGTON, VERMONT**  
**AUGUST 21-24**

Featuring **JACK KOCHMAN'S HELL DRIVERS**, Harness Racing, Auto Racing, George Hamid's Aerial Acts and Vaudeville Show.

**FIREWORKS EVERY NIGHT, Agricultural Exhibits, Etc.**

**WANT**

**GIRL SHOW OPERATOR** with Girls, **CONCESSIONS OF ALL KINDS, NOVELTIES, EATING-DRINKING STANDS, BEANO, Etc.**

With four big weeks to follow: State Firemen's Convention, Naugatuck, Conn., Aug. 25-30; Lewiston State Fair, Lewiston, Me., Sept. 1-6; Hemlock Lake Fair, Hemlock, N. Y., Sept. 10-13.

**LAWRENCE CARR**

Pittsfield, Mass., Aug. 11-16; Bennington, Vt., Aug. 17-24

**Matthew J. Riley Enterprises**

**WANT FOR**  
**GLOUCESTER COUNTY FAIR, Paulsboro, N. J.**

**5 — DAYS AND NIGHTS — 5**

**Bona Fide Fair, Horse Racing, Exhibits, Free Acts**  
**Billed for Miles Around**

Want Concessions, no exclusive. Want Bingo. Want Shows with own outfits. Want Rides: Octopus, Rolloplane or any major ride. Big Veterans of Foreign Wars Fair to follow at Oreland, Penna., Aug. 25th to Labor Day. Car given away Sept. 1st. Week Aug. 11-16th, Hammonton, N. J. Address all to

**MATTHEW J. RILEY**

Clinton Hotel, Philadelphia, Pa.

*Groves*  
**Greater Shows**

**AMERICA'S CLEANEST MIDWAY**

**FRANKLIN, LA., AUG. 11-24**

**AUSPICES AMERICAN LEGION**

Can place Coke Bottles, Blower, Scales, Age, Dart Game, Balloon Darts, String Game, Hoop-La, Hi-Striker, American Palmtree or any legitimate Stock Concession. Want Agents for office-owned Concessions—Penny Pitch, Ball Games and Stock Stores. **BLACKIE COTTRELL** wants Bingo Caller and Griddle Man. Want Manager for office-owned Snake Show. Want to hear from organized Minstrel Show. Can place now and for balance of season Side Shows, Midget Show, Mechanical Show, Illusion, Fun House, Wild Life Exhibit. Have five of the best Fairs in Louisiana, starting Sept. 22-27, JONESBORO, LA.; Sept. 29-Oct. 5, MARKSVILLE, LA.; Oct. 7-12, TALLULAH, LA.; Oct. 13-19, VILLE PLATTE, LA.; Oct. 20-25, SULPHUR, LA. TWO other pending, and good Still Spots until Xmas. All Replies:

**ED GROVES, Mgr.**

FRANKLIN, LA., AUG. 11-24

**BULLOCK AMUSEMENT CO.**  
*lean entertainment for the whole family*

**WANTS**

Legitimate Concessions, Fish Pond, Pitch-Till-You-Win, Ball Games, High Striker, Short Range Gallery. All open. Want experienced Ride Help that can drive trucks. Want Sound Truck, one with a Concession preferred. Will book one more Grind Show. No Girl Show. We are playing the coal fields where miners are making biggest wages in history, then a long season South including the Bean Festival at Mountain City, Tenn., sponsored by the entire county.

Flat Top, W. Va., this week; Rhodell, W. Va., week August 18

**J. S. BULLOCK, Mgr.; STAN REED, Assistant Mgr.;**

**S. D. PEASE, Agent**

No Telephone Calls Accepted

**TRIANGLE SHOWS**

**CAN PLACE**

**ALL KINDS OF CONCESSIONS**  
**FOR NASHVILLE, TENN.**

**STARTS TUES., AUG. 19TH—THEN ALL FAIRS.**

Want Rocket Foreman and Good Ride Help. Semi-Drivers Preferred. Wire

**JAKE SHAPIRO, Mgr. Kingsport, Tenn.**

**EDDIE L. WHEELER SHOWS WANT**

Merchandise Concessions of all kinds, \$20.00 week. Mit Camp Agents for Skillo, Rolldown, Swinger. Good opening for Grind Shows with own transportation. Funhouse, Glasshouse, first class Middleman. Top wages. All replies to

**EDDIE L. WHEELER**

Summerville, Ga.

**MAJESTIC GREATER SHOWS**

**CAN PLACE FOR BIG RAPIDS, MARNE AND NEWAYGO, MICHIGAN, FAIRS**

And eight weeks of Southern Fairs. Manager and Riders for Silodrome. Harry Bancroft can use one more Working Act for Side Show.

**WANT SPITFIRE FOREMAN IMMEDIATELY, ALSO SECOND MEN ON ALL RIDES**

Want 10% Concessions of all kinds for Michigan Fairs. Address:

**SAM GOLDSTEIN, Owner, Battle Creek, Michigan; then Big Rapids, Michigan.**

**LAWRENCE CARR SHOWS**

**WANT BEANO**

**STATE LINE FAIR, North Bennington, Vt., Aug. 21-24; State Firemen's Convention, Naugatuck, Conn., Aug. 25-30; Lewiston State Fair, Lewiston, Maine, Sept. 1-6; Hemlock Lake Fair, Hemlock, N. Y., Sept. 10-13.**

**LAWRENCE CARR**

Pittsfield, Mass., Aug. 11-16; North Bennington, Vt., Aug. 21-24

**WANTED FOR**  
**VOL. FIREMEN JUBILEE**

**FARRELL, PA., IN THE HEART OF TOWN, AUG. 18 TO 23.**

Concessions of all kinds that work for Stock. Ride Help for Wheel and Kiddie Ride. Must drive trucks. This week, Chicora, Pa. Wire

**JAILLET & GRANT AMUSEMENTS**

P.S.: Jimmy and Frances Teater, come on.

**WANT**

**Girl Show Talker, Grinder and Ticket Seller. Also two Girls for Girl Show, Fan, Strip or Hula, etc. Top salary. Wire**

**F. W. MILLER**

**Care Wade Shows, Mason, Mich., this week; Pontiac, Mich., week August 18.**

**WONDER CITY SHOWS**

**WANT**

Concessions of all kinds. Good proposition for Tilt with or without transportation. Can also place Octopus and Roll-o-Plane. Chuck Anacer and Toney, can I rely on your Rides after Labor Day? Have twelve more Fairs to play, closing Mobile, Alabama, Horse Show, November 15th. Want Man and Wife capable handling A-1 Cook House. Want Agents for Roll Downs, Skillos and Percentage. All Address: **JOE KARR, Wonder City Shows, Ashley, Illinois, Fair, this week; Greenville, Illinois, Bond County Fair, next.**

**SCIOTO VALLEY SHOWS**

**WANT — WANT — WANT**

**CONCESSIONS—Candy Floss, String Games, Milk Bottles, Punk Rack, Ball Games, Watch-La, Pitch-Till-U-Win, Long or Short Range Lead Gallery, Huckley Bucks or any other Stock Concessions working for merchandise. All Stock Concessions must work for 15¢. Privilege \$22.00, includes insurance and cut-in. No Percentage or Mitt Camps. SHOWS—Any Show of merit with own outfit. RIDES—Kiddie Rides or any major Rides not conflicting with what we have. Playing bona fide Celebrations and Fairs in Ohio, Indiana and Illinois. Out all winter. Address: **WM. E. LAMB, Manager and Owner, Scioto Valley Shows, Louisburg, Ohio, this week; Knightstown, Ind., to follow.****





## YOUR MID-SUMMER BLEVINS BUYERS' GUIDE

(Or a Few Seasonal Values Which Explain Why Smart Concessionaires Buy Blevins the Year 'Round)



**BEE HIVE Hybrid Popcorn . . Net \$9.85**

Best by Any Test

"Little Bee Hive" Hulless Hybrid.....net 8.55

"100 Plus" Purdue Hybrid.....net 7.97

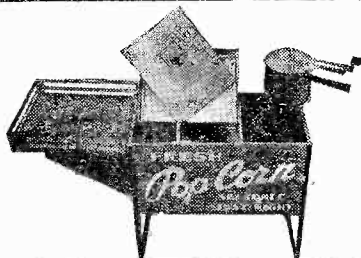
★ **POPS-RITE COCOANUT OIL SEASONING.....Per 5-gal. tin, net \$10.35**  
Also **POPS-RITE PURE LIQUID VEGETABLE OIL.....Per 5-gal. tin, net 13.50**

### ★ KING BEE PORTABLE POPCORN MACHINE

The Great Big Machine With the Little Bitty Price! A product of Blevins Engineering. Will earn up to \$100 a day! Works anywhere. 18" wide, 36" high, 36" long. Famous Coleman Gasoline Plant. As illustrated.

**\$135**

Attention: Exporters, Jobbers, Dealers! Write for Special Offer on King Bee



★ **BUYING AN ICE BALL MACHINE? Be Careful That You Buy Blevins. Look What You Get for Your Money:**

### ECHOLS ICE BALL MACHINE

WITH MOTOR

4 Qts. "Snow-Man" Flavor  
2 Qts. Fruit Acid Solution  
1 Pick, 4 Plastic Pour-Outs

**ALL for \$65!**



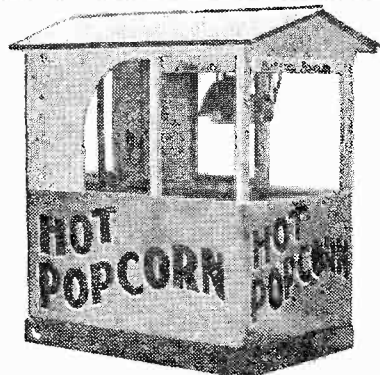
### ★ SNOW-MAN FLAVORS

Now It Can Be Sold! Developed by Blevins Especially for the Snow Cone Trade, the New "Snow-Man" Fruit Acid-Free Flavor Concentrates Are Manufactured Under Positive Laboratory Control To Insure Highest Quality. "Snow-Man" Flavors Are More Potent: 3 Ounces Make One Gallon of Finished Syrup.

AVAILABLE IN ORANGE, CHERRY, GRAPE, LEMON, LEMON-LIME, STRAWBERRY, RASPBERRY, NECTAR AND ROOT BEER.

PER QUART **\$1.75**

Depend on Us for Your Snow Cone Needs



### ★ BUNGALOW TYPE POPCORN MACHINE

Ideal for Beaches, Pools, Parks, Drive-Ins, Parking Lots, Service Stations, Carnivals, Fairs. Protects operator from sun and rain. Flashy enamel finish draws crowds. Measures 3 1/2' x 5 1/2'. Sturdily constructed of reinforced frame with heavy plywood siding. Light weight, easily moved. Your name lettered on side free.

Complete (with heavy duty popping unit) **\$750**  
(Convenient Terms)

### Here Is a Check List of Other Items Stocked at the Blevins Plant:

- ★ STAR MACHINES
- ★ COLEMAN EQUIPMENT
- ★ SUPER WIZARD CANDY FLOSS MACHINES
- ★ FRENCH WAFFLE IRONS
- ★ KETTLE KLEENING KITS
- ★ POPCORN BOXES AND BAGS
- ★ SAVOROL
- ★ POPCORN SALT
- ★ CHURNTEX BUTTER FLAVOR

- ★ CERTIFIED FOOD COLORS
- ★ DUVAN ORANGE SYRUP
- ★ SODA STRAWS
- ★ SODA CUPS
- ★ SODA CUP HOLDERS
- ★ CANDY APPLE STICKS
- ★ CANDY FLOSS PAPER
- ★ SUNDAE DISHES
- ★ SNOW KING ICE BALL MACHINES

Your Inquiries Are Invited

## BLEVINS POPCORN CO.

NOW IN AMERICA'S MOST MODERN POPCORN PLANT!  
31ST AND CHARLOTTE NASHVILLE, TENN.

STOCKS IN PUBLIC WAREHOUSES IN PRINCIPAL SOUTHERN CITIES.  
FOR ONE-DAY SERVICE, SEND ALL ORDERS DIRECT TO NASHVILLE.

# JJJ Signs Wallenda Circus As Feature for Fair Dates

ALTAMONT, Ill., Aug. 9. — The entire Wallenda Circus will be a featured attraction with the Johnny J. Jones Exposition beginning August 23 and continuing thru the remainder of the fair season, E. Lawrence Phillips, JJJ owner, announced here this week. A Wild West type canopy, with a specially built front, will house the unit which is to offer the same acts as were offered this spring by the Wallenda Circus. Included among them, besides the Wallendas, are the Karrels and the Naittos. The first date for the unit will be at the St. Louis County Fair, St. Louis. Last week, during the JJJ stand at New Albany, Ind., for the Monon Railroad's anniversary celebration, the midway org presented the Wallendas by themselves as a free attraction. Announcement of the signing of the Wallenda Circus in its entirety came during the JJJ stand here this week at the Effington County Fair. Engagement here opened light but was building in mid-week with execs counting on a strong finish.

The New Albany, Ind., stand opened light but closed strong with a heavy week-end play, particularly for the rides and shows.

Owner Phillips during the stand here went to Chicago on a short business trip. Eddie Keck again is handling office duties after serving part of the season as talker on the *Follies* of 1947. He also handles the mail and is *The Billboard* agent.

Harvey Wilson, operator of the Funhouse, the Glass House and the Wildlife Show, has received delivery on a new 1947 custom built Chrysler. During the New Albany engagement he added a bear and a lion to the Wildlife Show.

# Top Money at Maine Annual Pleases WOMEN

## Patrons Ignore Prices

BANGOR, Me., Aug. 9.—The season-long battle between the World of Mirth Shows and Jupe Pluvius dragged itself out to a draw last week when the org played its first 1947 fair date at the Northern Maine annual at Presque Isle. On closing day Saturday (2), midway faces were generally bright but raincoats were hanging out to dry.

Opening day, Monday (28), was blanked by rain as was Tuesday (29) (See *World of Mirth* on page 137)

# Canton, O., Opens Better Than Figured For Cetlin & Wilson

CANTON, O., Aug. 9.—Everyone connected with the Cetlin & Wilson Shows entered this week's stand here with the strong belief they were in for a blank, as word had been spread this town had gone sour. But after Tuesday night's (5) business, they reversed themselves and figured it would prove a winning spot.

Some 9,000 persons Tuesday night paid to tour the midway, and it was a spending throng. Shows did big business, but the rides, while doing okay, didn't match the shows. This was no surprise to show execs, who didn't look for the rides to go big because of the nearness of Meyers Lake and its riding devices.

Shows had been scheduled to open (See *CW Okay* at Canton, page 137)

# Fernandez Honolulu Festival Has Okay Biz

HONOLULU, Aug. 9.—Kiddies' Toyland Festival, auspiced by a youth organization, enjoyed an excellent five-day run here. E. K. Fernandez furnished the shows, rides and concessions. Roster of the vaude show was Bill and Nancy Long, acro dancers; Don Darry, tenor; Tenkai and Okinu, magic, and Earl and Fortune, dancers. Members of the ork are Dusty Dryer, drums; Frances Mattson, violin, and Maddie Crawford, piano.

Tickles the Clown emseed the Side Show. Other members were Larry Benner, novelty music; Valentine Bell, unicyclist; Winifred Hensley, ventriloquist, and W. F. Dutton, Punch.

Rides were Merry-Go-Round, two Ferris Wheels, two baby Ferris Wheels and a Caterpillar.

# Cetlin-Wilson at Dayton, O.

DAYTON, O., Aug. 9.—The first carnival company in more than two years is scheduled to appear here, just outside the city limits, opening Monday (11). Cetlin & Wilson Shows will appear at that time under auspices of the Northridge Kiwanis Club.

## WANTED AGENTS

For Fish Pond, Pitch-Till-You-Win, Candy Floss. Walter Hood, your joint open.

### ORVILLE MILLER

Harry Loffridge Shows, War, W. Va., this week; Princeton, next

## STICKEL CALLING

Grab Man or Couple on Food. Chester Patty, wire. Jeanie Pierman, Earl Maddox, Tilt Foreman and Agents, contact prepaid.

### A. P. STICKEL

Clarksville, Va.

## WANTED

### RIDES AND CONCESSIONS — FREE ACTS

At Perry, Mo., Oct. 2, 3 & 4, for our annual Fall Festival. If interested write

### DR. E. T. SWAN

Perry, Mo.

## FOR SALE

### 7 CAR TILT-A-WHIRL

A real flash! Repainted this spring. Good buy for cash. Also other Rides. Address all replies to

BOX 115, c/o The Billboard Pub. Co., 155 N. Clark St. Chicago 1, Ill.

## AGENTS WANTED

For Ball Game and Penny Pitch

### E. L. WINROD

c/o WILSON FAMOUS SHOWS  
Coal City, Ill., this week; Mommence, Ill., Aug. 19-29

## RENA KAISER WANTS

Two Dancing Girls. Kay Kaiser wants Sid Show Acts, Half and Half, Magic, Mae-Jo Arnold, wire. Will buy 2 Giant Jungle Rats Coati-Mundi. Care MADISON BROS. SHOW So. Wilmington, Ill.

## WANTED

### A good, clean Carnival to play SALINE COUNTY FAIR

September 10 through 13  
Call or Write U. S. FLOYD, Benton, Arkansas

# ★ **Prell's** **BROADWAY SHOWS**

"BROADWAY AT YOUR DOOR"  
WEEK AUGUST 18-23  
ONE OF PENNSYLVANIA'S FINEST

## The **GREAT CARLISLE FAIR**

CARLISLE, PENN. 6—BIG NITES—6. 6—BIG DAYS—6.

SEPTEMBER 1-6—INCLUDING LABOR DAY

THE ONE EVERYONE IS WAITING FOR

## **THE CAMBRIA COUNTY MAMMOTH FAIR**

EBENSBURG, PA.

One of the biggest and best Fairs in the East. 1946 attendance: over 225,000 people. 85,000 on Labor Day.

After This One, 12 More Fairs To Go

WANT... WANT... WANT... Eating Stands of all types, Grab Stores, Potato Chips, Custard, Pop Corn, Candy Floss.

WANT... WANT... WANT... Fat Show, Midget Show, Hillbilly Show, Lung Show and any other Show of merit.

WANT... WANT... WANT... Novelties, Guess Your Age, Scales, Grind Stores of all types.

WANT... WANT... WANT... Concessions of all kinds.

**WILL BOOK** FLY-O-PLANE, OCTOPUS, TILT, LOOPER, SCOOTER OR ANY RIDE NOT CONFLICTING. WHAT HAVE YOU?

WANT... WANT... WANT... Ride Help of all types. Those driving Semis preferred.

WIRE—WIRE—WIRE

**SAM E. PRELL**

PRELL'S BROADWAY SHOWS,

ELMWOOD AVE. AT 76TH STREET, PHILADELPHIA, PA.; THEN PER ROUTE.

## **FOLK CELEBRATION SHOWS**

Want for Big String of Fairs and Celebrations

Including NEW MEXICO STATE FAIR, ALBUQUERQUE, N. M., SEPT. 28 TO OCT. 5, Incl.

South Eastern New Mexico State Fair, Roswell, N. M., Oct. 7 to 12;

Quay County Fair, Tucumcari, N. M., Sept. 22 to 26

CAN PLACE 2 FIRST CLASS FREE ACTS. (Must be good and salary must be right.)

SHOWS: Want first class 10-in-1, with or without own outfit. Will furnish outfit to reliable party. Motordrome (Bob Perry, write). Fun House, Glass House, Miniature City (Joe Teska, write). Monkey Circus, Hawaiian Show, Hillbilly Show, Grind Show or any other Show that is a Show capable of getting money.

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS.

WILL SELL "Exclusives" on Novelties, Frozen Custard, Penny Arcade, Jewelry, Scales, Guess Your Age and French Fries.

RIDE HELP: Can use capable Ride Foremen and Second Men. Must be sober and reliable.

This Show Will Give You a Long Season

WRITE OR WIRE: BOX 1005, ALBUQUERQUE, N. M.

## **B. & D. SHOWS**

### **FIRST CALL**

Opening Sept. 6, featuring Taylor and Mickey Trout, Juggling and Acrobatic Artists. Long fall season in North Carolina, South Carolina and Georgia, including three Street Celebrations under strong auspices. Play proved spots. We bill like a circus. Route to interested parties.

WANT SHOWS: Snake, have tent and pit for same; Wild Life (English wire), 5-in-1 or any Show with own outfit that is clean. No girls. CONCESSIONS: Any Stock Concessions, only one of each—Coke Bottle, Glass, Guess Your Weight, Fish Pond, Bowling Alley, Hoop-La, String Game, Pitch-Till-U-Win, Cork Gallery, Long or Short Range Gallery, Photos and Novelties. Johnny Poe, wire. Want Bingo. Pete Verner, contact. Want Cook House that caters to show people. Demetros, contact. Wire or write, don't phone. Want Merry-Go-Round Foreman to join immediately. Good proposition to sober, reliable man. Want Mechanic with tools who knows Le Roi and International motors and electrical work. Good proposition to right man. Want Scenic Artist. All contact:

**C. E. DAVIS, Mgr.**

B. & D. SHOWS, P. O. BOX 166, OCEAN DRIVE, S. C.

## **EDDIE HOLLINGER WANTS**

For Canadian National Exhibition, Toronto, Ontario

Aug. 21st-Sept. 6th, and Other Outstanding Dates To Follow.

AN OUTSTANDING HIGH-CLASS TALKER FOR HARLEM BOOGIE REVUE (30 PEOPLE).

P.S.: Dale, of J. A. Gentsch Shows: I have a good proposition for all winter's work for you.

Address:

**EDDIE HOLLINGER**

c/o Sherman Hotel, Chicago, until Aug. 15th, and then Toronto.

## **HETH EXPOSITION SHOWS**

WANT

WANT

CONCESSIONS—Diggers, Ball Games, Bowling Alley, Pan Games, String Games. AGENTS for Beat the Dealer and Coke Bottles. SECOND MEN on all Rides that drive Semis. Address:

**BOB HETH**

Quincy, Ill. (6th & Jefferson), this week; Mendon (Fair), Ill., Aug. 19-22; three Iowa Fairs to follow and three in Nebraska.

# CARAVELLA AMUSEMENTS

THE SHOW OF THE YEAR

14 — MORE WEEKS BONA FIDE FAIRS — 14  
FRANKLIN, PA., Aug. 18-23—FIRST SHOW IN CITY IN 8 YEARS  
BLAIRSVILLE, PA., Aug. 25-30—AMERICAN LEGION CELEBRATION

TEN OF THE CAROLINA'S CHOICEST FAIRS

WILLIAMSBURG COUNTY FAIR, Sept. 22-27, Kingstree, S. C.

CLARENDON COUNTY FAIR, Sept. 29-Oct. 4, Manning, S. C.

KERSHAW COUNTY FAIR, Oct. 6-11, Camden, S. C.

NEWBERRY COUNTY FAIR, Oct. 13-18, Newberry, S. C.

SIX OTHER SURPRISE FAIR DATES—WATCH B. B.

**BOOKING NOW FOR ABOVE FAIRS  
AND BALANCE SEASON  
CONTACT IMMEDIATELY**

WANT: Cookhouse, Grabs, all Food and Drinking Stands. All Concessions open. Opening for Penny Arcade.

WILL BOOK: Tilt, Looper, Scooter, Spitfire—any Rides not conflicting.

WANT: Organized Girl Shows. Have beautiful flashy wagon fronts. Plenty new tops and complete sound equipment. Can use A-1 Talker immediately.

CAN PLACE: Mechanical City, Iron Lung, Monkey Show—or what have you?

CAN PLACE: Capable and reliable Second Agent, Talkers for Unborn, Funhouse, Girl Shows. Want Stock Store Agents.

CAN PLACE: Ride Help on all rides. Semi drivers preferred. If lusers—stay where you are.

ALL WIRE

## **CARAVELLA AMUSEMENTS**

Ridgway, Pa., This Week, August 11-16

# CAPELL BROS. SHOWS

America's Cleanest Midway

WANT

WANT

For the Following Bona Fide Celebrations

Pond Creek, Okla., Annual Reunion, this week.

Fairview, Okla., Annual Fair and Race Meet, next week.

Week of August 25, the Biggest Celebration in the State—the Will Rogers Memorial Rodeo at Vinita, Okla.

Then Hobart, Okla., Free Fair; Okmulgee Fair; Durant, Okla. Then into the Cotton Country of Arkansas and Louisiana.

WANT FOR THE ABOVE DATES AND BALANCE OF SEASON

STOCK CONCESSIONS OF ALL KINDS. WILL SELL "EX." ON DIGGERS. CAN PLACE UP-TO-DATE COOKHOUSE, CUSTARD and ARCADE. WANT FEW MORE "CAPABLE" AGENTS FOR OFFICE STORES. WANT SOBER ELECTRICIAN. FOREMAN FOR ROLL-O-PLANE, FOREMAN FOR LITTLE BEAUTY MERRY-GO-ROUND. WORKING MEN FOR RIDE-O and TILT-A-WHIRL. Drunkards and chasers, lay off. We pay top salaries. WANT CAPABLE MANAGER FOR GORILLA SHOW. CAPABLE MANAGER FOR GIRL SHOWS (BILL MORAN AND CHERRY, COME ON). USEFUL SHOW PEOPLE, COME ON. ADDRESS:

**H. N. "DOC" CAPELL**

AS PER ABOVE ROUTE

P.S.: Curley Chatfield, contact me at once for your own benefit.

## **CRANDELL'S MIDWAY DELUXE**

Opening for Mug Joint, Pop Corn, Age and Weight, Pan Game, Rat Game, Cigarette Gallery, String Game, and others. Good proposition for Shows with own outfits. Rides: Ferris Wheel, Merry-Go-Round, Loop or Rolloplane. Will book, buy or lease above rides. Our small show is playing to big crowds and making money. Will consider a partner with one or two major rides to complete this show or will sell what I have for \$4,500.00 cash. Investigate this week, Drakesboro, Ky.; next week, Mortons Gap, Ky.

WANT

WANT

WANT

## **McConnellsburg American Legion Homecoming**

McCONNELLSBURG, PA., WEEK OF AUG. 18TH

WANT Grind Shows or any Show not conflicting. Can place Concessions—French Fries, Ice Cream Custard, Pitch-Till-Win, Scales, Penny Pitches, Ball Games, Wheels that put out Stock. Write or wire

**I. K. WALLACE ATTRACTIONS**  
ABBOTTSTOWN FAIR THIS WEEK, ABBOTTSTOWN, PA.



# KIWANIS HEAT HITS MIDWAYS



**ALL FAIRS** **ALL FAIRS**  
**WANT** Stock Concessions of all kinds.  
**WANT** any Show not conflicting with Drome, Minstrel, Snake, Five-In-One and Girl Show.  
**WANT SENSATIONAL HIGH ACT AT ONCE**  
 Ride Help who drive semis; Rolloplane Foreman. All replies to  
**J. L. KEEF**  
 Adair County Fair, Columbia, Ky., This Week  
 Then Larue County Fair, Hodgenville, Ky., Aug. 18 to 23



**WANT FOR EAST RIDGE, CHATTANOOGA, TENN.**  
 3 MORE LOTS TO FOLLOW  
 Can place Stock Games, \$21.00 each. Opening now for Bingo, Diggers, Custard, Popcorn, Snow Cone, Candy Apple, one Roll-Down, one Slum Skillo, one Wheel, one Lineup Percentage open. Joe Goodwin no longer connected with this show. Want Cook House that caters to show people. Can place Shows of merit not conflicting. What have you? George White, contact.



**WANT** **WANT** **WANT**  
 For America's Oldest Negro Fair, Gallatin, Tenn., and 10 more big Fairs and Celebrations to follow. Good proposition for Sound Car. Want Photos, Snake Show, Monkey Show. Good opening for Bingo. Mr. Jarvis, contact. Want Fish Fry, Frozen Custard. All Concessions open. Come on, will place you. Want to book Flat Ride at liberal percentage, also Kid Auto Ride. Out until late November.  
 All Replies to **NORMAN ANDERSON, ANDERSON'S GREATER SHOWS**  
 Burkville, Ky., this week; then Gallatin, Tenn., Fair.



**WANT FOR THE GREATER TASLEY FAIR**  
 AUG. 20-23. OVER 100,000 PAID ADMISSIONS LAST YEAR.  
 Concessions of all kind. Good opening for Frozen Custard and Candy Floss for balance of season. Will place any Grind Show of merit. Can use Ride Help on all Rides. Earl Tilghman wants Electrician Helper and Wife for Concessions. All mail and wires to  
**Frank Harrison, Owner; Reid McDonald, Bus. Mgr.**  
 WEIRWOOD, VA. THIS WEEK; THEN AS PER ROUTE.

**D. S. DUDLEY SHOWS**  
 Concessions—Can place Photos, Balloon Dart, Basket Ball, Cane Rack, Novelties, Candy Floss, Guess Your Age, Scales.  
 Want Agents for Ball Games, Cats, Bottles, Whiskey Bottles. Agents for Count Stores and Skillos.  
**D. S. DUDLEY** **Amarillo, Texas**



Want Shows not conflicting. Concessions of all kinds. No flats. Place Foreman for Spitfire. Heading south. Write or wire  
**JOHN GECOMA or L. C. HECK**  
 REEDSVILLE, PA., THIS WEEK; TYRONE, PA., WEEK AUGUST 18.

**WANT RIDES, SHOWS AND CONCESSIONS**  
 Or will book organized Carnival for Milton Legion Fair, third week October; Okaloosa County Harvest Fair, fourth week October, and others to follow. All bona fide Fairs.  
**T & B AMUSEMENT CO.**  
 HOLT, FLORIDA

## N. C. Sheriffs Given Orders

**Refusal of Ahoskie, N. C., club to pay off Negro brings official fist down on ops**

RALEIGH, N. C., Aug. 9.—Carnival operators are due for considerable heat in North Carolina, it was revealed today.

Harry Mullins, State's attorney general, has notified all fair managers and the sheriffs of all counties that the letter of the law will be upheld as far as midway concessions are concerned with no deviations. Mullins action was prompted by the international eyebrow lifting caused when the Kiwanis Club of Ahoskie, (See *Kiwanis Heat Socks*, page 139)

## Royal Crown Raises \$500 for Michigan

SPRINGFIELD, O., Aug. 9.—Dolly and Eddie Young, of the Royal Crown Shows, staged a jamboree here July 31 and raised \$500 for the benefit of the Michigan Showmen's Association (MSA).

The show was opened by the master of ceremonies, Tom Harris, of the *Vanities*. Eddie Young made the welcoming speech, introducing Bernhard Robbins, secretary of MSA. Robbins outlined the purposes of the jamboree, stressing the point that thru these benefits the MSA home will be mortgage free this year. He also invited all members of the Royal Crown organization to visit the club-rooms.

Show girls of the *Vanities*, Roxanne Orneallos, Darlene Richards, Jeanne Mocerri and Jean Mason, accompanied by Paul Richards, organist, put on a bang up performance.

Herman Galbraith presented his *Casa Loma* show. Red Higgins and his orchestra furnished the music and John Oscar, King Hunter, Catherine Austin, Juliette Bonde, Margaret DeWitt and Kitty Freeman worked. Mr. and Mrs. Bancroft staged their knife throwing and shooting act.

Wauna D. Jones, Royal Crown mailman, was the chief ticket seller, with Harry (Irish) Gaughn and Harry Rubin tabbing the ding.

## Water Ballet Gal Saves Child's Life

CHIPPEWA FALLS, Wis., Aug. 9.—Betty Jackman, a member of Lottie Mayer's *Disappearing Water Ballet*, currently appearing in the grandstand show at the Northern Wisconsin District Fair, saved an eight-year-old girl from drowning in Mill Pond here Sunday (3). An expert swimmer, Betty plunged into the water when she heard the frantic cries of the girl who was thrashing about in water over her depth and brought her to shore where the ballet performer administered artificial respiration until the eight-year-old was able to breathe.

The story of the rescue made page 1 of *The Chippewa Falls Herald-Telegram*, and Betty was interviewed over air. All of which not only saved the life of a girl but netted the fair and the water ballet substantial publicity.

## Mosquito Confab Puts Damper on Pioneer Business

MOUNT MORRIS, Pa., Aug. 9.—According to Philip J. Kirkland, the Pioneer Shows played day and date on the same lot with a convention of mosquitoes at Watkins Glen, N. Y., July 21-26, with the winged contingent vastly outnumbering the carnies and practically taking over. Fortunately, the flying carnivores devoted their afternoons to closed sessions or siestas so they failed to show up at the kiddie matinee Saturday (26), which drew a big turnout and good business.

The police department, sponsor of the date, sent over a posse of deputies, armed with spray guns, in nightly attempts to dislodge the buzzing convention delegates but their efforts proved futile. Harassed members of the show's personnel stocked up on citronella, Skeeter Skoot and other pseudo insect-repelling liquids which the skeeters thrived on, winding up the week bigger and bolder than on opening night.

Despite almost being crowded off the lot the show's business for the week was fair. Special events were a band concert Wednesday (23), fireworks display Thursday (24) and a parade Saturday (26).

## Siebrand Biz Fair In Helena Run

HELENA, Mont., Aug. 9.—Siebrand Bros.' Shows enjoyed excellent weather, no competing events, and general business conditions in the city far above par, but did only a fair business, according to Hiko Siebrand. Despite wind and rain, the Clyde Beatty Circus drew a crowded matinee and night houses here May 26. From July 7-12 the American United Shows bucked rain and damaging winds and enjoyed better than average crowds.

Siebrand Bros. have played here three times in the past six years and are well known.

Fifteen crippled children, several of them totally helpless, were delighted when Ed Williams with his trained elephant, Toni Madison and her dogs, and Ezra Patrick with his trick mule performed in the sunshine of the Shodair Crippled Children's Hospital.

## WANTED BINGO HELP

Can use Man and Wife; Man must drive Semi and work Counters. Wife can work Counters. Must be clean cut, no booze hounds. Man can work this winter hauling produce out of Florida.

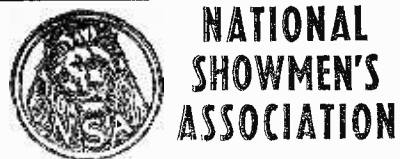
All Mail and Wires:  
**BOB BUFFINGTON**  
 LAWRENCE GREATER SHOW  
 Harrisburg, Pa., this week; then per route.  
 P.S.: Pay your wires.

## HERMAN (GREENY) PLUDA

**WANTS NAIL AGENTS**  
 Wire c/o Cavalcade of Amusements, La Porte, Ind., this week, and then per route.

## AGENTS WANTED

FOR COKE AND SIX CATS WHO CAN GRIND. ALSO COUNTER MAN FOR BINGO. ADDRESS:  
**C. B. MOORE**  
 c/o John McKee Shows, Fort Wayne, Ind., this week; Marion, Ind., next week; then south.



**NATIONAL SHOWMEN'S ASSOCIATION**

**GREET'S YOU**

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month  
Palace Theatre Building,  
1564 Broadway,  
New York 19, N. Y.

Mostly everyone of the Eastern amusement family is a member. Are you?

**Write For Information.**

Initiation ..... \$10.00  
Dues ..... \$10.00 Yearly

**WANTED WANTED**

Chorus Girls, also Hillbilly Entertainers, Singers, Musicians, Rope Spinners, Whip Crackers, Impalement Act, etc. Can use several good Canvas Men. Tiny and Buddy, come on. Wire, don't write

**NAT MERCY**

Care Cetlin and Wilson Shows  
Dayton, Ohio

**CURLEY GRAHAM**

**WANTS**

Razzle Agents, Skillo Agent, capable help for Line-Up Store. Fred "Race Horse" Shaw, come on. Excellent route of fairs starting Galax, Va., Aug. 25th. A M P SHOWS, Mark Curley Graham, Business Manager, Vivian, W. Va.

**AGENTS WANTED**

1 Pin, 1 Razzle Dazzle, 1 Skillo Agent. No drunks wanted. Will book Stock Concessions and Grind Shows that do not conflict. Have 9 office-owned Rides and our string of 10 good Fairs start in 3 weeks. Show stays out all winter.  
Wire or contact

**MARTY MICHILS**

SOUTHERN VALLEY SHOWS, Camden, Ark.  
P.S.: Pay your own wires, I pay mine.  
P.S.: Billie Baldwin, sent money per your wire.

**Enlarging for Fairs**

Will book Roll-o-Plane, Loop, Mix-Up, any Flat Ride. Will book, lease or buy Pin House. We own 4 Rides. Need Shows any kind. Jack Robinson, Wire. Want next Cookhouse and Grab. Few Stock Stores open. String, Clothes Pin, P.O. Scales, Age, Striker, Novelities, Ice Cream or Custard. Wire what you have. Reliable man to operate Kiddie Auto Ride. Palmistry, don't write, wire; time too short.

**DICKSON'S UNITED MIDWAY**

TALIHINA, OKLA., c/o Fair Grounds.

**KID RIDES FOR SALE**

16-Car Allan Herschell Auto Ride, Smith & Smith Kiddie Airplane Ride with Van transportation. Both Rides operating and in good condition. Can be seen on

**HEART OF TEXAS SHOWS**

Anadarko, Okla., Aug. 11 to 16,  
Contact M. O. Smith  
or Box 842, Stephenville, Tex.

**FOR SALE**

Two Frozen Custard Machines, Electro-Freeze, 20-gallon capacity, sparkling chrome finish, like new, complete with all necessary motors and compressors. \$1,000.00 each. Also have 1 brand new Mix Storage Cabinet, never uncrated, 80-gallon capacity, for \$250.00, F. O. B. Jacksonville. Wire or write A. Rothschild, National Theatre Enterprises, 818 W. Ashley St., Jacksonville, Florida.

**FOR SALE TRAINED ANIMAL SHOW**

Consisting of 2 Trained Chimps, 7 Performing Dogs, 2 Bucking-Educated Mules and several Trained Monkeys. Can be seen with Florida Amusement Co. Cheap for cash. Dan Riley, Live Oak, Fla., this week.

**JAMES E. STRATES SHOWS**  
A MIDWAY UNSURPASSED

**CAN PLACE FOR BALANCE OF SEASON**

Consisting of thirteen weeks of Class A Fairs: Several money getting Shows; legitimate Concessions; girls for Charm Hour Revue (salary, \$50.00 per week), paid by office. Ride Help and Foremen for major rides. Ticket Sellers; Colored Performers and Chorus Girls for Jerrie Jackson's Hep Cats Revue. Welder and Carpenter for shop. Useful carnival people in all departments.

ELMIRA, N. Y., WEEK AUGUST 11

**WANT WANT WANT**

**KYOWVA**

**TRI-STATE FAIR, HUNTINGTON, W. VA.**

SEPTEMBER 21 THRU 28

Any Rides not conflicting with Merry-Go-Round, Ferris Wheel, Whip, Caterpillar, Chair-o-Plane or Seaplane

Any legitimate Merchandise and Food Concessions

Shows—Fat Girl, Fun House, Wild Life and good Monkey Show  
Wire

**J. T. HETZER, Mgr.**

307 1st Huntington National Bank Arcade HUNTINGTON, W. VA.

**VIRGINIA LEE BEARDEN**

**WANTS FOR HER**

**"SCANDALS OF '47"**

Experienced Line Girls. Top salaries. Club work, Miami, Fla., this winter. Judy O'Dell, wire me. VIRGINIA LEE BEARDEN, Endy Bros.' Shows, Butler, Pa., Fair, this week; Washington, D. C., next week.

**TURNER BROS.' SHOWS**

**WANT WANT**

**FOR GREENUP FAIR AND DU QUOIN STATE FAIR**  
Bally and Grind Shows of merit with own transportation and equipment.

Concessions that work for 10c and Stock.

Can place Ridee-O, Comet or any ride that does not conflict.

Wire TURNER BROS.' SHOWS, Shelbyville, Ill., This Week;  
Then Greenup and Du Quoin

**IMPERIAL SHOWS**

**WANT WANT**

Ride Foremen and Second Men Who Drive Semis

CONCESSIONS—Jewelry, Bowling Alleys, Ball Games, String Games, Candy Floss, Huckley Bucks, Other Merchandise Concessions

Roodhouse, Ill., Celebration, Aug. 11-16; Fairburys Fair, Aug. 19-22; Mendota Tri-County Fair, Aug. 29, 30 and Sept. 1; Leroy Fall Festival, Sept. 3-6. All Illinois.

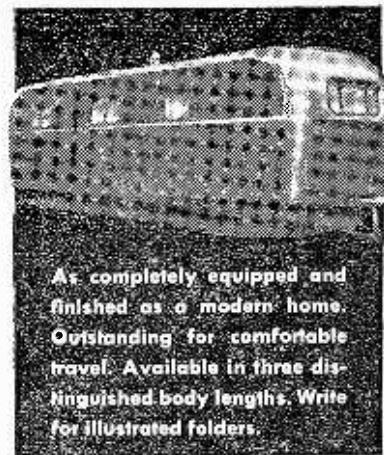
**BILL DULETTE, Manager**

**CAVALCADE OF AMUSEMENTS**

WANT CANVASMEN AND WORKMEN FOR THE MOST BEAUTIFULLY FRAMED MIDGET SHOW IN THE BUSINESS. Top salaries out of the office. Best working conditions. No drunks or chasers. Reply by wire or letter or come on, will place you. Address:

**LEW HAMILTON**

c/o Cavalcade of Amusements, La Porte, Ind., this week; then Sedalla, Mo.



As completely equipped and finished as a modern home. Outstanding for comfortable travel. Available in three distinguished body lengths. Write for illustrated folders.

*America's Finest Trailodge*

ALMA TRAILER CO. ALMA, MICH.

**CETLIN & WILSON SHOWS**

**Want To Join at Once**

**REAL SPOTS**

One Skillo Agent, two Count Store men, one Over Pan Agent. Agents for Bear Hoopla. Wire or phone

**GEO. H. HARMS**

Cetlin and Wilson Dayton, O.

**WANTED**

Electrician who understands Diesel. Must be sober. Also Girl Show. Have complete outfit for same.

**PARAMOUNT EXPOSITION SHOWS**

Chambersburg, Pa., now; Hollidaysburg, Pa., next week; Huntington Fair, Aug. 25.

**WANTED**

Cook House and Grab Help of all kinds, Griddle Men, Waiters, Dishwashers. Top salary. Lushers and chasers cause of this ad. Wire or come on.

**W. J. MOORE**

Care Peppers All State Shows  
Cary, W. Va.

**WANTED**

BALL GAME AGENTS FOR SLAT RACK BALL GAME. All Michigan. Wire

**AL DEMKO**

c/o World of Pleasure Shows  
MIDLAND, MICH., week of Aug. 11; ESCANABA, MICH., week of Aug. 18; then DETROIT STATE FAIR, beginning Aug. 29.

**NOTICE EMPLEMENT ACTS AND SHOWMEN**

Sacrificing 2 great money getting attractions, owing to moving. Hurling steel knives and hunting arrows thru a paper wall of a revolving disc with a girl strapped to disc. A \$600.00 apparatus with bow and 20 steel point arrows, \$300.00. Also 4-legged girl apparatus, dancing on all fours, flesh and blood, sacrifice, \$85.00.

**LEFFELL DEVICES**

811 N. Charles St., Baltimore 1, Md.

**FOR SALE**

1 Lindy Loop, 12-Car, good running condition. \$6,000.00; and 1947 Looper, used 2 months, \$15,000.00. Can be seen at

**LAKWOOD PARK**

E. Mahanoy City Jct., Pennsylvania

**MAGNOLIA EXPO SHOWS**

**WANT—WANT—WANT**

Concessions of all kinds. Have Girl Show, complete with girls; need Manager and Talker at once. Ferris Wheel Foreman, top salary. Northville, Ky., Aug. 12-18. C. W. Hendrix, Mgr., Jig Ferris Wheel Red, answer.



# ACA Roster Hits New High, Cohen Reports

ROCHESTER, N. Y., Aug. 9.—American Carnivals Association membership has reached a new high, with 217 on the roll, according to General Counsel Max Cohen.

At present Cohen is busy with visitations and making plans for the annual ACA convention, held in conjunction with the annual meetings of outdoor show business in December in Chicago.

"Plans for the annual meeting are (See ACA Roster on page 139)

## WANTED

Sober, middle-aged Man, single, to manage new Kid Ride. Lucius Jackson, wire. Address or come on.

**EDW. R. COLE**  
MARKS SHOWS, ROANOKE, VA.

## MUST SACRIFICE

Account of death, Truck, four Flat Concessions; also two Concessions, Percentage. Write or phone owner:

**Mrs. Anne Mucker Shore**  
1234 S. W. 4th St. MIAMI, FLA.  
Phone 2-1822

# Ballyhoo Bros. Get Cold Shoulder in Bid for ACA Berth

ROCHESTER, N. Y., Aug. 9.—Major Privilege (Starr De Belle), the indefatigable correspondent and exploitation director for Ballyhoo Bros.' Circulating Exposition, widely known as a Century of Profit Show, was much chagrined to learn that his illustrious organization could not qualify for membership in the American Carnivals Association.

Major Privilege visited the ACA offices here last week and made a formal application of membership, listing Ballyhoo Bros.' equipment as 100 railroad cars, 40 rides, 50 shows and 213 "sterilized" concessions. When asked what he meant by "sterilized," the astute Major was at a loss for words for the first time in his lengthy career.

Hence, Max Cohen, general counsel for ACA, was forced to deny the application.

The Major left the office muttering dire threats to the ACA as a whole.

# Free Acts Hypo Fairyland Biz, Duncan Reports

KANSAS CITY, Mo., Aug. 9.—Free acts are proving a strong hypo to attendance at Fairyland Park, Kansas City amusement center, this summer, according to Harry Duncan, manager.

Park started the attractions eight weeks ago with Eddie Kuhn's animal act, followed by LaDelle, high pole aerialist. Three Buck Owens circus acts—the horse, Story; trapezist Al-tamae Niquette and six Liberty horses—played the park last two weeks.

Jay Ross, strait-jacket escape artist, opens Sunday (10) for a two-week run. As an added gimmick, J. A. Purdome, Jackson County sheriff, and Henry Johnson, K. C. police chief, are billed to come out and strap Ross into his jacket on his opening performance at the Retail Grocers' Annual Picnic.

Reduced rate clipping deal, in which patrons are required to bring a clip of the park's ad in the local daily, also has proved a good draw, (See Free Acts Hypo on page 139)

# They Still Court Amplifying Beefs

PROVIDENCE, Aug. 9.—On June 21 *The Billboard* printed an editorial titled *Tune 'Em Down*, urging show operators to keep amplifying systems tuned to reasonable volume levels. The editorial pointed out that in three Midwestern cities measures had been introduced before city councils curbing use of amplifying systems, *The Billboard* warning these measures were directly caused by careless ballys.

In *The Providence Journal*, July 21, in the *Letters to the Editor* column, widely read part of the editorial page, the following appeared, showing the excess noise matter is not restricted alone to the Midwest. The letter reads:

"Editor:  
"Is there an anti-noise law in Providence? I sometimes wonder. This evening a carnival opened on the old Kinsley Park. As part of their equipment there is a loud-speaker system. Our residence is more than a quarter of a mile from this lot yet the noise from this system is so great that it is nearly impossible for us to hear our radio while sitting beside it.

"There is no reason for the excessive volume maintained by this organization. I suggest that the City of Providence take steps to remedy this nuisance. People who have worked or studied all day want a little peace and quiet when they relax after dinner.

"WALTER H. HUSE,  
"Providence."

A few of these letters from irate citizens can do a wealth of damage to the carnival business in any area and show operators should heed this fact.

# Harry Duncan Wins K. C. Court Battle

KANSAS CITY, Mo., Aug. 9.—Harry Duncan, manager of Fairyland Park here, came to court with 52 prospective witnesses to fight a charge that his amusement park license didn't permit him to operate a loud-speaker system. But it took Municipal Judge Edmond B. Smith only five minutes to decide Duncan was in the right.

Judge Smith made his ruling after hearing only one witness, Fred R. Johnson, chief inspector of the City Welfare Department, which issues amusement park permits. Johnson testified Duncan's park met all city license requirements and declared his park license included authorization to have a speaker system.


Duncan was arrested by city police on complaint of a citizen that the park did not have a license for its speaker layout, and local lawyers—both private and city counsel—were groggy for a bit when they found a section of the city ordinances vague on the subject of just what an amusement park permit covered.

Incident attracted wide attention in the daily press in this area, and Duncan said he received clippings of stories printed in Texas and elsewhere.

# Chicagoan To Play In Ringling Band

CHICAGO, Aug. 9.—Alfred Arnstam, of Chicago, wanted to run away with a circus 28 years ago but parental objections stopped that. Now, at 43, Arnstam is going to get his wish to travel with a circus for at least two weeks.

Arnstam, manager of the music school division of the Wurlitzer Musical Instrument Company, auditioned for Merle Evans, director of the Ringling Bros. and Barnum & Bailey Circus band, here Friday (8) and passed the test. As a result, Arnstam will be tooting a clarinet with the R-B show when it opens Monday in Milwaukee. He will remain with the show during his two weeks' vacation.



## 1947 GREATER ST. LOUIS COUNTY FAIR AND EXPOSITION

AUG. 23 TO SEPT. 1

**WILL BOOK HIGH-CLASS SHOWS AND RIDES FOR St. Louis, Nashville, Memphis and Remainder of Season**

Looper, Spitfire, Auto Scooter, Roll-o-Plane and other non-conflicting rides. With or without transportation. Have equipment for high-class Thrill Show. Have opening for Frozen Custard, Photos, Candy Apples, Popcorn, Peanuts and other Independent Legitimate Concessions.

### JOHNNY J. JONES EXPOSITION

MORRIS LIPSKY | E. LAWRENCE PHILLIPS  
Mgr. Concessions | General Mgr.

**ROUTE:** Jefferson City, Mo., Aug. 12 to 17; Jefferson Barracks Pk., St. Louis, Mo., Aug. 19 to Sept. 1.

## WANT

### For Gibson County Fair, Princeton, Indiana

Open Sunday, August 24, Thru Saturday, August 30

CONCESSIONS—Penny Arcade, Palmistry, Frozen Custard, Cook House, Ice Cream, High Striker, Ball Games, String Games or any legitimate Concessions. Concessionaires, wire deposit early. Space limited. SHOWS—Will book Wild Life or Monkey Show. Must be high-class attractions. Don't misrepresent. Want People for Colored Revue. Want Man to take charge of beautifully framed, panel front Bouquet of Life. Want Man to take charge of Nut House mounted on semi. One of the finest on the road. RIDES—Will book Kidie Ride or Miniature Train. MAJOR RIDES—Spitfire, Fly-o-Plane, Flying Scooter or Moon Rocket. We have the finest route in the South. Close late in November, opening early in January. Those booking now given preference at our Florida Fairs. All address:

**E. L. YOUNG, Mgr.**



**Eddie Young's Royal Shows**

"AMERICA'S FINEST CARNIVAL"

Richmond, Indiana, until August 20; then Princeton, Indiana.

# LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

**WANT NOW FOR HARRISBURG, Pa.**

**WITH LEBANON TO FOLLOW**

Organized Minstrel Show. We have bus accommodations for 35 people. Want Man to handle Snake Show. Also high-class Aerial Act for balance of season. Want Penny Arcade, Long Range Shooting Gallery, Photos, Guess Your Age and Weight.

Want A-T Mechanic able to take care of 26 International Trucks. Salary no object to a man who knows and can do his work. Year around employment.

Want Foremen for Whip, Caterpillar, Ridee-O and Roll-o-Plane; also Second Men on all Rides. Can use your Wives on Ball Games and Ticket Boxes. Capable Man to take care of Neon Front Gate. All replies to

**LAWRENCE GREATER SHOWS**  
Harrisburg, Pa., this week; Lebanon, Pa., next week.

## WANTED FOR BARKOOT BROS.' SHOWS

Two more Rides—Octopus, Tilt or Roll-o-Plane. Can place two more Shows—Pit Show, Fun House and Platform Show. Can place a few more Merchandise Concessions. Wanted—Ride Help that can drive semis. Greenville, Mich., 4-H Fair, week Aug. 11-16; Portland, Mich., 18-23; week Aug. 25th, Street Celebration, Litchfield, Mich.; week Sept. 1st, Firemen's Celebration, Gorunna, Mich.; week Sept. 8th, Street Celebration, Bannister, Mich. Address per route.

**K. G. BARKOOT, Mgr.**

**WANT**

FOR RUTLAND, VT. 3 BIG DAYS.

Big Fireworks, Parade.

Concessions open. What have you? Need someone to take Side Show. We furnish new Top. What have you to put in? Rides for Sale—Ferris Wheel, \$2200.00; Chair-o-Plane, \$700.00; Kiddy Merry, \$375.00.

All wires:

Care **MANAGER**  
**WESTFIELD SHOWS**  
RUTLAND, VT.

**WANT**

For Roseville Fair, Georgetown Fair, Mt. Pulaski Free Fair, all Illinois.

Bumper, Frozen Custard, Hanky Panks, etc. Slums with own outfits. Going south until December. Spitfire Foreman, join on wire. Second Men for Rides.

**Midway of Mirth Shows**

This week, Galva, Illinois

**CUDNEY BORDER STATE SHOWS**

Want Athletic Show, Monkey or Pit Show. All Concessions open. No gypsies or flats wanted. Have the following Fairs: Sapulpa, Sept. 3 to 5; Bristow, Sept. 9 to 12; Guthrie, Sept. 15 to 18; other Fairs to follow.

Pryor, Okla., week Aug. 11th.

**SUNSET AMUSEMENT CO.**

**WANTS**

Merry and Octopus Foremen, also any ride help that can drive semis. Decorah, Ia., this week; Monticello Ia., next.

**AGENTS WANTED**

for Set Spindle, Six Cats, Buckets, Swinger.

**BILL PORTER**

R. & S. Shows, Jacksonville, N. C., this week; Edenton, N. C., next week

**FOR SALE**

**SPITFIRE RIDE**

In good running condition. Tractor and Trailer; two Light Plants, General Motors Diesels, one 40 and one 60 kw., completely overhauled. Just like new, mounted in Trailer and Truck. Ready to go. All bargains for cash.

**JOHN B. WARD SHOWS**  
EVANSVILLE, IND.

**BREWER'S UNITED SHOWS**

Want Spitfire Foreman. Can place Bingo, Fish Pond, Swingers, Clothes Pins, Coke Bottles, Country Store, String Game, Hoop-La, Dart Game, Novelty, Want Grind Store Agents. Will book or buy Chairplane and Tilt-a-Whirl. Will place any neatly framed Show. This Show carries 6 Rides and 30 Concessions. We have 7 Fairs and 3 Celebrations.

Terrell, Tex., this week.

**C. P. UNITED CO.**

**WANTS**

Rides—Chairplane, Auto and Kid Swings or any ride not conflicting. Shows—Any with own transportation. Concessions—Mug, Photo, Bingo, Coke, Popcorn, Snow, Floss or any 10¢ Stock Store for Tonitown, Ark., 49th Annual Celebration, Aug. 14 to 16; then Fairs in Western Oklahoma. Wire or come on. Tabor and Underwood, Tonitown, Ark.

**Hutchens Modern Museum**

WANTS TO JOIN AT ONCE FOR 10 FAIRS. MIND READER AND GIRL FOR BLADE BOX AND ONE OTHER ACT NOT CONFLICTING.

Address: **JOHN B. HUTCHINS**  
c/o Snapp Greater Shows, Fond du Lac, Wis., this week; then per route.

**WANTED**

Rides and Concessions, 1948 season. New Permanent Park. See in operation now.

**M. TOTMAN, Northside Amusement Park**  
Sylvan Beach, N. Y.

**CARNIVAL REQUIREMENTS**

- WIRES AND CABLES
- FLUORESCENT LAMPS AND FIXTURES
- SOCKETS: PIGTAIL AND PIN TYPE
- G-E LAMPS
- INSECT REPELLANT LAMPS
- AIR CIRCULATORS
- SWITCHES, FUSES, ETC.
- PREMIUM APPLIANCES
- FLOODLIGHTS

All Other Electrical Goods

• Orders shipped same day  
• Overnight service within 500 miles of Chicago  
• Get our latest catalog

EXCELLENCE IN ELECTRICAL PRODUCTS

**Englewood**  
ELECTRICAL SUPPLY CO.

5801 S. Halsted St., Chicago 21

WRITE, WIRE OR PHONE  
**Eddie Murphy or Max Avers**  
Phone: ENGLEwood 7500

**THIS IS IT!**

**JACKSON COUNTY FREE FAIR**

**BROWNSTOWN, IND.** All Week, Commencing **MONDAY, AUG. 18**

AND FOLLOWED BY

**ORLEANS, IND.**  
FREE STREET FAIR  
AND HOMECOMING  
WEEK OF AUGUST 25

**PRINCETON, IND.**  
2 — BIG DAYS — 2  
SUNDAY, AUGUST 31, AND  
LABOR DAY!

**CAN PLACE FOR THE ABOVE DATES**

Stock and Slum Concessions of all kinds. Devil's Bowling Alley, Country Store, Cane Rack, High Striker, Ball Games, Jewelry open exclusive basis, Long Range Shooting Gallery. Good opening for Custard. Grocery Wheel open, must work strictly for stock. Scales and Age open. ALWAYS MAKE ROOM FOR SOBER AND RELIABLE RIDE HELP. All wire at once.

**C. C. GROSCURTH, Gen. Mgr. Blue Grass State Shows**  
All this week, SALEM, IND. (FAIR); all next week, BROWNSTOWN, IND. (FAIR).

**WANTED!**

**For NORTH BRANCH FAIR**

**AUGUST 27 TO SEPTEMBER 1, NORTH BRANCH, MICHIGAN**  
CONCESSIONS OF ALL KINDS! Rates reasonable! North Branch has the largest Fair in the Thumb of Michigan. We guarantee 10,000 to 15,000 people a day at this Fair. Write **R. L. AKERS, BOX 8, ROYAL OAK, MICHIGAN.** BETTER HURRY, IF INTERESTED!

**LYNCHBURG FAIR**

NEXT WEEK, AUG. 18 TO 23

Can place on independent midway legitimate Concessions, Eating Stands. Will book two Palmistry Concessions. Want one more sensational High Act. Address:

**W. C. PERKINS, Manager**  
VIRGINIAN HOTEL, LYNCHBURG, VIRGINIA

**WANTED FOR SIDNEY, IA., RODEO, Aug. 19-23**

Griddle Man for Cook House, Man for Pop Corn, Agents for Stock Joints. Will book Stock Joints.

**FREAR UNITED SHOWS**

Wire Holdrege, Nebr., Aug. 11th to 15th.

**ROBERT (BOB) CAPELL**

**WANTS**

**AGENTS FOR SKILLOS, COUNT STORES, PEEK STORES, WHEELS**

Address: c/o CAPELL BROS.' SHOWS, Pond Creek, Okla. (Fair), this week; Fairview (Fair), Okla., next week; then the big one, Vanita, Okla., Will Rogers Memorial Rodeo.

**Knox, Indiana, Annual Fall Festival and Street Fair**

Around the Court House, Aug. 19-23. One of Indiana's Oldest and Biggest Street Fairs. Want Stock Concessions—Novelties, Custard, Scales, Long Range Gallery, Carmel Corn, Girl Show, Monkey, Snake, Wild Life or any Grind Show. Will book Merry-Go-Round, Pony Ride, Loop or Kid Rides. Wire

**OHIO VALLEY SHOWS**

ROXIE HARRIS, MGR., BRYAN, OHIO

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
The Universal Distributor of  
POPCORN MACHINES AND SUPPLIES

**LLOYD'S RELIABLE RIDES**

**WANT**

Concessions — String Game, Jewelry, Cigarette Shooting Gallery, Penny Arcade, Pitch-Till-Win or any Concession working for Stock that does not conflict with what we have. RIDES—Want Kiddie Auto. Flora, Ind., this week; Wheatfield, Ind., next week. No gypsies, drunks or flatties. WANT Ride Superintendent. Will buy Kid Auto Ride.

**WANT**

Rides and Concessions for

**4-H FAIR**

SEPTEMBER 5-6

Two Nights — One Day

**HUGH SLOAN**  
KEENESBURG, COLO.

**MAKE \$100.00 A DAY ON CANDY FLOSS**



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So.  
Nashville 4, Tenn.

**CAVALCADE OF AMUSEMENTS WANTS POLERS AND CHALKERS FOR TRAIN**

Join at La Porte, Ind., this week; Sedalia, Mo., next week.

**BINGO FOR SALE**

Booked on Show—14 Fairs to follow. Reason for selling—too much to handle. Address:

**HAROLD EUTAH**  
c/o MODEL SHOWS, INC.

Independence, Ia. (Fair), this week; West Union, Ia. (Fair), to follow.

**CURLY RENFRO**

WANT AGENTS FOR NAIL JOINT for following Fairs: Golden, Colo., week Aug. 11; Sterling, Colo.; Lexington, Nebr.; Iola, Kans.; Poteau, Okla.; Ft. Smith, Ark.; Sherman, Tex.; McKinney, Tex., and several others pending. Address: c/o Hill's Greater Shows as per route.

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$20.00 Double Bass Brass Piston Horn. Bargain. \$15.00 Pig Face Girl. Wax Head in Glass Case. 15¢ Each. Pennant Flags on Streamers. Good Show. We buy Carnival Wheels, Rides, Concession Tents, Golf Clubs & Putters. Pay cash. What have you?  
**WEIL'S CURIOSITY SHOP**  
12 Strawberry St. Philadelphia 6, Pa.



### 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.: (Fair) Davenport, Ia.  
All-American Am. Co.: Eudora, Kan.; Havensville 18-23.  
American Beauty: (Fair) Northwood, Ia., 11-13; (Fair) Ossage 14-17.  
American United: Gooding, Idaho; Burley 18-23.  
A. M. P.: Vivian, W. Va.  
Anderson's Greater: Burkesville, Ky.; Gallatin, Tenn., 18-23.  
A. & P. Am. Co.: Humnoke, Ark.  
Baker United: Wmamac, Ind.  
Barkoot Bros.: Greenville, Mich.; Portland 18-23.  
Bay State Am. Co.: (Parker & Ward Sts.) Boston, Mass.; Chelsea 18-23.  
B. & C. Expo.: (Fair) Waterloo, N. Y.; Syracuse 18-23.  
Beam's Attrs.: Emlenton, Pa.  
Bee's Old Reliable: (Fair) Springfield, Ky.; (Fair) Lebanon 18-23.  
Beeson, Tex: Sheridan, Mo.  
Bell & Vinson: (Fair) Cambridge, Ill., 12-15; Princeton 18-23.  
Bernard & Barry: Guelph, Ont., Can.  
B. & H.: Bishopville, S. C.  
Big State Am. Co.: Taft, Tex., 11-17.  
Blue Grass State: (Fair) Salem, Ind.; (Fair) Brownstown 18-23.  
Blue Ribbon: Boswell, Ind.  
Bodart: Mauston, Wis., 11-14.  
Boone Valley: Harlan, Ia., 11-14; Ida Grove 15-16; Hartley 18-20; Tintonka 21-23.  
Brady & Leedy: (Fair) Marlinton, W. Va.  
Brewer's United: Terrell, Tex.

Bright Lights Expo.: (Fair) Reedsville, Pa.; Tyrone 18-23.  
Brodbeck: Great Bend, Kan., 11-14; Ashland 18-21.  
Buck, O. C.: Massena, N. Y.; (Fair) Malone 17-23.  
Bullock Am. Co.: Flat Top, W. Va.; Rhodell 18-23.  
Burke, Harry: Lake Arthur, La., 11-24.  
Burns Rides: Stonefort, Ill.; Dowell 18-23.  
B. & V.: Cortland, N. Y.; (Fair) Ithaca 18-23.  
Cable Am.: De Witt, Ark.  
Caledonia: Keesville, N. Y.  
California: Reedley, Calif.  
Capell Bros.: (Fair) Pond Creek, Okla.; (Fair) Fairview 18-23.  
Capital City: (Fair) Columbia, Ky.; (Fair) Hodgenville 18-23.  
Caravella Am. Co.: Ridgway, Pa.; Franklin 18-23.  
Carr, Lawrence: Pittsfield, Mass.; Bennington, Vt., 17-24.  
Casey, E. J., No. 1: Sherridon, Man., Can., 15-16; Lockport 18-20; (Fair) Kenora, Ont., 21-23.  
Casey, E. J., No. 2: St. Walburg, Sask., Can., 13; Lockport, Man., 18-21; (Fair) St. Vital 22-23.  
Casey, E. J., No. 3: Timmins, Ont., Can., 13-16; Haileybury 20-21.  
Cavalcade of Amusements: (Fair) La Porte, Ind.; (Fair) Sedalia, Mo., 17-24.  
Central States: Burwell, Neb.; 13-15; (Fair) Weeping Water 18-23.  
Cetlin & Wilson: Dayton, O.  
Chanos, Jimmie: New Bremen, O.  
Cherokee Am. Co.: (Fair) Erie, Kan.  
Coleman Bros.: Middletown, N. Y.  
Collins, William T.: (Fair) Rush City, Minn., 11-13; (Fair) St. Cloud 15-17; (Fair) Worthington 18-20.  
Colorado Shows: Tontitown, Ark.  
Continental: (Fair) Barton, Vt., 14-16; (Fair) Lyndonville 21-23.  
County Fair: Dennison, Ia., 11-13; Dodge, Neb., 15-17; Humphrey 19-20; Stapleton 22-24.  
Crafts Expo.: Roseville, Calif.  
Crescent Am. Co.: Newport, Va.  
Crafts 20 Big: Mountain View, Calif.  
Crandell's Midway: Drakesboro, Ky.; Mortons Gap 18-23.  
Crescent: Spokane, Wash.; Cranbrook, B. C., Can., 18-20.  
Crystal Expo.: Christiansburg, Va.  
Cumberland Valley: (Fair) Tracy City, Tenn.; (Fair) Winchester 18-23.  
Cunningham's: Pine Grove, W. Va.  
Curl, W. S.: (Fair) Mt. Gilead, O.  
De Luxe: Bloomfield, Conn.; Branford 18-23.  
Del-Mar: Yukon, Pa.  
Denton, Johnny J.: (Fair) Brodhead, Ky.  
Dickson United: Tallihna, Okla.  
Douglas Greater: Tillamook, Ore.  
Down River Am. Co.: Three Rivers, Mich.  
D. & P.: Larksville, Pa.; Throop 18-23.  
Dudley, D. S.: Amarillo, Tex.  
Dumont: Little Ferry, N. J.  
Dupree, Jimmie: Wagon Mound, N. M.  
Dyer's Greater: (Fair) Eldora, Ia., 11-15; (Fair) Nashua 18-22.

Eddie's Expo.: Titusville, Pa.  
Elliott, L. W., Am. Co.: Cedar Springs, Mich.  
Ellman United: Janesville, Wis., 11-14; Menomonee 16-20.  
Endy Bros.: (Fair) Butler, Pa.; Washington, D. C., 18-23.  
Evans United: Creston, Ia., 11-14; Farnhamville 16.  
Fay's Silver Derby: Hanover, Ill.; Minonk 20-24.  
Ferris Rides & Shows: (Onondaga St.) Syracuse, N. Y., 11-23.  
Fidler's United: Holdrege, Neb.; Sidney, Ia., 19-23.  
Fleming, Mad Cody: Commerce, Ga.  
Florida Am.: Live Oak, Fla.  
Food City: Augusta, Mich., 14-16.  
Francis, John: St. Charles, Minn.  
Franklin, Don: (Fair) Junction, Tex.; (Fair) Fredericksburg 20-23.  
Frear United: Weirwood, Va.  
Garden State: Newton, N. J.; Coplay, Pa., 18-23.  
Gate City: North Wilkesboro, N. C.  
Gem Carnival: Herrick, Ill.  
Gem City: Wausau, Wis.  
Gentsch, J. A.: Meridian, Miss.  
Gold Bond: (Fair) Medford, Wis.  
Gold Medal: (Fair) Cedar Rapids, Ia.; (Fair) Albert Lea, Minn., 18-23.  
Golden Rule: Everett, Pa.  
Golden West: (Fair) Quincy, Calif., 15-17; (Fair) Hayfork 22-24.  
Gooding Park Attrs.: (Fair) Berea, O.  
Gooding Am. Co., No. 1: (Fair) Troy, O.  
Gooding Am. Co., No. 2: (Fair) Celina, O.  
Gooding Am. Co., No. 3: (Fair) Jefferson, O.  
Gooding Am. Co., No. 4: (Fair) Zanesville, O.  
Gooding Am. Co., No. 5: (Fair) Rockville, Ind.  
Gooding Am. Co., No. 6: (Fair) Springfield, O.  
Gooding American Expo.: (Fair) Kendallville, Ind.  
Gooding Greater: (Fair) Connersville, Ind.  
Granite City: Morrisville, Vt.  
Great Sutton: Centralla, Ill.  
Greater Rainbow: Fairfield, Neb., 11-13; Osceola 19-22.  
Greater United: Stamford, Tex.  
Groves Greater: Franklin, La., 11-24.  
Gulf Coast: (Fair) Waynesville, Mo.; Mammoth Springs, Ark., 18-23.  
Hames, Bill: Alvarado, Tex.; Sherman 18-30.  
Hannum, Morris: (Fair) Flourtown, Pa.; (Fair) Kutztown 18-23.  
Happy Attrs.: Johnstown, O., 13-16; Newark 18-23.  
Happyland: Mt. Clemens, Mich.  
Harrison Greater: (Fair) Weirwood, Va.  
Hartscock Bros.: (Fair) Humeston, Ia., 12-15; (Fair) Corydon 19-22.  
Heart of Texas: Anadarko, Okla.  
Heller's Acme: Dover, N. J.  
Henderson, J. L.: Clayton, Ga.  
Hennies Bros.: (State Fair) Springfield, Ill.; (State Fair) Des Moines, Ia., 18-30.  
Heth Expo.: Quincy, Ill.; (Fair) Mendon 19-22.  
Heth, L. J.: (Fair) Carthage, Tenn.  
Hill's Greater: Golden, Colo.  
H. M. G.: Odon, Ind.  
Home State: Littlefork, Minn., 14-16.  
Hottle, Buff: (Fair) Mt. Carmel, Ill.; (Fair) Anna 18-23.  
Howard Bros.: (Fair) Hilliards, O., 12-15; (Fair) Marion 17-22.  
Imperial: Roodhouse, Ill.  
Imperial Expo.: Bellingham, Wash.  
International: Le Center, Minn., 15-17; Appleton 21-24.  
Jackson Am. Co.: Fair Bluff, N. C.  
Jaillet & Grant Am. Co.: Chicora, Pa.  
Jayhawk Am. Co.: Waverly, Kan.  
Johnny's United: (Fair) Rising Sun, Ind.; (Fair) Elora 18-23.  
Jones Greater: Gassaway, W. Va.  
Jones, Johnny J., Expo.: Jefferson City, Mo.  
Joyland Midway Attrs.: Wauseau, O.; (Fair) Pontiac, Mich., 19-23.  
Kaus, W. C.: South Boston, Va.  
Ken-Penn Am. Co.: Brackenridge, Pa.; (Fair) Dayton 19-23.  
Keystone Expo.: Roxobel, N. C.; Aulander 18-23.  
Kirkwood, Joseph J.: Richmond, Va.; Lynchburg 18-23.  
LaCross Am.: Ludlow, Vt.  
Lamb, L. B.: Elkader, Ia.  
Lawrence Greater: Harrisburg, Pa.  
Leeright, J. R.: Sidney, Neb.  
Lewis, Ted: Dover, N. J.; Pearl River, N. Y., 18-23.  
Lloyd's Rides: Flora, Ind.; Wheatfield 18-23.  
Long's United: Bend, Ore., 12-17.  
Lottridge, Harry: War, W. Va.; Princeton 18-23.  
Madison Bros.: South Wilmington, Ill.  
Magic Empire: (Fair) La Center, Ky.  
Magic Valley Am. Co.: Las Animas, Colo.  
Magnolia Expo.: Nortonville, Ky.  
Maine Am.: Houlton, Me., 12-14; (Fair) Dover 23.  
Majestic Greater: Battle Creek, Mich.; (Fair) Big Rapids 18-23.  
Manning, Ross: Skowhegan, Me.  
Marion Greater: Bath, S. C.  
Marks, John H.: (Fair) Roanoke, Va.; (Fair) Lewisburg, W. Va., 18-23.  
McCall, Jim: Baxley, Ga.  
McBride Bros.: Stuart, Va.  
McKee, John: Waynesdale, Fort Wayne, Ind.; Marion 18-23.  
Meeker: Kalispell, Mont.; Missoula 19-24.  
Merit: Gloucester, Mass.; (Fair) Union, Me., 18-23.  
Merriam & Robinson: Woodward, Ia., 12-14; (Fair) Hampton 16-19; (Fair) Algona 20-22.  
Merry Midway: Cissna Park, Ill.; Ridge Farm 18-23.  
Midway of Mirth: Galva, Ill.  
Midwestern Expo.: (Fair) Coon Rapids, Ia.; (Fair) Central City, Neb., 18-23.  
Mighty Hoosier State: (Fair) Bicknell, Ind.; (Fair) Corydon 18-23.  
Mighty Page: Cookeville, Tenn.; New Tazewell 18-23.  
Mighty Van Dyke: Cambridge, Md.  
Mimic World: Homer, Ia.  
Model Shows of Canada: St. John, N. B., Can.  
Model Shows, Inc.: (Fair) Independence, Ia.; (Fair) West Union 18-23.  
Moore's Modern: Flora, Ill.; (Fair) Carmi 18-22.  
Mound City: (Fair) Mexico, Mo.  
Mountain State: Marlinton, W. Va.  
New England Am. Co.: Lee, Mass.  
Northern Expo.: Shelby, Mont., 14-17.  
Ohio Valley: Bryan, O., 13-16.  
Omar's Greater: Mountain Park, Okla.  
(See Carnival Routes on page 139)

### Circus Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Cape Girardeau, Mo., 14; Sikeston 15; Poplar Bluff 16; West Plains 17; Lebanon 18.  
Beatty, Clyde: Ardmore, Okla., 12. Oklahoma City 13-15; Tulsa 16-17.  
Beverly Bros.: Midland, Mich., 12-15.  
Cole Bros.: Pratt, Kan., 12; McPherson 13; Hutchinson 14; Wichita 15; Enid, Okla., 16.  
Cole, James M.: Anniston, Ala., 13; Cedartown, Ga., 13; Cartersville 14; Dalton 15; Chattanooga, Tenn., 16.  
Daley Bros.: Long Branch, N. J., 12; Plainfield 13; Phillipsburg 14; Morrinstown 15; Stroudsburg, Pa., 16.  
Dorman Bros.: Petoskey, Mich., 22-23.  
Gainesville Community: Phillips, Tex., 15-16; Ardmore, Okla., 21-22.  
Gould, Jay: Wilton Junction, Ia., 12; Joy, Ill., 13-14; Oglesby 15-17; Viola 18-19; Jacksonville 20-21; Lincoln 22-23.  
Gran Circo Americano: Popayan, Colombia, 10-17; Pasto 19-28; Ipiales 29-Sept. 1; Quito, Ecuador 2-20.  
Harlacker, J. C.: Suffolk Downs Race Track, Boston, Mass., 18-23.  
Hunt Bros.: Lakewood, N. J., 14.  
Jones, Al, Rodeo & Circus: (Fair) Berea, O., 13-17.  
Kelly, Al G., & Miller Bros.: Stanley, Wis., 12; Mondovi 13; Osseo 14; Black River Falls 15; Tomah 16.  
King Bros.: Wytheville, Va., 12; Marion 13; Kingsport, Tenn., 14; Johnson City 15; Greenville 16; Asheville, N. C., 18.  
Mills Bros.: Grand Island, Neb., 12; York 13; Lincoln 14-15; Hastings 16; Fairbury 18; Beatrice 19; Marysville, Kan., 20; Manhattan 21; Lawrence 22; Leavenworth 23.  
Polack Bros. (Eastern): Yankton, S. D., 14-16; Alliance, Neb., 21-23.  
Polack Bros. (Western): Yakima, Wash., 13-16; Bellingham 18-19; New Westminster, B. C., Can., 21-23; Nanaimo 25-26.  
Ringling Bros. and Barnum & Bailey: Milwaukee, Wis., 12; Madison 13; Freeport, Ill., 14; Rockford 15; Joliet 16.  
Roger Bros.: Rupert, Idaho, 13; American Falls 14; Alameda 15; Georgetown 16; Kemmerer, Wyo., 18.  
Stevens Bros.: Fulton, Ill., 13.

### Misc. Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Brownie's Tent Show: Junior, W. Va., 11-16.  
Dwyer & Kopf Stage Show: Torrington, Conn., 12-15; Ossining, N. Y., 17-21; Troy 22; Bennington, Vt., 23.  
Miller's, Irvin C., Brown-Skin Models: (Booker T.) Reidsville, N. C., 13; (Booker T.) Rocky Mount 14; (Town Club) Virginia Beach, Va., 15-21.  
Renro Valley Folks: Bloomsburg, Pa., 13; Danville 14; Sunbury 15-16; (Hickory Park) Pottstown 17; Newport 18; Mechanicsburg 19; Gettysburg 20; Frederick, Md., 21-22; Leesburg, Va., 23.  
Sadler, Harley, Show: Crosbyton, Tex., 11-13; Slaton 14-16.  
Slout Players Tent Show: Hoopston, Ill., 11-16.  
Speagle's, Jim, Trained Animal Show: Free-land, N. C., 13-14; Longwood 15-16.  
Woods Shows: Industry, Tex., 11-13.

### BAILEY BROS.' CIRCUS

WANTS  
LOT SUPERINTENDENT  
Who can move Show. ALSO WANT CONCESSIONS FOR SIDE SHOW BLOCK. Address: Harry Fitch, Uppet, contact me. Cuice also answer. All others address:

**BOB STEVENS**  
Cape Girardeau, 14; Sikeston, 15; Poplar Bluff, 16; West Plains, 17; Lebanon, 18; all Missouri.

### TELEPHONE SALESMAN

WANTED IMMEDIATELY  
Shrine, Colorado Springs, with four other Shrine dates following. Only experienced workers desired. Splendid connection for all winter. Tickets, program, banners.  
**A. E. (BUCK) WALTRIP**  
POLACK BROTHERS' CIRCUS  
Care Shrine Club, Colorado Springs, Colo.

### WANTED

HIGH WIRE PERFORMER  
Good understander and must Ride Bicycle. To start work immediately or later. Good season's bookings and followed by tour to Mexico. Wire or write  
**OSWALD LENZSCH**  
Mgr. American Eagles  
Longport, N. J.

### LION FOR SALE

Beautiful male, 2 years old, partly broke for seat, almost full mane, thoroughbred, have shifting box. Write, wire or come and get him.  
**EARL PURTLE**  
1025 Palisades Ave. PALISADE, N. J.

### DAILEY BROS.' RAILROAD CIRCUS

Wants reliable all around Billers.  
Long season. Address  
**R. M. HARVEY**  
Fort Dearborn Hotel, Chicago, Ill.

## PENN PREMIER SHOWS

world's cleanest & midway

### 100TH ANNIVERSARY CHENANGO COUNTY FAIR

NORWICH, N. Y., AUGUST 18-23

### LABOR DAY, THE GREAT LEHIGHTON FAIR

SEPTEMBER 1-6, LEHIGHTON, PA.

Still a few locations left. Can place Photos, French Fries, Hanky Pank and Palmist. No rides needed.  
Address all wires to PENN PREMIER SHOWS, Lloyd Serfass, Gen. Mgr., Batavia, N. Y., Fair, this week.

### WHITE STAR ATTRACTIONS, No. 1 UNIT

CLYDE, OHIO, STREET FAIR, AUGUST 12 TO 16

4 more Celebrations, then long season south. Want Advance Agent for Tennessee and Georgia.

### WANT—CONCESSIONS—WANT

10¢ Grind Stores, especially want Root Beer, Jewelry, High Striker and Novelties, or what have you? Want Ride Help. F. Faulner wants Bingo Counterman and Wife to work Photos. Want Agents for Huckley Buck and Coke Bottles. Bill Bumpus wants Agents for Grind Stores. Bill Reese, wire. Address All Replies to

**A. O. COFFMAN, Mgr.**

### REGENT SHOWS

WANT FOR 5 MICHIGAN FAIRS

CONCESSIONS—High Striker, Weight and Age, Basket Ball, Ball Games, Bumper, String Game and other Concessions not conflicting. SHOWS—Fun House, Penny Arcade, Wild Life, Girl Show with or without transportation. Can place any good Shows. RIDES—FOREMAN AND SECOND MAN FOR MERRY-CO-ROUND AND CHAIRPLANE. Address:

**HARRY ALKON**  
FARMLAND, IND., THIS WEEK

### WANT SIX EXPERIENCED TELEPHONE SOLICITORS

Program, Tickets, Banners. Join immediately for 8-week campaign. Only sober and legitimate men who really want to work need apply.

**VERNON L. McREAVY, Promotional Director**  
HAMID-MORTON CIRCUS, AL KORAN SHRINE CLUB, 3515 CHESTER, CLEVELAND, OHIO.  
Telephone: Henderson 4050. Evening Calls: Room 767, Hotel Statler, Cleveland.



# The Billboard

MAILED ANYWHERE

25c

On Subscription, One Year \$10 in U. S. A.

Special Dispatch Services Available.

VIA AIR MAIL 5 cents an ounce (about 80c a copy).

SPECIAL DELIVERY 17c a copy additional.

SPECIAL HANDLING 10c a copy additional.

Air Mail insures Tuesday delivery in most cities. Special Handling provides same service as first class mail. Special Delivery INCLUDES Special Handling PLUS immediate delivery upon arrival.

The Billboard 716  
2160 Patterson St.  
Cincinnati 22, Ohio.

Please enter my subscription to The Billboard for one year for which I inclose \$10.00.

Name .....

Address .....

City ..... Zone ..... State .....

Occupation .....

## BINGO AND LARGE ITEMS

50B Metal Frame Casserole, Doz. .... \$13.50	63B Step-On Decid. Garbage Cans, medium size, Doz. .... \$ 8.50
51B 3-Pc. Dessert Set, Each ..... 1.25	64B Step-On Garbage Cans, extra large size, Each ..... 1.50
52B Aluminum Skillets, 5", Doz. .... 4.00	65B Military Brush and Comb Sets, boxed, Doz. .... 3.00
53B Aluminum Skillets, 10", Doz. .... 9.00	66B 9-Pc. Tourist Kit, Du Pont material, Each ..... 1.00
54B 10-Piece Fire King Cooking Set, Ea. .80	67B 4-Pc. Cannister Sets, Doz. .... 6.90
55B Glass Coffee Maker, Doz. .... 15.00	68B 14-Qt. Preserving Kettles, Doz. .... 16.75
56B Boudoir Lamps, tall, cellophane covered shades, Doz. .... 11.00	69B Lg. Clover Design Smoking Stands, Doz. .... 9.00
57B Electric Toasters, chrome and black with detachable cord, Doz. .... 21.00	70B Oval Waste Baskets, lithographed metal, Doz. .... 4.20
58B 5-Pc. Knife Set, stainless steel, with wall rack, Each ..... 1.50	71B Ribbed Glass Whistling Tea Kettles, each in carton, Doz. .... 9.00
59B Set of 3 Aluminum Pans, Doz. Sets 11.50	72B Steel Kitchen Stools, Each ..... 1.25
60B Card Table, sub-standard quality, large size, Doz. .... 15.00	
61B Lamps, boudoir, asstd. shades, Doz. 11.00	
62B Chenille Rugs, big value, Doz. .... 7.20	

### GLASSWARE

NOTE: Low Prices on Glassware, Pkd. in Ctn. Per Gr.

15B Decorated Water Bottle with lid, 54-oz., 1 Doz. \$24.00	18B Green Glass Cups, 6 Doz. 5.00
19B Green Glass Saucers, 6 Doz. 5.00	20B Crystal Glass Candle Holders, 4" 4 Doz. 3.50
21B Crystal Salad Bowls, 8" 4 Doz. 10.50	22B Crystal Salad Bowls, 10 1/2" 1 Doz. 24.00
23B Crystal Relish Dish, Oval, 10" 3 Doz. 10.50	24B Salt and Peppers, crystal glass, 1 Gro. 2.90
26B Crystal Grape Dishes, 5 1/2" 6 Doz. 5.20	27B Metal Coaster Trays, 1 Gro. 1.50
28B Covered Utility Jar, fancy, 2-qt., 1 Doz. 18.00	30B Opal Glass Decid. Plates, 7 1/2" 4 Doz. 5.25
31B Tumblers, crystal glass, 5-oz. 1 Gro. 3.50	81B Whiskey Glasses, 1 Gro. 3.25
82B Miniature Mugs, 1 Gro. 3.50	83B Ash Trays, 1 Gro. 3.75
84B Tumblers, optic design, 8 oz. 6 Doz. 4.00	85B 4 3/4" Nappy, 1 Gro. 4.75
86B Sherbets, footed, 6 Doz. 5.50	

### BEACON BLANKETS

73B Toba Indian and 74B Midway Plaid, Hemmed Edge \$ 2.50	75B Magnet Plaid and 76B Mingo Indian, Bound Edge 3.15
77B Curlew Plaid and 78B Wigdam Indian, Bound Edge 3.75	79B Curlew Plaid and 80B Wigwam Indian, Hemmed Edge 3.25

### NOVELTIES

87B Western Scarfs, 18x36", asst. colors, doz. \$ 3.00	88B Miniature Cowboy Hat, Gro. 16.50
89B Miniature Spanish Hat, Gro. 18.00	90B Miniature Mexican Hat, Gro. 22.50
91B Spanish Hat, head size, Gro. 27.00	92B Jumping Fur Monkey, cardboard head, w/feather in hat, 8" Doz., \$2.10, Gro. 24.00
93B Jumbo Fur Monkey, largest made, 12" Doz. 6.00	94B Chinese Paper Snakes, 2 doz. in box, Gro. 18.00
95B Dart Balloons, small, Gro. 1.25	96B Dart Balloons, large, Gro. 1.50
97B No. 9 Circus Print Balloons, Gro. 4.50	98B No. 12 Circus Print Balloons, Gro. 6.00
99B Large Balloon Belloves, Each \$1.00	

100B Pocket Novelty, "That Funny Rubber Man in a Barrel," Fastest selling novelty in years. Doz., \$3.00, 100 \$22.50

### DIGGER MERCHANDISE

101B Compacts, plastic and metal asst., first quality, close-out price, 3 doz. in carton, Doz. \$ 3.00	102B Midget Charm Knives, 1 and 2 blade, sturdily made, Doz. 3.75
103B Pocket Knives, all steel, large size, 2-blade, Doz. 2.75	104B Long Texas Switch Blade Knives, Doz. 5.00
105B Fountain Pens, "Weavever" brand, Doz. 4.50	106B Wood Dice, 1/2" Gro. 1.75
107B Douglas Kelton \$12.50 Wrist Watch, Each 6.00	108B Cigarette Holders, asst. Gro. 3.00
109B Pocket Combs, asst., plastic colors, Gro. 2.25	110B Plastic Police Whistles, Gro. 4.00
111B Asst. Plastic Key Chains, Gro. 3.00	112B Plastic Scissors, bright colors, Doz. .60
113B "7-11" 2-Dice in Case Key Chains, Doz. .75	114B Marbleite Statues, painted features, some with artificial flowers. Very special price, Gro. 4.50
115B Bo-Jo Bones, plastic Jumbo Dice, Doz. 1.00	116B Small Comic Buttons, 200 for 1.75
117B Perfume, each bottle in box, Doz. .60	118B Miniature Decks regular Playing Cards, Doz. 3.50
119B Pin-Up Girl Mirrors, 100 for 5.50	120B Bullet Pencils, Doz. .60
121B Gillette style Razors, all metal, Doz. .80	122B Metal Bullet Pencils, Doz. .60
123B Billfold Asst., all leather, faced, with pass case. Some with hidden pockets. Each in attractive 2-piece box. Values up to \$2.00 retail. Limited quantity, Doz. 4.50	

### GAMES, ETC.

137B "Dolls for Doll Rack," Heavy canvas construction with hardwood base, leather covered. Natural wood trimmed all the way round. Asst. comical faces. Each \$ 1.75	We have in stock for immediate shipment, race horse spindle percentage wheel, large flashy ball Chuck Wheel, and many other popular wheels and games. Write for special list.
138B Daisy Cork Guns, Each 6.50	139B Our Special Midwest Cork Gun, Each 3.50
140B Corks, Per bag of 500 1.25	141B Candy, 24-lb. carton 5.00
142B Candy Boxes, "Golden Dreams," Per 100 7.50	143B Metal "Whole Package" Cigarette Case, Gro. 5.00

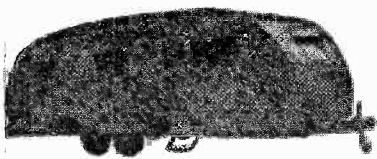
### SLUM

1B Clip Comb, first quality Per Gro. \$ 2.50	128B Stone Set Rings Per Gro. \$ .85
2B Asst. Color Pocket Combs 2.50	129B Metal Frog Crickets 1.65
3B Combs, medium dressing 2.50	130B Asst. Plastic Forks, Knives, Spoons 1.50
5B Beaded Key Chains, asst. charms 3.00	131B Religious Stone Set Rings in display box 4.80
6B Cigarette Holders, asst. lengths 3.00	132B Wedding Rings, white metal .60
124B Aluminum Hair Curlers, big value. 1.00	133B Wedding Rings, brass, embossed 1.75
125B Baseball Player Lapel Clips w/cards .75	134B Pin-Up Note Pads, 20C for 1.25
126B Balloons, asst. colors, 5 gro. in carton 1.00	135B Large Comic Paper Goggles 1.00
127B Plastic Earrings, carded 2.75	136B Toothpick Knives, carded 2.25

Order from above list. 25 per cent with order. Full cash with all glassware orders. Our complete illustrated catalogue will be mailed out soon. Write now for your copy. You must state your line of business or catalogue will not be sent.

## MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

## QUALITY TRAILERCOACHES



Leading makes—all sizes and prices. Shop work—repairs and remodeling and accessories. We do our own financing and handle the insurance. After looking—see us before buying.

Rogers Trailer Ranch  
Phone 393 Rantoul, Illinois

## POPCORN

"Rush Hour" Mammoth Yellow Popcorn, \$10.00 per 100 pounds. White Hulless Popcorn, \$12.25 per 100 pounds. 500 Pound Lots or more, 25¢ 100 pounds less. Samples Cheerfully furnished.

Price list of Popcorn Bags, Cartons, Peanut Bags, Seasoning and other Supplies sent upon request.

## STAR POPCORN MACHINES

Immediate shipment on all models. Literature upon request.

## Prunty Seed & Grain Co.

—Popcorn Processors—  
620 North 2nd St. St. Louis 2, Mo.  
"IN OUR 73RD YEAR."

## POSTERS THAT COMPEL ATTENTION

### CIRCUS - CARNIVAL

DATES - POSTERS - CARDS - HERALDS - BANNERS  
From Engraved, Litho. Stock Designs for All Occasions.  
WRITE FOR DATE BOOK AND PRICE LIST

## CENTRAL

SHOW PRINTING COMPANY - MASON CITY, IOWA

### WANT WANT

Concessions—All kinds, no X. Also Flat Rides. Shows with own outfits. Come on. South all winter. North Central Mo. Fair, week Aug. 24th, Trenton, Mo. Putnam Co. Fair, week Sept. 2nd, Unionville, Mo. Huntsville Street Fair, week Sept. 8th, Huntsville, Mo.  
Address All Mail Wires:  
BILLIE C. MARTIN

Herrick, Ill., this week; Highland, Ill., follows.

### NOTICE

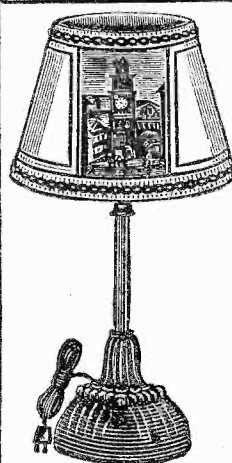
Our dir., Lu Wallace, will be on all Fair Grounds.

## BINGO HELP WANTED

Can place Caller and Countermen. Long season, Florida this winter. Wire:

### ART LUDWIG

c/o JOSEPH J. KIRKWOOD SHOWS, Richmond, Va., this week; Lynchburg, Va., next week.



## ANOTHER OUTSTANDING VALUE!

### TABLE LAMP

Glass Base, 16 in. high, complete with nickel plated push thru socket and cord. Cellophane wrapped, Braid Trim Scenic Shade.

No. 5304 (in doz. lots) .90 ea.

Write for Catalog No. 222

## CONTINENTAL DISTRIBUTING CO.

822 N. Third St.

Milwaukee 3, Wis.

## WANT

Legitimate Concessions, Jennerstown Fair (Jennerstown, Pa., August 18-23); Oakland, Maryland, to follow, Big Labor Day Celebration. Want to buy or book Octopus, Tilt-a-Whirl, Eight (8) weeks of Fairs to follow.

### ROOF GARDEN SHOWS

GREENSBURG, PA., 11-16

## CONCESSIONS WANTED

Everything open. What do you have? Eudora, Kan., week of Aug. 11; then Havensville, Kan., Aug. 18-20, and then the big one at Sparks, Kan., Aug. 21-25. Don't wire or write, come on.

## All American Amusement Co.

## OUTDOOR RECORDS

FEATURING

### "LIVE ORGAN QUALITY"

1. High Undistorted Volume.
2. Eccentrics will Trip all Machines.

These Records Guaranteed to Satisfy. USED BY OUTDOOR SHOWS THROUGHOUT THE COUNTRY.

### MIDWEST RECORDED SPECIALTIES

113 Larch Elmhurst, Illinois



**PENNY PITCH GAMES**  
 Size 48x48", Price \$37.50.  
 Size 48x48", With 1 Jack Pot, \$45.00.  
 Size 48x48", with 5 Jack Pots, \$50.00.

**PARK SPECIAL WHEELS**  
 30" In Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$22.50

**BINGO GAMES**  
 75-Player Complete \$6.00  
 100-Player Complete 8.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
 116-122 W. Illinois St. CHICAGO, ILL.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1947  
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
 4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs. Any Quantity. Each 1 1/2¢  
 Analysis, 8-p., with White Cover. Each 15¢  
 Forecast and Analysis, 10-p., Fancy Covers. Ea. 25¢  
 Samples of the 4 Readings. Four for 25¢  
 No. 1, 35 Pages, Assorted Color Covers 95¢

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Polloy. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 15¢.

**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-p., Well Bound 25¢

**PACK OF 79 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc. 50¢

Signs Cards, Illustrated. Pack of 36 15¢

Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$6.00

**MENTAL TELEPATHY**, Booklet, 21 P. 25¢

**"WHAT IS WRITTEN IN THE STARS"**, Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢.

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 merchandise. Samples postpaid prices. Orders are P.P. Extra.

**SIMMONS & CO.**  
 17 West Jackson Blvd. CHICAGO 4, ILL.  
 Send for Wholesale Prices.

**NEW ELECTRIC CORN POPPER**

**PROFITS GALORE!**  
 \$5 to \$50 daily earnings!

Get in the BIG PROFIT popcorn business with this popper — does work of \$500 machine. Can pay for itself in a few days because of its low price. **FULLY GUARANTEED.** New Gray Metallic finish; gleaming nickel trim; electric lighted; beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt. 30 lbs.

**SALESMEN, WRITE FOR PROPOSITION.**

**EXCEL MFG. CORPORATION**  
 Dept. B-816 Muncie, Indiana

**ECHOLS ICE SHAVING MACHINE**  
 With Motor \$60.00  
 With Stand \$65.00  
 \$15.00 Deposit on C. O. D. orders.

**E. T. ECHOLS**  
 3700 S. Jefferson ST. LOUIS 18, MO.

**GALLERY AMMUNITION**  
**.22 SHORTS, \$61.50 CASE**

SPATTERLESS, \$66.60 CASE  
 NEW RIFLES, Winchester 62 Gallery Pumps \$37.50 Ea.  
 Send 1/3 deposit, balance C. O. D.

**SHOWMEN'S EXCHANGE**  
 707 Gee Street, N.W., Washington, D. C.

**NEW FORTUNE Buddha Papers on NEW WHITE Paper**  
 MASTER OUTFITS NOW AVAILABLE.  
**S. BOWER**  
 Belle Mead, N. J.

**HOROSCOPES FUTURE PHOTOS**  
 WAND BUDDHA PAPERS FORTUNE TELLING CARDS  
 Send 10¢ for Samples.  
**JOSEPH LEDOUX & SON**  
 169 Wilson Avenue Brooklyn 21, N. Y.

**MIDWAY CONFAB**

Linda Lopez, owner of the *G-String Follies* unit, has purchased a new Funhouse which is built on a 35-foot semi-trailer.

Midway owner can go broke slowly by letting his help run his business, but he's not likely to take all the trouble involved.

C. A. Goree, owner-manager of the Sunflower State Shows, signed contracts to furnish rides, shows and concessions for the Hoisington (Kan.) Fair, September 1.

Word comes from North Carolina that the State health department is going after all outdoor eating joints, which includes cotton candy, candy apples, juice, custard, grab and cook-house. They can work but rules will be stringent.

Jackie (Mondu), annex attraction on the side show with the Gold Medal Shows, rejoined the unit recently after being called to New Bedford, Mass., by the death of her mother.

ernment hospital at Marion, Ill. He had about completed the work of re-dressing the show for the fair season.

J. C. Admire, veteran circus agent, has joined the John R. Ward Shows as press representative and special agent. He also will check the billing one week in advance.

Ross Manning, owner of the shows bearing his name, visited *The Billboard* offices Thursday (7) while in New York on a business trip. Manning, whose shows have been in Maine thruout most of the summer, reported excellent business.

Paul Kluder wowed the lobby sitters in the Hotel Saskatchewan, Regina, Friday (1) night when he came in from the grounds with an empty suitcase and cracked, "and they told me to be sure to bring a suitcase along to lug it away."

Bessie Bessette and Jimmy Udseth left the Royal Crown Shows at Marion, O., to jump to McKinney, Tex., to join Floyd Woolsey's Side Show on the Bill Hames Shows. . . Belle Evans left the Hyalite Midway to join the Rockwell Shows.



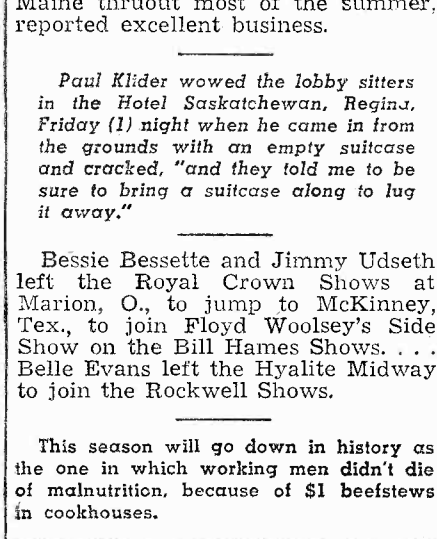
**THIS TRIO** from the World of Pleasure Shows went Hawaiian hillbilly for pictorial purposes. They are, left to right, Hank Hodges, Ann and Dad Barnes.

One of the mid-summer midway sports is making book on heavy clouds as to whether it will rain.

Homer Gilliland, at one time with Morris & Castle and the Sheesley shows, is promoting a car giveaway auspiced by the Veterans of Foreign Wars, Post 755, Springfield, Ill., in that city.

Pat Purcell, of *The Billboard*, hastens to make it clear that he is not related to the Pat Purcell who is the chief of police at Vermillion, S. D., making it rough on fireworks salesmen.

Shorty Lowe, scenic artist, closed with Fay's Silver Derby Shows in Milledgeville, Ill., to enter the gov-



ROBERT A. NORTH spent 26 of his 43 years of life in show business, passing away at Lynchburg, Va., July 25. He spent his early years around theaters in Lynchburg and first went on the road with John M. Sheesley. He was later with Cole Bros. and the Eagles Indoor Circus, and his last job was with Cetlin & Wilson Shows last spring.

Ben Messenbring, manager of the Boone Valley Shows, hurt his foot while working on the midway at Stratford, Ia., and was taken to the hospital for an operation which will keep him off the lot for several days.

**WHEELS OF ALL KINDS**  
 Tickets—Paddles—Laydowns

Complete BINGO Outfits  
 FAIR AND CARNIVAL SUPPLIES AND EQUIPMENT

DEVIL'S ALLEY  
 CANDY RACE TRACK  
 JUMBO DICE  
 SKILLOS  
 COUNTRY STORE WHEEL, '42  
 ALUMINUM MILK BOTTLES  
 CHUCK CAGES  
 WATCH-LA BLOCKS  
 HOOPLA BOXES

Write for Catalog

**H. C. EVANS & CO.**  
 1520-28 W. Adams St., Chicago 7

America's Pioneer Manufacturer of Corn-Popping Machines

**CRETORS**

Since 1885

**TINI HOME**  
 13-Ft. Body—\$1,095.00. Big Value.

**GRASK TRAILER SALES**  
 314 E. 6th St., Des Moines 9, Iowa  
 Branches in 21 Cities. Write for nearest location.  
 One-Week Delivery Anywhere in U. S.

Special Custom Built Again Available  
**ALWAYS THE LATEST IN TRAILER COACHES**

Rent—Trade—Terms, Write, Phone or W're Collect.

**Sellhorn's**  
 TRAILER COACHES, BOATS, AND YACHTS

E. LANSING, MICH. Phone 83526 SARASOTA, FLA. Phone 2098

**OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN**

In 50 lb. and 100 lb. moisture-proof bags. Write for catalog.

**BETTY ZANE CORN PRODUCTS, INC.**  
 638 Bellefontaine Ave. Marion, Ohio

**GASOLINE BURNERS and TANKS**  
 All Makes. Parts and Service.

**I. SCHORE**  
 110 Chambers Street New York 7, New York

**BAKER'S GAME SHOP**  
 EVERYTHING YOU NEED IN GAMES. Can Ship at Once.  
 2907 W. WARREN, DETROIT, MICH.  
 Phone: TYler 5-334

**WILL SELL THE EXCLUSIVE FROZEN CUSTARD PRIVILEGE**  
 At good Fair in Ohio, week of Aug. 18.  
 For Sale—Kohr Custard Machine with new compressor, \$995.00. Front Cabinet, electric, \$175.00.  
 BOX 79, Phone 168-Y, Dupont, O.

Advertising in the Billboard Since 1905

**ROLL OR FOLDED TICKETS** DAY & NIGHT SERVICE  
 SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00  
 Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS**  
 1 ROLL ..... \$1.00  
 5 ROLLS ..... @ ..... 75c  
 10 ROLLS ..... @ ..... 60c

**WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place. Established price. Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

**POPCORN CARTONS**

We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

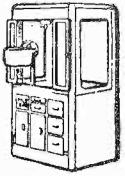
**GOLD MEDAL PRODUCTS CO.**  
 318 E. Third Street Cincinnati 2, Ohio

# POPCORN

- COCONUT OIL, 5 GALS. ....\$11.50
- POPSIT PLUS, 6 GALS. .... 18.00
- CORN, S.A. Yellow, 100 lbs.... 10.50
- BOXES, 1 1/2 oz. M. .... 7.50
- BOXES, Carnival. M. .... 7.00
- SALT, 24/2-lb. pkgs. .... 1.95
- GLASSINE BAGS, 1 lb. sq. M... 1.95

## VIKING POPCORN MACHINE

**NEW and USED POPPERS OF ALL TYPES** **LOW PRICES** **IMMEDIATE DELIVERY**

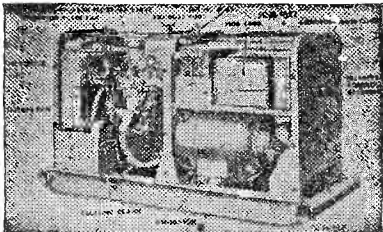


APPLE STICKS, COLORING, ETC. ALL CARNIVAL SUPPLIES

## POPPERS SUPPLY CO.

1315 VINE STREET  
PHILADELPHIA 7, PA.  
LOmbard 3-9020

## New Gas and Diesel Electric GENERATOR SETS



50% off. 5 Kw. 110/220 V. 1 Ph. 60 Cycle Automatic. BARGAIN 2.5 Kw. 110 V. 1 Ph. 60 Cycle. For burglar 300 Watt 115 V. \$97.00. Also many other sizes with tools, spare parts. Export packed.

Immediate Delivery

**SPRAYED INSULATION, INC.**  
78 Hawthorne Pl. Montclair, N. J.

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

## R. E. LEONARD

Get in touch with me. To your interest.

**Peppers All State Shows**  
Ronceverte, W. Va.

### WANTED

Jonesville, Mich., Labor Day, Aug. 30-Sept. 1. Merry-Go-Round and Ferris Wheel. All Concessions open.

## FOOD CITY SHOWS

43 Pickford Ave. Battle Creek, Mich.

Concessionaires and Gift and Novelty Shops

Make 100% profit. Buy direct from established manufacturer beautiful exclusive line of Fishscale and Shell Costume Jewelry and Novelties. \$2.00 brings 3 samples, returnable. Free illustrated folder on request.

WONDERLAND STUDIO, INC.  
P. O. Box 709-B St. Petersburg, Fla.

## For Sale, Merry-Go-Round

28 Ft. Two-Abreast, Organ and Motor, all new equipped. A beauty, can be seen in operation. Write

**A. D. SHARPE**

Cooper Arms, 455 East Ocean, Long Beach, Calif.

Ben Elsen took over and did a good job laying out the lot.

It was erroneously reported that Sam Howard and his divers would work in Alphonse Phillips' Water Show on the Canadian National Exhibition's midway. Howard and company will work the Lake Front Show in Toronto during the ex. with their own production.

John T. Hutchens' Modern Museum is playing Wisconsin fairs with the Snapp Greater Shows. Hutchens, who recently purchased a new Roycraft house trailer from Harry Short in Peoria, Ill., took delivery in Ottawa, Ill. Hutchens's sister, Mrs. Viernow, is working with John T. on the show this season.

Years ago no one got off of the Gate & Banner Shows' train on its arrival at a return date unless they saw both the general and special agents alive at the depot to meet them.

Jean (Jo-An) Renee, now with the Wonder City Shows as the side show annex attraction, after closing with the midway shows, also has the Life Show, with Wesley Hughes as manager. Recently Jean, Hughes and Jimmy Farmer visited Billy Logsdon on the Buff Hottle Shows.

Every spicy detail of a gal show performance should be fearlessly announced from the bally so that children, too young to be admitted, may get a little fun for their gate admissions.

James Patrick Sullivan, who says he fears not the face of any man, etc., suffered the loss of two front teeth in Yorkton, Sask., and now he is sporting new ones. However, it has not been definitely determined how he lost the teeth, or if they were his own or store teeth that went the way of something or other.

Success, carnival style, consists of wading thru mud, shivering from cold, working hard and getting rich enough to give one's full attention to the worry of getting by thru the winter.

Neal Hunter, ticket and maintenance boss for Cetlin & Wilson, hit the jackpot at Clearfield, Pa., on the closing day, Saturday (2). He won a Master 8 Buick in a drawing conducted by the sponsoring firemen and immediately sold it for \$3,350. Neal, who is in his 60s, says he is going to take the money and go to Hot Springs for treatments. He has been on the show 15 years.

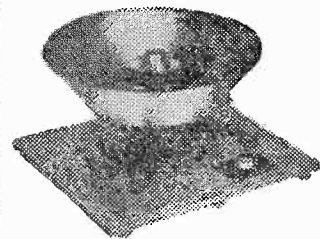
Town gal, who had fallen in love with a ridehand, told him about herself with, "I'm a high school graduate, learned typing, am a student nurse, a good cook and an excellent housekeeper." "Yeah! Yeah!" answered the ridehand, "but were you ever wagonized?"

Max Friedman returned from Western Canada with a broken rib, the result of his taxi being struck by a truck. Lou Leonard intimated that Max was hit by a bicyclist while gandering a pair of gams. Good Kid Louie and Eddie Hunter refused to be quoted. . . . Max didn't have the ex on injuries, as Dan Harrison, Walter Devoyne's wagon assistant, suffered a broken left wrist when he fell down the wagon steps.

Mike Kekos, owner of the West Coast Shows, who has been in Greece since early spring, cards from Constantinople that he enjoyed a side trip to Turkey, finding Istanbul unusually interesting.

Mrs. I. Rose, whose company of midgets is featured on the Cavalcade of Amusements, was guest of honor at a birthday dinner in the Cavalcade restaurant, presided over by Mrs. Hattie Wagner. Guests included Alice Pick, Esther Howard, Sonya Hall, Jackie Hall, Mr. and Mrs. (See Midway Confab on page 66)

# BIG CASH PROFITS

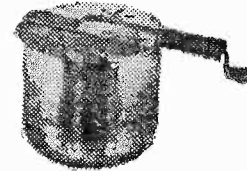


## ★ ALL-ELECTRIC CANDY FLOSS MACHINE

Our new Super Model #100 is extremely easy to operate—even a child can do it. Our machines guaranteed to give as great or greater production than any other floss machine on the market, regardless of price. Single Spinnerhead, \$207.50; Double Spinnerhead, \$225.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each. We repair all makes of machines.

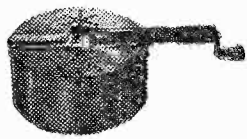
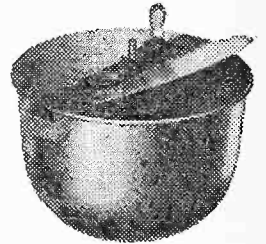
## ★ NEW SUPER KETTLE

Ideal Popcorn Popper for large volume business! 35-qt. capacity kettle, 19 1/2" diam. by 15" deep. Made of 3/32" aluminum. Gearless agitator. Sturdy. Makes uniformly delicious popcorn—and MAKES MONEY for you! \$37.50.



## ★ NEW SARATOGA ALUMINUM POPPER

Makes delicious French Fried Popcorn—sells fast! Easy to operate. Very profitable! Lowest priced corn popper on market of equal capacity and excellence. 12-qt. capacity, \$20.00 each. Meets all State health requirements. Durable Cast Aluminum Top—maintains Gear Alignment, dependable. We stock Coleman Heating Equipment.



## ★ 8-QUART LIFETIME POPPER

A new Aluminum Popper for making delicious French Fried Popcorn! The only general 8-quart popper on market. Easy to use. Easy to clean. Built to last a lifetime! 1/2" thick heavy aluminum. \$10.00.

## ★ FRENCH WAFFLE OR ROSECAKE MOLDS "GET THE ORIGINALS"

Large 4" commercial size cast aluminum. Light and easy to handle. In three designs, six-sided, round and scalloped. Complete with wooden handles and formulas, \$2.50 each. WE'VE SOLD THESE MONEY-MAKERS SINCE 1905.



Headquarters for Caramel Candy Kettles, Floss Machine Parts, Cone Papers, Coloring, Flavoring

Our motto: "Quality merchandise . . . a little bit more for a little bit less."

All items ready for immediate shipment. Terms: 25% with order, balance on delivery, F. O. B. Toledo.

**CONCESSION SUPPLY CO.**  
Phone: Kingswood 2408  
Box 133, Station B TOLEDO 6, OHIO

## Get ALL Your Needs From ONE Source of Supply!

**COCONUT OIL**  
White or Colored  
Finest Quality  
AVAILABLE FOR IMMEDIATE DELIVERY  
LARGE QUANTITY PRICES SENT ON REQUEST

**POPCORN BOXES**  
2 OZ. 1 3/4 OZ.  
5c SIZE  
High Grade Board  
★  
PEANUT OIL  
Orders shipped within 24 hours

**S. A. YELLOW HYBRID POPCORN**  
Best Quality Corn  
Guaranteed  
FOR POPPING VOLUME  
LARGE QUANTITY PRICES SENT ON REQUEST

Also  
Salt Seasoning ★ Paper Cones ★ All Prices Subject to Change  
Bags

Distributors for **CRETORS** ★ Popcorn Machines

**POPPERS BOY PRODUCTS CO.** 60 E. 13TH ST. CHICAGO 5

**MODERN**

**IMPROVED**

## CHAIRPLANE AND KIDDIE AIRPLANE RIDE

WRITE FOR CATALOGUE.  
Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.  
**SMITH & SMITH, SPRINGVILLE, N. Y.**

# PUFFY PETE PROFIT BUILDERS

WRITE for PRICES

A COMPLETE LINE OF POPCORN SUPPLIES—NATIONWIDE SERVICE

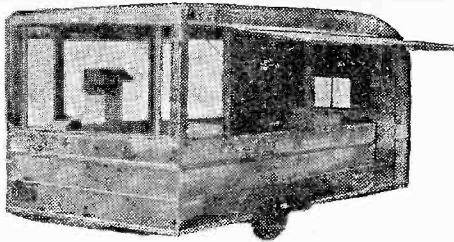
**INTERSTATE POPCORN COMPANY** 1243 SO. WABASH AVE. CHICAGO, ILLINOIS

WAREHOUSES IN: CHICAGO — BOSTON — NEW YORK — SAN FRANCISCO



## CONCESSION TRAILERS

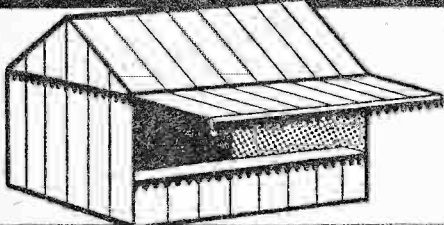
- All Aluminum
- For All Types of Enterprises in Concession Lines
- Cool, Light, Easy-To-Keep Clean Interior
- Smooth Rolling in Transit



ALL CONCESSION TRAILERS CUSTOM BUILT TO YOUR SPECIFICATIONS. PHONE—WRITE—WIRE FOR DETAILS.

**Knight Trailer Coach Mfrs., Inc.** 2740 N.W. 35 STREET MIAMI, FLORIDA  
Phone No.: 9-9602

## ANCHOR TENTS



SQUARE UMBRELLAS FOR NOVELTY STANDS  
CONCESSION—TRAVELERS—BINGO—CIRCUS—BALL GAME—MERRY-GO-ROUND—GREEN—BLUE—KHAKI—FLAMEPROOF GREEN—BRIGHT CONTRASTING TRIM.

ORDER NOW TO ASSURE PROMPT DELIVERY

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

## CAMEL TENTS NEW LOW PRICES



QUICK DELIVERY

ALL STYLES—Beautiful Colors

## TENTS

All Sizes—NEW AND USED—All Styles.  
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.  
SEND FOR USED TENT CATALOG  
**E. G. CAMPBELL TENT & AWNING CO.**  
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

## TENTS

TENTS—Concession, Gypsy, Camping, Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.  
ANYTHING IN CANVAS  
QUICK DELIVERY—WIRE, WRITE OR PHONE  
**TENTCO CANVAS, INC.**  
130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

## TENTS

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS  
khaki, blue, olive, baker bold stripe  
**Jimmy Morrissey**  
**ALL-STATE TENT & AWNING CO.**  
300 E. 9th St. Phone: Harrison 6867 Kansas City, Mo.

## POPCORN

400 Bags No. 1 S. A. Yellow.  
Must Move Entire Lot Immediately.  
No Reasonable Offer Rejected.  
Will Send Sample, or If Interested  
Call or Write

**HAL W. CORNELL**  
Warrenton, N. C. Phone 444-1

## OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides  
**EYERLY AIRCRAFT CO., Inc.,** Manufacturers, Salem, Ore.

## Midway Confab

(Continued from page 65)

Joseph Grabowski, Curt and Werner Zwiebler, Gene Palfi, Steve Gaspar, Tony Vendola, Al Wagner, Whitey Weiss, Mr. and Mrs. Nat Worman, Ed Neville, Jack Baillie, Lew and Mabel Hamilton, Mr. and Mrs. Walter Pollett, Paul Garland and Dick Sirois.

Lou Dufour passed thru Chicago Wednesday (6) and reported that Mrs. Dufour responded nicely to treatment at Rochester, Minn., and that he is moving her to New York where treatment will be continued.

Victory Exposition Shows cashed in on a flock of good local publicity when the management allowed the city to use its light plant during a flood, and now the commendation has been made national by *The Christian Science Monitor*.

Mr. and Mrs. Joe Jernigan report they are doing okay with their popcorn on the Peerless Shows, and they accepted delivery on a new Glider trailer at Confluence, Pa. . . . Randall, annex attraction, reports retiring from the road.

Detroit Notes: Roy (Bubbles) Voakes left Regent Shows and now is with the Joyland Midway Attractions. . . . Olin (Buck) Cain has over and under seven with Eddy and Grace on W. C. Wade Shows No. 2 Unit. . . . Milton Bennett returned here after a five-year absence. . . . Tommy (Paddles) Reisner, of Lee United Shows, who has expanded his activities to include two-man swinger and a shooting gallery, reports good business. . . . Leo Lipka, ex-carnival proprietor, is at home at 15458 Ward, recovering from a recent leg amputation.

Members of the Missouri Show Women's Club who attended funeral and burial services August 6 in Cavalry Cemetery, St. Louis, August 6 for May Ann Boe, who was the oldest member of the club, included Mrs. Lee Belmont, Loraine and Alice Belmont, Estella Regan, Teresa Sidenberg, Daisy Davis, Tillie Kahl, Ida McCoy, Ethyl Hesse, Ada Miller, Adele Voelker and Gertrude and Norman Lang. Mrs. Boe was the mother of Peggy Grimm, mother-in-law of Frank Grimm and grandmother of Mary Frances Grimm, all concessionaires.

Midwayite was telling a group of listeners how he always remembered his parents weekly with picture postcards from every town. "Do you ever send them any money?" asked a listener. "No," answered the postcard philanthropist. "they're too old to drink or bet on horses."

L. C. McHenry, owner of the Crescent Amusement Company, reports his show enjoyed a good week's business in Pulaski, Va., despite the recently passed city ordinance which many figured would hinder shows playing that spot. . . . Mr. and Mrs. Frank Long spent several weeks visiting Frank's parents in Pennsylvania. Long, for the last four years secretary of the Crescent org, has moved up to assistant manager, and

## An Honest Town

BURKE, S. D., Aug. 9.—Genevieve Klein, wife of Henry Klein, of the Klein Amusement Company, walked in the only hotel in this small town and asked the proprietor for the key to her room.

"Sorry," he said, "but in the 30 years I've been in business, this hotel has never used a key."

## FLAMEPROOFED TENTS IN STOCK — ALL NEW

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopers Flameproofing Compound.

Write Today

**UNITED STATES TENT & AWNING CO.**  
2315 21st W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

## SIDEWALL

NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.  
6'x100' . . . \$54.56 9'x100' . . . \$80.00  
7'x100' . . . 63.04 10'x100' . . . 88.48  
8'x100' . . . 71.52  
Made in any length at the above rate per running foot.  
• Satisfaction Guaranteed—Prompt Delivery.  
"If It's Made of Canvas, We Make It"  
25% deposit—balance C. O. D.

**MICHIGAN SALVAGE**  
417 W. Jefferson Ave., Detroit 26, Mich.

SHOW CIRCUS CONCESSION MERRY-GO-ROUND  
**TENTS**  
**CENTRAL Canvas Company**  
HARRY SOMMERVILLE—FOREST GILL  
121 West 8th Street Kansas City 6, Mo.

## TENTS

Concession, Khaki, Immediate Delivery.  
8x10, 8x12, 10x12, 10x14. Also Four-Way Joints, 8x8, 10x10, 10x12. Roped Tents, 20x30 to 40x70. Orange, Green or Blue to order. Change Aprons and Sidewall. Order Now.  
**D. M. KERR MANUFACTURING CO.**  
1954 W. GRAND AVE. CHICAGO 22

## TENTS — SIDEWALL

New and Slightly Used Tarps and Ground Cloths for rent and for sale. Quick delivery.  
**INDIANAPOLIS TENT & AWNING CO.**  
430 W. 13th St., Indianapolis 6, Ind.  
P. O. Box 433, Phone: RI. 6655

## Carnival and Concession TENTS

Serving the Showmen of the Southwest  
**JOHN M. COLLIN CO.**  
18 E. KIRK ST. SHAWNEE, OKLA.

## TENT SALE

TOP ONLY  
New 20x52, \$95.00. New Sidewall, 10 ounce flameproof, waterproof, olive drab, 7x100, \$56.00; 8x100, \$64.00. 1/3 deposit required.  
**MAIN AWNING & TENT CO.**  
230 MAIN ST. CINCINNATI, O.

## STREATOR'S BIG HOMECOMING

WANTED  
CONCESSIONS—3 DAYS  
Aug. 30-31 and Sept. 1  
**AMVETS POST 120**  
Write E. A. Hultman, City Clerk, Streator, Illinois

**CONCESSION TRAILERS**



- "Calumet Built" by Experts who know your needs!
- All-Clad Airplane Aluminum and Non-Breakable Plexi-Glas Exterior.
- Flashy Translucent Roof Corners.
- No Set-Up Required—Always Ready to Operate.
- 2 Large Vending Windows.
- Unequaled Customer Handling Efficiency.
- Smooth Rolling on the Road.

**PROMPT DELIVERY**

Size, 7 1/2 Ft. Wide, 12 Ft. Long. Interiors Set Up to Your Specifications. Write and State Your Needs for Further Details and Prices.

**THE CALUMET COACH CO.**

Special Vending Trailers for Carnivals

11575-77 S. Wabash Ave.  
Phone: COMmodore 7251  
CHICAGO 28, ILL.

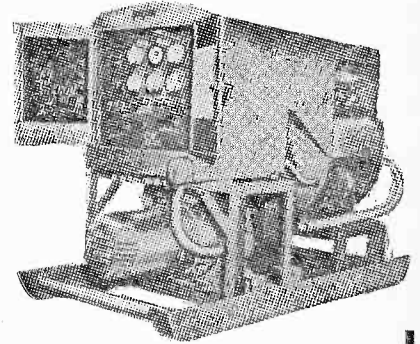
Bob Overstreet is now secretary. . . . Lyle Richmond, secretary of the Dublin County Fair, Senath, Mo., and also mayor of Senath, has notified Crescent officials he hopes to catch the shows when they play Asheville, N. C., week of August 25.

Mrs. H. M. Gordon, Mrs. Elsie Powell and Joan Miller were hosts at a baby shower for Nina Charneski on Hennies Bros.' Shows. Attending were Alice Wilson, Peggy Newman, Estelle Tarber, Virginia Fast, Peggy Chapman, Helen Weir, Sophie Beaver, Betty Davis, Opal Pruitt, Ruth Morgan, Margaret Weaver, Ruth Miller, Jaunta Hunter, H. S. Dwyer, F. Sullivan, Marion Shuford, Bessy May Webb, E. Mallaman, Lucile Donoflio, Dorothy Kasin, Francis Minahall, Louis Fagan, June Gruntharson, Elaine Seatt, Mable Lorow, Hilda Barber, Hilda Hennies, Caroline Holt, Edna White, Ruth Wagner, Margaret Anderson, Dolly Reed, Mary Hawkins, J. R. Taylor, James Beach, Vera Fox, Colleen Yeager, Rex Wolf, Jane Dwyer, Lilly Bergman, Bee Miller, S. Rasmis, Dorothy Gordon, Elsie Powell, Minnie Friedenheim, Mrs. Younger, Margie Gorman, Lyda Dowver, Mrs. Paul Olsen, Ruth Tokowitz, J. D. Edwards, Mrs. Hunter, Helen Winslow, Mrs. Gene Barfield and Harry W. Hennies.

**IMMEDIATE DELIVERY GENERATOR SETS**

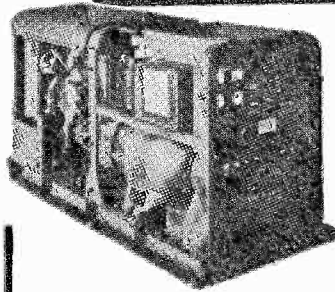
**7.5 KVA GASOLINE (PE99)**  
Powered by Wisconsin VE 4  
Air Cooled Engine

- |   |  |
|---|--|
| <b>Engine Specifications</b><br>• 4 Cylinders<br>• 4 Cycles<br>• V Type Engine<br>• 3" Bore<br>• 3 1/4" Stroke<br>• 7-Gal. Fuel Tank<br>• 20 HP. at 2200 RPM. | • Electric or Crank Start<br>• Displaces 91.0 Cu. In.<br>• 2 Six V. Batteries Incl.<br>• Control Panel |
| <b>Generator Specifications</b><br>• 7.5 KVA at 1800 RPM.<br>• 120 Volts, A.C.<br>• Semi-enclosed<br>• Direct Connected Exciter.                              | • 3 Phase<br>• 60 Cycles<br>• Drip Proof   |



Includes Tools and Spares for Engine and Generator, plus all necessary controls, including remote control relay. **\$575 EACH** F. O. B. New York City

THESE PLANTS ARE COMPLETELY EQUIPPED AND READY FOR IMMEDIATE USE



**10 KW.—120/240 Volts—**  
**60 Cycle-Single Phase**  
**NEW JEEP GAS ENGINE**

Engine: 4 cylinder, 4 cycle L-head, water cooled, rated 35 horsepower at 1800 RPM. Generator: 120 or 240 volts, single phase 60 cycle AC; rated power 10 kw. at power factor of 1.0; 12.5 kva. at 80 at power factor. (Voltage change is accomplished by changing jumper connection on terminal strip.)

**\$850 EACH** F. O. B. New York City (Boxed for Export)

Smaller and Larger Units, Gas or Diesel. Available. What Are Your Requirements?

25% Deposit Balance C. O. D.

**HARRY HAYKIN**  
290 Empire Blvd. Brooklyn, N. Y.  
President 2-1612

**"AMERICA'S FINEST SHOW CANVAS"**

**QUICK DELIVERY.. AND BANNERS**

Send for Samples of Our Flashy Flame-proofed Canvas.

**TEST IT YOURSELF!**

The Best Flameproofed Available. Forest Green, Royal Blue, Orange, Khaki

BERNIE MENDELSON—CHARLES DRIVER

**O. Henry Tent & Awning Co.**

4862 N. CLARK ST. CHICAGO 40

**INTERNATIONAL SHOWS WANT**

FOREMAN FOR WHEELS. SECOND MEN ON ALL RIDES. Top salaries. Must drive Semis. GIFF ROBERT WANTS GIRLS FOR GIRL SHOW.

Address: LeCenter, Minn., 14-17; Appleton, Minn., 18-24; then per route.

**WALTER HALE WANTS**

For the best Girl Revue yet, opening August 22 at the Canadian National Exhibition, with State Fairs to follow—Talkers to make second openings. Honey Lee Walker, Jack Carter, Tanjara, wire me. ROYAL YORK HOTEL, Toronto, Ont.

**WHITE'S RIDES**

Want to join at once, Shows and Concessions for our Fairs and Celebrations, String Game, High Striker, Snow Ball, Bowling Alley, Hoop-La, Grab, small Bingo, Novelties, Concessions that don't conflict. Help for Rides and Agents. Will book Wheel and Merry-Go-Round or buy.

**GUY WHITE**

Sunbright, Tenn., Aug. 11-16; Caryville, Tenn., Aug. 18-23.

**FOR SALE**

Ford Panel Truck '36 V8, Dual Wheels, 3 Concessions, 10x12 new Top and Sidewall, Clothes Pin Pitch-Till-You-Win, frame Cypress, plenty of flash and stock; 8x10 Cigarette Shooting Gallery, 5 new guns; 12x12 Hoop-La. Lights and wire for all joints, enough stock to get your money back. The best flash on any Midway. Price, \$1,250.00. Owner has other interests. Can be seen at Harry's Trailer Mart, 8200 Reading Rd., Cincinnati, Ohio.

**WANTED**

**The Great Dayton Fair**

Agents for office-owned Concessions. Bingo Counter Men.

**KEN-PENN AMUSEMENT CO.**

619 Earl Ave. New Kensington, Pa.

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
The Biggest name in Popcorn  
POPCORN MACHINES AND SUPPLIES

**B. & H. AMUSEMENT CO. WILL BOOK**

Small Bingo balance of season. Best of Tobacco and Cotton sections. Will buy High Striker. Give best price and condition. Can place any Concession working for 10¢.

Contact

**W. E. HOBBS**

Rt. 1, Box 50, Sumter, S. C.

**WANTED TO BUY Merry-Go-Round Horses**

Of any kind and in any condition. Write full particulars.

**MILLER AMUSEMENT ENTERPRISES**

55th St. & La Grange Rd., La Grange, Ill.

**AT LIBERTY**

**BENNIE WELLS**  
**SCENIC ARTIST**

PAINTER of BEAUTIFUL SHOWS  
Address: Care Billboard, Cincinnati 22, O.

**MECHANIC AVAILABLE**

12 years' experience on all types of coin machines. Have own test equipment for amplifiers. Can handle complete route of Phonographs, Pin Balls and Arcade Equipment. Sober, married, car and best of references. Am now managing arcade and phonograph route in summer resort, so will be available immediately after Labor Day. For further information write  
BOX D-88, c/o Billboard, Cincinnati 22, Ohio.

**TRIANGLE POSTER COMPANY**  
of Pittsburgh  
AMERICA'S FOREMOST FAIR, CARNIVAL AND SHOW PRINTERS  
Penn Ave. at Water St. — Court 1013  
Triangle's Best... By Comparison

**Gooding AMUSEMENT CO., INC.**  
**MAMMOTH MATCHLESS MIDWAYS**  
60 RIDING DEVICES • Oldest—Largest—Most Reliable • 7 UNITS  
SHOWS WANTED FOR CHARLOTTE, MICH., FAIR AUGUST 25 TO 30 INCLUSIVE  
and for the remainder of season. Fly-o-Plane wanted Jackson, Mich., Fair, August 25 to 30 inclusive. Address inquiries  
GOODING AMUSEMENT COMPANY, INC., COLUMBUS, OHIO

**SPITFIRE FOR SALE—\$4,500**

or will trade for what have you. Ride is in good condition. Can be seen in operation at: Jewett City, Conn., August 11-16; Pascoag, R. I., August 18-23. Address all replies:

**JOHN COSTA**

c/o Globe Shows, 727 Charles St., Fall River, Mass.



## HEADQUARTERS FOR SNOW CONE SUPPLIES

Only Gold Medal, the oldest in the Snow Cone business, gives you the most complete line of Snow Cone Supplies. Here's just a partial list:

The new, two color printed "SNO-KONE" Cup.  
Time-tested Gold Medal Flavors  
Wood and Tin Spoons  
Echols High Speed Shavers  
Wood or Aluminum Snow Cases  
Snow Dippers  
Syrup Dispensers  
Cup Trays

### POPCORN SUPPLIES

Purdue Hybrid Popcorn  
Coconut Oil Seasoning  
Popsit Plus Popping Oil  
Popcorn Salt  
Popcorn Bags and Cartons, all sizes  
Popcorn Cones  
Popcorn Machines, all types

### CANDY APPLE SUPPLIES

Candy Apple Kettles  
Candy Apple Sticks, both large and small  
Glucose in five gallon drums or barrels  
Candy Thermometers  
Coleman Burners

### CANDY FLOSS SUPPLIES

Floss Paper  
Certified Food Color

Send your next order to Gold Medal, get acquainted with Gold Medal's famous "all three." 1. TOP QUALITY. 2. LOW PRICES. 3. FASTEST SERVICE. Our big 44-page catalog will be sent upon request.

## GOLD MEDAL PRODUCTS CO.

"THE BIG ONE"

318 E. THIRD STREET

CINCINNATI 2, OHIO

## CLUB ACTIVITIES

### National Showmen's Association 1564 Broadway, New York

NEW YORK, Aug. 9. — Secretary Walter K. Sibley visited Roland Champagne's Continental Shows July 31 at Catskill, N. Y., being received by Roland and his wife and daughter. Among others met on the lot were Joseph Gold, Dan Dorso, Harry Cleban, Vangel Balam, Peter Grant, Harold Chesley, Thornton Hoar, James Toffain, Ellis Craig, Dick Lambert and Carroll Miller. Champagne contributed \$100 to the NSA Monument Fund, turned in some membership applications, dues for a number of members and requested one of the year book advertising dummies.

From there to Pittsfield, Mass., where a last minute visit was paid to the Coleman Bros.' Shows just in time to meet Dick Coleman who was leaving the lot for home with his son, Francis J., assistant manager. Dick contributed \$100 to the monument fund and also paid dues for Francis and himself.

The next visit was to the Granite State Shows, owned by William E. Muldoon, showing near Fitchburg, Mass., and was received by Mr. and Mrs. Muldoon, Albert Farley, Frank A. Cleasby and Bill Moore, who has charge of the concessions. Muldoon contributed \$100 to the monument fund, bought a page in the '48 year book and assisted in securing dues from a number of members of his organization.

He also visited the New England Amusement Company, playing for a church in Fitchburg. Received by Harry and Mrs. Kahn. Kahn was one of the earlier contributors of the monument fund. Visits with Mr. and Mrs. Sam Berkwitz, Mr. and Mrs. Ed Partridge, Arthur and Richard Berkwitz, Mr. and Mrs. John McLees, Linniel Kelly and Bertrand Gagnon.

From there to one of the many units of Eli Lagasse at Oxford, Mass. Spent a couple of hours with Lagasse and marveled at his fine equipment and the smoothness of operation of all his attractions. Met old friends Max and Mrs. Gould, Neal Cramer, Harry Ryan, Johnnie Lamoyne, Dan Lynch, Motts Ducharme, Bill Flynn, Bucko Homan, Johnnie Langlois, Joe Dressler, Ivan Madson, Arthur Borden, Joseph C. St. Cyr, John Derby, Henry Lagasse, George Cody, Tike Credit, Albert Deveau, Kenneth Hynes, and the Helen Biletti Troupe. Lagasse contributed \$100 to the monument fund.

En route to New York Saturday (2) stopped in North Haven, Conn., where a congratulatory card was left at the home of Francis J. Kelly, who recently became a proud father. On arrival in New York jumped over to Dumont, N. J., and visited the Vivona Bros.' Shows. Met all of the boys and Mrs. Vivona presented a check for \$100 for the monument fund.

Sunday (3) visited Jack Carr who has been bedridden at his Great Neck, L. I., home for the past 16 months.

Visited the Gerard Shows Sunday (3) night at Classon Point, N. Y. Conferred with Ralph Endy, chairman of the banquet committee, on matters pertaining to the banquet.

Jerome S. Gottlieb is in the Monmouth Memorial Hospital, Asbury Park, N. J., after a serious operation. As of this date his condition is satisfactory.

Samuel Golden is seriously ill in Municipal Hospital, Tampa.

Monday (5) evening visited Palisades Park, being received by Jack Rosenthal, Mr. and Mrs. Joseph McKee, and Mrs. Ann Halpin. Received 1948 dues from Hyman Nirenstein, Robert Devany, Robert M. Drew, Jack Bloom, William A. Wood, Max Tubis, John Pretorius, Norval D. Jennings, Joseph Rinaldi, Felix Zucchi,

### Showmen's League of America

400 So. State St., Chicago

CHICAGO, Aug. 9.—Elected to membership at a special meeting Tuesday (5), presided over by Vice-President Lou Keller, were Abe Stein, W. H. Foss, W. R. Dyer, Meyer Cohen, Harry H. Allen, John B. Platt, Walter D. Morgan, James G. Miller, Mayburn A. Miller, Izzy Kline, W. D. Bush, Norman Ptashkin, Garland Comer, James R. O'Dea and John L. Barber. Their applications were credited to Mel Harris, Ralph Anderson, Ned Torti, Harry Wingfield, Bill Carsky, A. J. Weiss, Paul Flannigan, Oliver Barnes, Sam Gordon, Lou Leonard and John Lempart.

Max Friedman and Lou Leonard returned from their Canadian tour, with Lou leaving this week for the Illinois State Fair.

Secretary Joe Streibich, thru the courtesy of Bev Kelley, hosted staff members of Alexian Brothers' Hospital at the Ringling-Barnum Circus Thursday (7). Ben Kaplan continues in Wesley Hospital with a chest ailment and Marshall Green remains a patient at Holmes Hospital, Cincinnati. Howard Gloss and Carl A. Mann have been released from the hospital. Ruby Singer will undergo an operation at Billings Hospital.

Clyde Carlton, Bob Burns and Earl Maddox, of the Ringling-Barnum Circus, visited the rooms. Dave Fineman was in town.

### Show Folks of America 1839 W. Monroe St., Chicago

CHICAGO, Aug. 9.—Next regular meeting will be Tuesday (19) in the home. A social given in the home of the cemetery committee chairman, Uncle Herman Stoike, netted \$41.45 for the Lee Sloan Fund, which is the name of the cemetery fund drive. Additional donations came from C. W. Bodine, \$1; Herman Stoike, \$1.50, and Mr. and Mrs. I. Chapple, \$2.

Several members and their friends gathered at the Malden Arms Hotel, run by Tom Coulthard, to meet Mr. and Mrs. Chet Gates, managers of the Coral Gables (Fla.) Theater. Both are members of Show Folks of America.

A monument fund has been definitely started, thanks to Virginia Payne (Ma Perkins of radio fame), who donated four lots in Show Folks Rest for the monument site. Chet Gardner started the fund off with a \$1 donation.

New members are Albert Seror, sponsored by Eddie Minnetti; Minnie Garneah, by Larry Bonner; Mrs. Mae Fox, John A. Brooks, W. F. Johnston Jr., Hal Price and Rusty Clausen, by Rose Page; Ruth Ann Duesenberg, by Nan Rankine; Charles Teichner, by Hattie Wagner and Rose Page; Marion Welby, by Richard Fitzgerald, and Charles Wysong, by William J. Chidester.

Edward McEvoy, James J. Corcoran, Raymond A. Young, Joseph Salerno, J. Fletcher Creamer Jr., Irving Rosenthal, Plato Guimes and Francis McDonald.

Other recent contributions to the monument fund are Joseph McKee, Tom Quincy and Harry A. Illions.

# W.G. WADE

Shows

WG

## CAN PLACE

Fun House and Glass House for Sanilac County Free Fair, Sandusky, Mich. August 19-23 for this date and solid fair route to follow. Ingham County Fair (Mason, Mich.) This Week. Huron County Fair (Bad Axe, Mich.) follows Sandusky

## HATFIELD EXPOSITION AND FAIR

HATFIELD, PA., MONTGOMERY COUNTY  
AUGUST 27TH TO SEPTEMBER 1ST, INC.

DAY AND NIGHT, INCLUDING SUNDAY. GRANDSTAND, FREE ACTS, RODEO, ROY ACUFF, GRAND OLD OPRY, EXHIBITS, FIREWORKS, ETC.

WANT.—Concessions of all kinds. Pitchmen, Auctions, Salesmen, Penny Arcade, Fun House, Motordrome, SHOWS OF ALL KINDS. Will place Whip, Silver Streak, Spiffire or any Ride not on the Show. What have you? We have the McClure Beansoup Homecoming, McClure, Pa., following. All address

## GARDEN STATE SHOWS

NEWTON, N. J., this week.

## MODEL SHOWS, INC.

WANT FOR WEST UNION, IOWA, FAIR

and 6 other fairs. Rides: Spiffire, Tilt, Caterpillar, Rollo Plane or any ride not conflicting. Shows: Wild Life, 10-in-1, Snake, or any show of merit. Concessions: Guess Age and Weight, Hoopla or any well-framed stock stores. Independence, Ia., Fair this week; West Union, Ia., Fair next.

## ATTENTION, FAIR & CELEBRATION COMMITTEES in Indiana, Ohio & Kentucky

I have open weeks in September and October. I have 9 Rides or a complete Carnival. Positively a clean Show. We carry no rackets or gypsies. Wire us, as per route.  
RIDE MEN: Second Men for all Rides. Come on. Salary sure here.

W. R. GEREN, Owner

## MIGHTY HOOSIER STATE SHOWS

Bicknell, Indiana, Knox County Fair, Aug. 12-16; Corydon, Indiana, Harrison County Fair, Aug. 18-23.

## HAVE OPEN DATES

Starting September 1st until November 1st for #5 Ferris Wheel and an Allan Herschell Auto Kiddie Ride. Wire your dates at once. Also Stands if needed.

## SUPERIOR NOVELTY COMPANY

22 S. Fulton Ave. Baltimore 23, Md.

**Michigan Showmen's Association**

3153 Cass Avenue, Detroit

DETROIT, Aug. 9.—Ed and Phil Bennett and Joe Benet are back from a 16-week tour of Canada with Garden Bros.' Circus. Phil Cook, chaplain of the Miami Showmen's Association, was a club visitor recently. Bernhard Robbins, secretary, visited the Royal Crown Shows recently. He returned with several membership applications and reported visits with Eddie and Dolly Young, E. (Texas) Smith, E. B. Braden, Harry (Irish) Gaughn, Bobby Bloom, Marty Metzger, Bob Quinlin, E. A. Stevens, Bob Nash, Howard Piercy, Harry Rubin, Billy Ford, Johnny Tisko, Al Manley, Albee Ford, Joann Davis, John Taylor and Bud Davis.

Leona and Stanley (Butch) Plas, Frank and Marian Hamilton, Max and Irma Kane, Jimmy Finn and Leonard Golastein, all members of Sam Goldstein's Majestic Shows, visited in Detroit during the org's stand in Milford, Mich.

Leona Plas, recovered from a serious operation, visited Belle Powers, office manager and secretary of the Ladies' Auxiliary.

**Pacific Coast Showmen's Association**

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Aug. 9.—President Bill Hobday conducted the Monday (4) session with Secretary Ed Mann assisting.

New members include W. A. Mullen, Joe Archer, Maynard Monette, Homer S. Beck, James M. Ross and James E. Cronin.

President Hobday introduced Capt. John Crotty, a guest, who gave a short talk on his war experiences.

Present after absences were Abe Goldstein, Benny Stone, Joe Blash Sr. and Jr., Henry Dickens, Frank Bennett and Rudy Jacobi.

Candy Moore won the \$50 prize donated by Bill Meyer for selling the most building fund tickets during July. Moore invested the prize money in more tickets. President Hobday offered a \$50 prize to the member selling the most building fund tickets in August.

The membership drive has been extended to December 31.

Harry Taylor, Bill Hobday and John T. Backman plan to visit San Joaquin County Fair, Stockton, and the State Fair at Sacramento.

Drawing was won by Joe DiSanti.

**Show Folks of America**

San Francisco

SAN FRANCISCO, Aug. 9.—President Harry Seber presided at the July 28 meeting. Council Raiford, Dr. Mannheim, Joe Franks and Sergt. Russell Jerrers also were seated on the rostrum. The latter is retiring from the army after serving 25 years.

Albert Mersanti was elected to membership. Communications read included letters from Past President Mary Ragan Kanthe, of the Long Shows; Harry Steinberg, of the Meeker Shows; Jerry Whitney, of Portland, Ore.; Thomas (Doc) Jones and the Regular Associated Troupers.

Albert Roche reported having visited the daughter of W. S. Stevens in a Stockton hospital. He also visited Mrs. Flora May Gordon, widow of Roy Gordon, and Harry Reynolds, who is seriously ill at the Hasseler Health Home, Redwood City. Billie Hodges reported receiving a card from Harry Reynolds and said she will visit him as soon as she feels well enough.

New members and members who had been away for some time were presented, including Mr. and Mrs. Dennis Pursely, of the Foley & Burk Shows; George Botto, Mrs. Pearl Grant, Dave Morrison, Dave Long, Jerry and Vincent Cirencioni, Wil-

**Heart of America Showmen's Club**

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Aug. 9.—Several members of the Wayne Hale Shows, including Mr. and Mrs. L. K. Carter, spent Sunday in Kansas City. Captain Hugo, his wife and daughter, Loreli, returned here and are readying their concessions to play independently. Blanche Francis, president of the Ladies' Auxiliary, returned from a two-week visit with her sister in New York. Leo and Ruth Ann Levin visited relatives in Quincy, Ill.

The donor's tickets on the Chevrolet automobile, to be given away at the annual banquet and ball New Year's Eve, are going fast. Proceeds go to the club's building fund.

**Miami Showmen's Association**

236 W. Flagler St., Miami

MIAMI, Aug. 9.—Recent clubroom visitors included Kenny Meyers, Doc Garfield, Max Kimerer and Johnny Applebaum, the latter in the city for a medical check-up.

Mack McNally, off the road the past few years, opened a new auto repair and paint shop here. Isidore Beck left for a two-week visit in New York. Rip Winkle left for a vacation in North Carolina.

Letters have been received from Irving Goldberg, R. F. Shephard, Irving Gibeau, Johnny Lash and James Gamble.

Mail is being held for Bert DeWitt, James John Dion, Sidney Daniels, Leo Hirsch, David E. Fineman, Morris Freidenheim, C. P. Henry, Aaron Katzen, Edward N. Leslie, Gibson R. Lawrence, J. H. McNicholas, Horace George McGinley, Roy G. Meyers, Harry Nelson, Johnny Obeilicki, Paul Ollis, Mike Ruff, Leonard Wright, Frenchy Schwacha, Herman Weiner and Harry Williams.

Secretary Milton Paer, recovering from a recent operation, plans to leave for the North to visit shows.

**San Diego Troupers**

1546 31st Street, San Diego

SAN DIEGO, Calif., Aug. 9.—The Troupers were entertained in the home of Kitty Kirkham at Ocean Beach. Places were set for 33 guests. Former owner of *The Ocean Beach News*, Kitty sold the paper after the death of her husband. She will write an editorial when the paper marks its 25th anniversary shortly.

R. B. Lathrap opened his tent show at El Cajon, Calif., Friday (8). He will remain about a month.

Ruth and Kitty Lewis entertained the group at a dance. Allen Campbell, who was the original Cap in the Show Boat, gave a short talk. Campbell will open a voice studio in San Diego shortly.

Maud Allison, past leader of the Troupers, recently gave an interesting talk at one of the meetings. Next meeting will be September 7 in the club headquarters.

William (Swede) Lindsteadt, Charles R. Elbey and Mr. and Mrs. O. H. Mattley.

Florence Austin was thanked for the pennant she made and donated to the club. Mr. Mattley offered to make a stand for it.

President Seber said that he would name a date on which the club would hold a home-coming party for Congressman Frank R. Havenner. He made the statement upon the request of Adam McBride, pointing out that the party must be a strictly social affair and non-political in nature in keeping with the club's rules.

During a recess Olivette played several numbers on the piano and Mrs. Alma Rugle and Bob Olsen sang. Pot of Gold of \$13 went to Dennis Pursely. A special dinner in honor of Sergeant Russell was served.

**Rigging Stays Safe with COFFING PULLING EQUIPMENT**



Castle is shown tightening his bounding wire with a 1½ ton capacity, Model F.G. Safety-Pull Ratchet Lever Hoist. Other Coffing Hoist Equipment shown at left is Midget Puller, 500 lb. cap., weight 6½ lbs.; center, Safety-Pull Ratchet Lever Hoist, ¾ ton cap., weight 14 lbs.

Rigging is a big job whether it's for a wire artist like Hubert Castle of Cole Brothers Circus (above); for the big top, or for the cook-house. That's why Coffing Hoist Equipment is a natural for fast, easy and safe rigging.

Here's what Castle says about Coffing Hoists: "Your hoist has certainly proved to be ruggedly dependable under even the most adverse conditions. In my opinion, it is by far the safest, fastest and most compact hoist to be found anywhere."

Good words from a great performer on the wire . . . and there's a complete line of Coffing Hoist Equipment to give equal satisfaction on any circus rigging job. Send a postcard today for Bulletin C100C.

Catch Castle's act with Cole Bros. Circus—See Circus Routes Page for locations this week.



**COFFING HOIST COMPANY**

DANVILLE, ILLINOIS

**A.M.P. SHOWS**  
*Juggo*

**BOOKING NOW GALAX, VA., FAIR!**

**AUGUST 25-30**

**LIMITED AMT. SPACE LEFT BOOK NOW!**

SHOWS—Class or Fun House, Motordrome, Wild Life, Unborn. NOTICE: Due to disappointment, can place Jig Show Operator. Have 77-Ft. Panel Front, inside equipment and transportation. Will place Musicians and Chorus Girls for same. SIDE SHOW ACTS, CONTACT CHARLIE HALLAR.

CONCESSIONS—String Game, High Striker, Dart Stores, Penny-in-Bowl, Basket Ball, Devil's Bowling Alley, Huckley Buck, Swinger. What have you? Will place OCTOPUS, ROCKET or RIDE-O for our Fairs. ANYONE KNOWING WHEREABOUTS of JIMMIE SAVAGE (Jig Show Operator), PLEASE NOTIFY at once. All replies to

**A. M. PODSOBINSKI, General Manager**

VIVIAN, W. VA., this week

**LAST CALL LAST CALL**

**THE GREAT DAYTON FAIR**

DAYTON, PA.

**5 - DAYS**

**5 - NIGHTS**

**August 19-23, Inclusive**

Limited space for outstanding Shows and Attractions—Penny Arcade, Monkey Circus.

Some Concession space available. Eating, Drinking, Ice Cream privileges open.

Will book any Rides not conflicting.

**KEN-PENN AMUSEMENT COMPANY**

Pennsylvania's Most Modern Riding Devices

619 Earl Avenue

New Kensington, Pa.

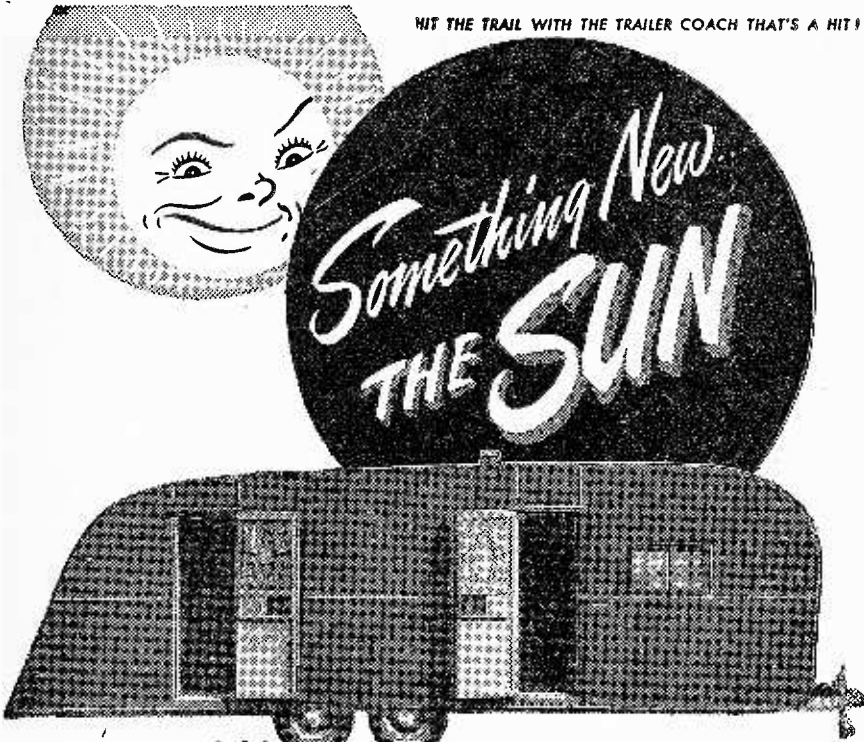
**CARNIVAL WANTED**

**FOR BOONE COUNTY FAIR, STOCK AND PRODUCE SHOW**

COLUMBIA, MO., AUG. 31-SEPT. 1, 2.

Want at least 7 good Rides and 25 or more Shows and Concessions. Contact M. L. DOWNS, c/o Chamber of Commerce, Columbia, Mo.





HIT THE TRAIL WITH THE TRAILER COACH THAT'S A HIT!

Something New  
**THE SUN**

*Streamlites*  
QUALITY-BUILT  
LOW-PRICED AT  
**\$1995\***

**SENSATIONAL NEW 27 FOOT TANDEM**

Countless thousands have been waiting for just this . . . a full-size trailer coach, at \$1,995.\* Remember, THE SUN is designed and built by STREAMLITE Master Craftsmen, builders of America's finest trailer coaches. Here's a job that's built up to quality, not down to price! THE SUN has all the comforts of home. It's sturdy . . . beautiful . . . enduring. Write for full color, 8-page, illustrated folder on all STREAMLITE Models; and also the name of your nearest STREAMLITE dealer.



\*F. O. B. FACTORY. Laminated masonite or laminated plastic exteriors, brakes; and Federal, State and local taxes not included in price.

DEPT. B. N.W. CORNER 37th STREET AT PRINCETON CHICAGO 9, ILL.

**PARAMOUNT SHOWS EXPOSITION, INC.**

**LAST CALL LAST CALL**

**TWO BIG CELEBRATIONS THEN THE FAIRS**

Huntingdon Fair, Huntingdon, Pa., August 25; Port Royal Fair, Port Royal, Pa., September 1; Washington Fair, Pa., September 8; Hampton Roads Fair; Norfolk County Fair, Va.; Elizabeth City Fair, N. C.; Lee County Fair, Bishopville, S. C.; Pitt County Fair, Greenville, N. C.; Carteret County Fair, Beaufort, N. C., with three more to follow; then Florida. Out all winter.

WANT Slum Concessions of all kind, no ex. French Fries, Basket Ball, High Striker. (Good proposition to a Penny Arcade.)

WANT—Fun House, Glass House, Motor Drome, Snake Show, Wild Life or any Show not conflicting. Can use Workmen on all Rides. A few Foremen needed. Joe Darpel can use Side Show Acts. Charley Johnson wants Girls for Posing and Girl Shows. Replies to:

**RALPH FLANNIGAN, Gen. Mgr.**

Chambersburg, Pa., now — Hollidaysburg, Pa., next week. Huntingdon Fair, August 25.

**EXCITING . . . THRILLING . . . ENTERTAINING**  
**IT'S NEW—IT'S A GOLD MINE**  
**THE AUTOMATIC ELECTRIC RACE HORSE GROUP GAME**  
Tested on the Fairs last year—proved best money maker on 10 major carnivals.  
**PARKS AND BEACHES EVERYWHERE REPORTING TOP BUSINESS**  
Get "THE TURF" in operation NOW and finish season with terrific business.  
Capacity plays brings \$2.00 per minute. De Luxe 10-unit game, \$1750.00. Immediate delivery.  
**ELECTRONIC GAMES, INC., Greensburg, Pennsylvania**

**FROM THE LOTS**

**Madison Bros.**

LITCHFIELD, Ill., Aug. 9.—Temperature of around 100 degrees on four straight days failed to keep the folks away this week from the Dairy Day Celebration held on the streets here for the first time since 1916. Tents, housing cattle, extended from the Milnot plant to and around the entire square. WLS entertainers, led by Patsy Montana and Selden, the Stratosphere Man, at the back of the midway, drew huge crowds and kept two ticket boxes busy. Business men and the committee gave excellent co-operation.

Utica, Ill., stand proved one for the books. With shows playing simultaneously in Ottawa, La Salle and Oglesby, this org was spotted in the middle of the smallest town, yet it proved to be a red one. Attendance was hypooed by a La Salle County Day at nearby Starved Rock State Farm. Many who turned out for that Sunday event were diverted to the midway.

Havana, Ill., a firemen's celebration, was another red one, but was followed by an accident en route to the next town. The Octopus truck tipped over and the ride and truck were damaged, but both the driver and rider escaped serious injury.

Recent additions to the shows include Kelly with 6 concessions; Beardsley with 2; Jones with 2 concessions and a girl show, and Kaiser with a side show and girl show.

Visitors included Mr. and Mrs. Bill Snapp; Mr. and Mrs. J. A. Turner, of the Turner Bros.' Shows, and F. M. Sutton Jr. and Tooney Chapman, of the Gulf Coast Shows. The writer visited the Snapp Shows.—KATHLEEN GAWLE.

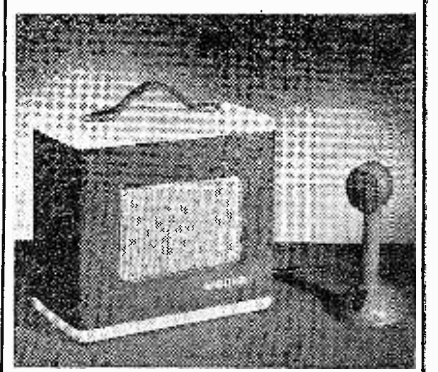
**Heart of Texas**

LAWTON, Okla., Aug. 9.—Probably the surprise of the year was our week's stand in Walters, Okla., used as a fill-in the week before the Lawton birthday celebration, which opened Saturday (2) and closed Wednesday (6).

Terry Wells, veteran minstrel emcee and producer, is back and the revue is beginning to perk again. Milton Grothe, ride trouble shooter who was left in Chickasha, Okla., for treatment for burns, will rejoin in Anadarko, Okla. Chuck Holt, arcade op, has a collection of machines that really turns in the mazuma. His wife, Tillie, does okay with her giant fish pond.

Everyone grieved to learn of the death of Mrs. Andy Houser, sister of our general representative.

Jackie Laird, formerly on the original 101 Ranch Wild West, left after spending her vacation on the show. Jackie is now stewardess and purchasing agent at the Jens-Marie Hotel, Ponca City, Okla. James and Irene Robinson are back home with their guess-your-age-weight and plaster pitch units. Delano Guinn arrived to take over the Merry-Go-Round. He was accompanied by his wife and baby. Johnny Doolin is back on the No. 2 Wheel, while M. A. (Red) Johnson works the No. 1.—MRS. LILLIAN JOHNSON.



*Audar*

**BINGO AMPLIFIER**

A complete Public Address System, including microphone with 20 foot cable, amplifier, tubes, speaker and case **\$49.95** tax paid

For "Bingo", Ballyhoo and Demonstration with audience coverage up to 300 persons. 115 Volt, 60 cycle A.C. Power consumption, 45 watts. Size: approximately 12"x6"x11". Shipping weight: 13 pounds.

Immediate shipment by Parcel Post PREPAID upon receipt of certified check or money order for \$49.95. Otherwise, \$10.00 with order, balance C. O. D. plus transportation charges.

**AUDAR, INC.**

Walnut and Maple Sts. Argos, Ind.

**CASH IN ON SORE FEET!**

Watch them go for ELECTROSOLS! Amazing new scientific principle. No pads, arches or bulky insole construction. Relieves tired, aching feet; rheumatic-like leg pains, swollen ankles, backache, strain and fatigue from long hours on feet. "Sells on sight," writes Mr. B. V. "Instant seller, repeat sales," writes Mr. J. P. ELECTROSOLS are light, wafer-thin insoles. Fit all shoes comfortably. Give blessed relief without medication. Order your sample now. Only \$1.50 postpaid. Rush name, address and size of sample wanted. (Same size as shoe.) Money back at any time. **TRICOS LABORATORIES, Inc., Dept. D** 2078 Broadway Brooklyn 7, N. Y.

**Virginia Greater**

BERLIN, Md., Aug. 9.—Org snared satisfactory business here the week ended August 2. Stand was auspiced by the Lions' Club and the new Memorial Hospital Committee, with the show coming in from Cambridge, Md. Newspapers were extremely liberal with space.

Spot is located close to Ocean City, Md., Eastern shore resort, and business at the outset was affected by the proximity of the beach, the weather being hot. However, toward the latter part of the stand business picked up and it finished satisfactorily.

Mrs. Francis Humphry and her son and daughter returned to their Bloomfield, N. J., home. Mr. and Mrs. Buck Tilghman, of Salisbury, Md., and Howard Bellevue, of Daytona Beach, Fla., were visitors. Manager Rocco Masucci went to the Harrington (Del.) Fair to visit Jack Shapiro, of the Triangle Shows.

Alice Penny left for her home in Swansea, S. C. Louis and Kate Augustino drove to the latter's home in Wytheville, Va., where she planned to enter a hospital for treatment.

Fletcher Gibson left to attend the funeral of his father-in-law in Charlottesville, Va.—H. W. (HAPPY) ARNOLD.

**Wolfe Amusement**

GAFFNEY, S. C., Aug. 9.—Altho the weather was hot, stand here netted satisfactory business.

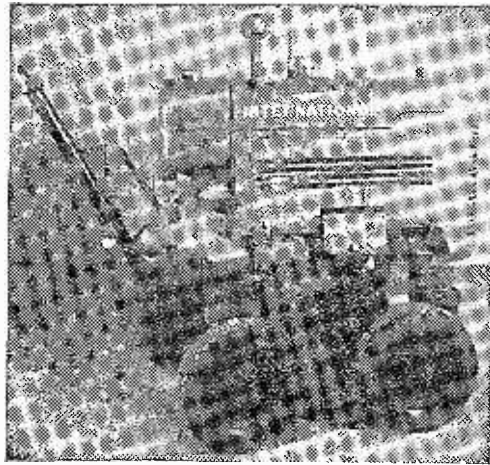
Concessionaires added in recent weeks include Sylvester and Halstead, four concessions, cookhouse and grab; Slim Shropshire, long range gallery; Frank Hearn and Reed, glass store, and Shaver, photos, fishpond and slum store.

Owner Ben Wolfe returned recently with some contracts for early fall. The writer joined recently and is secretary and also *The Billboard* sales agent.—ERNEST SYLVESTER.

**JIMMIE CHANOS SHOWS WANT**  
Ride Help — Caterpillar Man that knows Caterpillar. Top salary. Wheel Man, Roll-o-Plane Man and Chairplane Man. Fred Elken, answer. All replies to **JIMMIE CHANOS** New Bremen, Ohio

**POWER UNITS FOR ALL TYPES OF RIDES**

**INTERNATIONAL  
LE ROI  
JEEP SPECIAL  
WISCONSIN**



**FOR:**  
Merry-Go-Round  
Ferris Wheels  
Chair-o-Plane  
Tilt-a-Whirl  
Silver Streak  
Octopus  
Ridee-O  
Etc.

**IMMEDIATE  
DELIVERY**

**EDWARD C. FLAHERTY**

43-87 VERNON BLVD. LONG ISLAND CITY 1, N. Y.  
Stillwell 4-0050

**MARKS SHOWS**

**MILE LONG PLEASURE TRAIL  
WANT FOR**

**WEST VIRGINIA STATE FAIR, LEWISBURG, W. VA., WEEK AUGUST 18th; WEST VIRGINIA FREE FAIR, CHARLESTON, W. VA., TEN DAYS, TWO SATURDAYS AND TWO SUNDAYS, LARGEST FAIRS IN THE VIRGINIAS, THEN OUR CIRCUIT OF CLASS "A" FAIRS IN NORTH AND SOUTH CAROLINA.**

**RIDES:** Can place one more ride for balance of season. Spitfire or any other novelty ride.

**SHOWS:** Good opening for Monkey Show, or any other good money getting grind show.

**CONCESSIONS:** All legitimate merchandise concessions open.

**WANT Penny Arcade.**

Address:

**JOHN H. MARKS**

Roanoke, Va., this week, Lewisburg, W. Va., next week, then as per route.

**UNITED EXPOSITION SHOWS**

Piloted by C. A. Vernon, "Sails Again"

**WANTED HELP WANTED**

FOR 4 NEW RIDES: NO. 5 FERRIS WHEEL, MERRY-GO-ROUND, ROLL-O-PLANE, BABY AUTO RIDE AND PONIES. FOREMEN AND SECOND MEN THAT DRIVE SEMIS (Blackie Havener.) Top salaries and all winter's work.

CAN PLACE SHOWS WITH OWN TRANSPORTATION.

WANT CONCESSIONS AND CONCESSION HELP. Will book any Stock Grind Concessions, also Shooting Gallery. Help for Bingo and Concessions, Ball Game Girls and Percentage Workers. Following wire or call: Jim and Bert Allman, "Merry-Go-Round" workers; Blackie, "Cotton," and Coleman. Old timers, come on.

**TEXAS FAIR SECRETARIES AND CELEBRATION COMMITTEES:**  
Get in Touch With Me for Your Midway Attractions

All address:

**C. A. VERNON, 509 N. WASHINGTON, BRYAN, TEXAS**

(Phone: 2-7279)

**CHATHAM, N. Y., FAIR**

Wanted—Octopus, Spitfire, Loop; also Wildlife, Pit, Athletic Shows. All Concessions except Eats, Drinks, Bingo. We have four more Fairs to follow. Address:

**A. B. ROGERS SHOWS**

WARRENSBURG, N. Y.

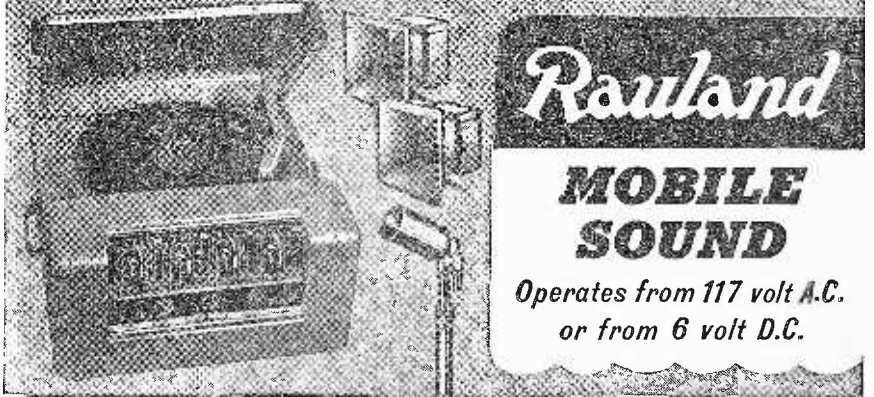
**7 DAYS—MADISON COUNTY FAIR —7 NIGHTS**

**AUGUST 18-24, HIGHLAND, ILL.**

CONCESSIONS all open. Can use everything. No exclusive. Need more Rides—Kiddie Rides and Major. Also all Shows excepting Girl Show. Will be on Fairgrounds Sunday, August 17.

Address: **LOU WALLACE, Director, Herrick, Ill., this week; then Highland.**

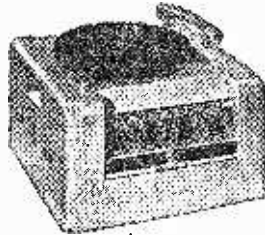
*For Shows on the Move...*



**Rauland**

**MOBILE  
SOUND**

*Operates from 117 volt A.C.  
or from 6 volt D.C.*



RAULAND Mobile Sound is also available in the 20 Watt System shown immediately above. Covers 5,000 people indoors, 25,000 square feet outdoors. Has 2 microphone inputs, 1 phono input; mixing and fading on all three inputs. With built-in phono-motor and crystal pickup. Accessories include: 2—RAULAND W-2618 Reproducers complete with 12" PM Speakers; RAULAND Crystal Microphone and handle. Operation from 117 volt A.C. or 6 volt D.C.

Show-people "on the go" choose RAULAND Mobile Sound for its power, universal operation, completeness and rugged dependability. The 30 Watt Mobile System illustrated above will cover 10,000 people indoors or 35,000 square feet outdoors. Includes these outstanding features: 3 Microphone Inputs; 1 Phono Input; Mixing and Fading on all 4 Inputs; Separate Bass and Treble Tone Controls; Remote Mixing of 3 Microphones; Illuminated Panel. Operates anywhere—from 117 volt A.C. or 6 volt D.C. Complete System includes: RAULAND 30 Watt Amplifier with Phono Motor and Crystal Pickup; 2—RAULAND W-2618 Reproducers complete with 12" PM Speakers; RAULAND Crystal Microphone and handle. Unsurpassed for versatility, power and sound brilliance! Write for details today.

RAULAND Electronic Sound (formerly Rauland-Webster) is favored among show-people. When you choose RAULAND, you get Sound with a famous reputation for quality . . .

Electronizing is our business

**SOUND TELEVISION** **Rauland** **INTER-COMMUNICATION**

THE RAULAND CORP. • 4267 N. KNOX AVE. • CHICAGO 41, ILL.

**WANT FOR MINEOLA FAIR**

September 9 to 13, Inclusive

LEGITIMATE CONCESSIONS

Will Consider Custard on P. C. Basis.

**I. T. SHOWS, INC.**

PHIL ISSER, Gen'l Manager

Write 1539 East 29 St., Brooklyn, or Call Cloverdale 8-1061.

**THE GUIDING LIGHT**

Brings crowds for miles around. Own a 1,750,000 candle power Searchlight, complete and ready to go, with rubber mounted trailer, 20 kw. portable Generator Set for \$1000.00. Immediate delivery. Other attractive Generator and Engine values.

**ATLANTIC ENGINE SUPPLY, INC.**

296 ATLANTIC AVENUE

BOSTON, MASS.

**W H E E L S**

Bazars, Carnivals and numbered Laydown Charts, Milk Bottles, Cans, Hoopla Blocks and Rings, Horse Race, Dice, Cages, Bingo Cages, Cards and Markers, Penny Pitch Charts, Darts and many others. Catalog on request.

**WILLIAM ROTT, Inc., Manufacturers**

142 W. 24th Street

New York 11, N. Y.

**HARRY BURKE SHOWS**

Want for Six Fairs Starting Sept. 8 at New Iberia, La.

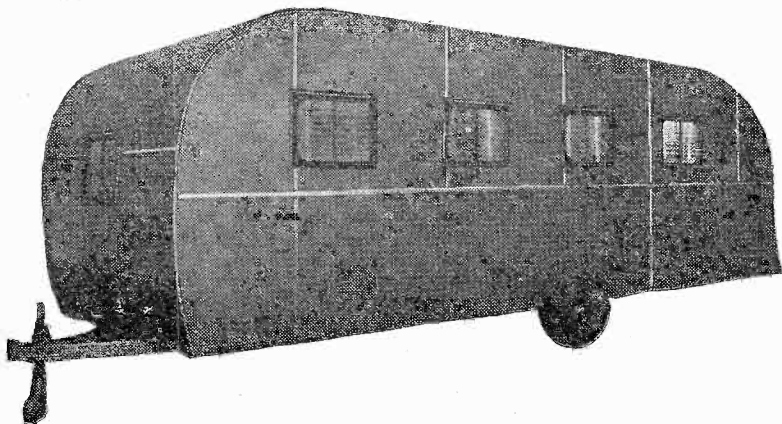
Small, clean Cookhouse; High Striker, Novelties, Clothes Pin Pitch, Watch-La or Heart, Pitch Till You Win, Bowling Alley. No flaties or gypsies. Strictly stock. Minne and Joe Davis and Herb Hardesty, write. All replies:

**HARRY BURKE SHOWS, BOX 95, BATON ROUGE, LOUISIANA.**



# HOOSIER

## Rambler



- ★ Lightweight Roadability
- ★ Longlife Engineering
- ★ Livable Comfort
- ★ Lowest Cost for Highest Quality



WRITE FOR FURTHER PARTICULARS

**HOOSIER RAMBLER CORPORATION**  
1362 LAFAYETTE AVENUE TERRE HAUTE, INDIANA

### From the Lots

#### Majestic Greater

MILFORD, Mich., Aug. 9.—Albion, Mich., under joint sponsorship of the American Legion and Veterans of Foreign Wars, proved another good one for this org. Altho business was not big, it was satisfactory. Bubble gum matinee again clicked and Saturday night (2) found a good crowd of spenders on the lot. Sunday (3) matinee nil, but the night was okay.

The Great Landrus, magician, joined as feature of Harry Bancroft's Mystery Show. Mr. and Mrs. Ayotte with a Bouquet Show, Funhouse and concessions, also joined. Moore's Motorcycle Maniacs are still hard at it.

Gilbert and Dorothy Weiss are the parents of a daughter, Patricia Lynn, born July 18. Sailor Nelson, with his red coat and flowered hanky, is the talk of the midway. Several of Owner Sam Goldstein's friends and relatives visited, as did Carl West, a representative of the Big Three Music Corporation. Mr. and Mrs. S. F. Fabian, of Battle Creek, visited the Bob Thomases. Franklyn Kersey and wife returned from Augusta, Ga. Douglas Wade, general agent of Wade Shows No. 1, visited Charles Harbrough laid up with a sprained ankle.

The writer's living trailer, which was wrecked several weeks ago, is back from the shop in tip-top shape. Leona and Stanley Plas are sporting a new Buick. The extra help situation was bad here but on tear-down night, with regulars doubling on other rides, show was loaded in five hours. —HARRY E. WILSON.

#### B. & H. Shows

SUMTER, S. C., Aug. 9.—This is the org's home town, and it was up and ready for the scheduled Monday night opening on North Main Street. E. A. Murray, assistant manager, is credited with doing an excellent layout job.

Sunny George's Minstrel Show has been getting good business. Marion Chambliss rejoined after a four-week vacation, returning with his wife, who sells tickets on the Tilt. Mr. and Mrs. Raymond Grooms joined with two joints.

Lewis Fowler, chief electrician, left to join the Marion Greater Shows. He has been replaced by Kelly Ball. Helen Worley is assisting the writer in the cookhouse.

Mrs. W. E. Hobbs is in the hospital, but is expected to be released soon. C. D. McCune has been a frequent visitor. James Anderson's sound truck and Sunny George's band furnishes plenty of music for the midway. Manager W. E. Hobbs is pleased over the show's string of fairs, which will start late in August and run until late in November. —FRED OWENS.

#### Page Bros.

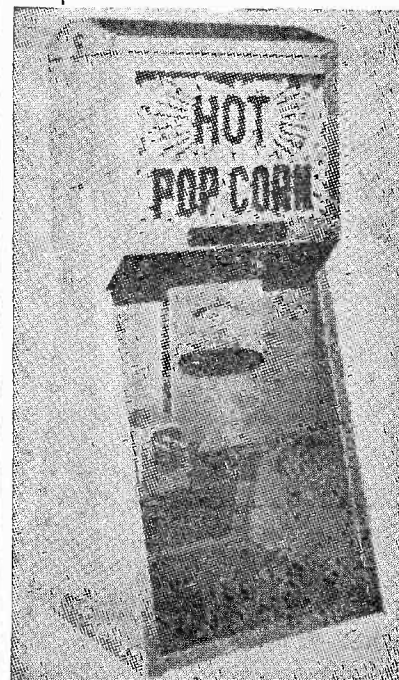
MADISON, Tenn., Aug. 9.—Business here the week ended August 2 was good. Stand, auspiced by the American Legion, marked the first org in here in 15 years. Sponsors gave excellent co-operation.

Several of the concessionaires passed up the spot, figuring that if no show had made the town in 15 years it didn't offer much. Those who remained, however, had the best week of the season.

Abe Frank's bingo led the concessions. Eddie Lemont's jig show topped the shows, with the Monkey Circus second. Paul Pittman has added two more concessions, which brings his total to 11. They consist of two coke bottles, two darts, shooting gallery, basketball, bumper, big 6, scales, age, fishpond and one percentage.

L. R. Page, brother of Manager W. E. Page, and Maxie Moore visited. Curly Frances is sporting a new truck. —V. COLLIER.

### SALES "POP" UP WITH . . . . .



#### Coin-Operated and Non-Coin Models POPCORN DISPENSER

Stainless Steel Mechanism. Aluminum Cabinet. Thermostatic Heat Control. Capacity, 6 gallons of pre-popped corn. Dispenses 2 oz. Suction Cups for bar and counters. Non-Coin Model . . . . . \$59.50 With 10¢ Coin Chute . . . . . 69.50

CONCESSIONAIRES: Locate these in strategic locations around Fair Grounds, etc., for top money returns on corn.

**JACK NELSON & CO.**  
2320 Milwaukee Ave., Chicago 47, Ill.

**Special News**  
CARNIVAL AND PARK AMUSEMENT DEVICES NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE  
**LOOPER**  
**MOON ROCKET**  
**CATERPILLAR**  
**CARROUSEL**  
**KIDDIE AUTO RIDE**

ALLAN HERSCHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSCHELL COMPANY INC., AND SPILLMAN ENGINEERING CORPORATION.

**ALLAN HERSCHELL COMPANY, INC.**  
NORTH TONAWANDA, NEW YORK

## THE JOLLY SHOWS

Want to book or lease one or a set of Rides for strong list of celebrations and fairs in Virginia and Maryland. Big Labor Day celebration, Middleburg, followed by the Charles County Fair; all red ones to follow. Get with it now. Want Midget, Illusion, Unborn or 5 in 1 Shows. Can use useful and sober Carnival People. Come on.

**BILL ENFANTE** 2235 First St., N. W.  
**JACK ROBINSON** Washington, D. C.

### We Can Get You TOP Results From Your SWEET OR CANDY PITCH

Because we have sold it in the aisles and under tops ourselves. Let us help you get top sales. VERY GOOD CANDY. Strong Gifts that will give you volume and fast repeat sales. Guaranteed against weather. Many assortments and price ranges to choose from. Write for details to Bill Carsky.

**CASEY CONCESSIONS** 1132 S. Wabash Ave. HARRISON 7798-99 Chicago, Illinois  
Originators of the Guarantee Package.

**IN PHILADELPHIA**  
**HOTEL SENATOR**  
915-17 WALNUT ST.  
CATERS TO THE SHOW WORLD  
NEWLY DECORATED  
RESTAURANT AND BAR  
RATES FROM \$2.00  
LEE GUBER MGR.

★ **OUTDOOR COMMITTEES, NOTICE** ★  
Engage CHARLES LA CROIX, original Outstanding Platform Troupe Act. Available now for outdoor celebrations, fairs, etc.; also indoor events. Attractive equipment, wardrobe, and a real act. Big drawing card. Can furnish references galore. (Platform required.) For full particulars, price and literature address:  
**CHARLES LA CROIX**  
1304 South Anthony Blvd.  
Fort Wayne 4, Indiana

**HARRY NELSON**  
STRIKING MACHINE BUILDER AND DOLL RACKS  
2914 West 15th St. Coney Island, N. Y.  
Phone: ES-2-8866

**RIDE HELP WANTED**  
Want Foremen for Roll-o-Plane and Merry Go-Round. Top salaries and sure. Must drive. Also other useful Ride Help.

**BAKER UNITED SHOWS**  
TOM L. BAKER  
Winamac, Indiana, this week

**FOR SALE**  
One Wurlitzer Organ, Style 146, Panel Front, No Drums . . . . . Price \$750  
One Artizan Organ, Double Tracker, Drums and Cymbal, 46 Keys . . . . . Price 950  
I have rebuilt both these superb instruments, which are priced low for quick sale. ERICH JONES, Merry-Go-Round, Liberty Park, Salt Lake City, Utah.

# KORN KING

POP CORN MACHINE

INCREASES PROFITS

NOW

# \$409.<sup>50</sup>

F. O. B. FACTORY

**IMMEDIATE  
DELIVERY**

**IMPROVED  
KING**



54" High — 44" Long — 29" Deep

DISTRIBUTOR TERRITORY OPEN

## KINGERY DIVISION

THE CRESCENT TOOL CO.  
CINCINNATI 14, OHIO

- Beautiful Cabinet
- Thermostatic Control
- Chrome Plated Moulding
- Removable, Cleanable Parts
- Ball-Bearing Swivel Casters
- Efficient Exhaust Directly From Kettle

## HILL'S *Greater* SHOWS

**WANT** RIDE HELP FOR ALL RIDES AND HELP IN ALL DEPARTMENTS. **WANT** LEGITIMATE CONCESSIONS OF ALL KINDS. **WANT** Capable Operator for completely framed Athletic Show. Capable Operator for completely framed wagon-front Girl Show. Will book two Flat Rides, also Animal or Wild Life Show.

FREE ACT — HIGH POLE OR FIRE DIVE at reasonable figures for balance of season. Peggy McDonner wants Dancers for Girl Show. Top salaries and good treatment.

GOLDEN, COLO. (4-H Fair and Golden Days), AUGUST 11-16 AND 10 BONA FIDE FAIRS TO FOLLOW.

All answers to  
**H. P. HILL, Mgr.**  
as per route.

## J. J. PAGE EXPOSITION SHOWS

WANT

For IRVINE, KENTUCKY, and a Long String of Fairs Starting at London, Kentucky, August 18 to 23

WANT man with Working Acts to take over 10 in 1.

WANT organized Girl Show.

WANT Chorus Girls and Musicians for Colored Minstrel.

HAVE top banner line and banners for Snake Show. Will give good proposition to party furnishing inside pit and snakes.

WILL book a few more legitimate Concessions. Good opening for Diggers, Custard, Photos, and any well flashed Hanky Pank.

Everybody address Wayland, Ky., this week; then London, Ky., Laurel County Fair, August 18 to 23.

### WOODSTOCK, VIRGINIA, FAIR, August 26 to 30

Can place 10c Stands of all descriptions, Grab and Juice, Novelties, Age and Scales. Want Shows with own equipment. Captain Shaw, good proposition for you. Want Wheel Foreman to join on wire.

**SOL NUGER**

Week of August 11, Purcellville, Va.; week of August 18, Myattsville, Md.

### WANT FOR MAMMOTH SPRINGS, ARK., AUG. 18-23

AND SEVERAL FAIRS AND A GOOD LONG ROUTE SOUTH: OCTOPUS—TILT-A-WHIRL—ROLL-O-PLANE—FUN HOUSE AND ANY KIND OF INDEPENDENT SHOWS.

## GULF COAST SHOWS

**FRANK M. SUTTON SR., Mgr.**

Waynesville, Mo., this week; then Mammoth Springs, Ark.

## Continental Shows, Inc.

Concessions of all kinds, come on, will place you. Shows of all kinds with own equipment. Barton, Vermont, August 15th; Lyndonville, Vermont; Westport, N. Y.; Booneville, N. Y.; Sturbridge, Mass.; Deerfield, N. H.; Center Sandwich, N. H.

## PAGE BROS.' SHOWS

WANT FOR THE FOLLOWING FAIRS

Tenn. State Colored Fair, Murfreesboro, Tenn., next week; Mackon County Fair, Lafayette, Tenn., Sept. 1-6; Petersburg Colt Show, Petersburg, Tenn., Sept. 1-3; Cannon County Fair, Woodbury, Tenn., Sept. 8-13; Trousdale County Fair, Hartsville, Tenn., Sept. 22-27; Cheatham County Fair, Ashland City, Tenn., Sept. 29-Oct. 4; Robertson County Fair, Springfield, Tenn., Oct. 6-11; 3 Alabama Fairs pending.

Legitimate Concessions of all kinds. Any Ride not conflicting with our six. Prefer Tilt, Octopus, Roll-o-Plane, Spitfire. SHOWS—Can place Snake, Fat, Mechanical. Mary Webb, answer. Musicians and Performers for Jig Show, come on.

Lewisburg, Tenn., this week; Murfreesboro Jig Fair next week.



# NATIONAL TRAILER STORES

**Special Combination Offer . . .  
 . . . all three for \$1.00!**

**Three Great Helps to Trailer Owners at a  
 Reduced Price. Order the 3 Together and Save!**



### NATIONAL TRAILER PARK DIRECTORY

The largest and most complete ever to be published. Thousands of listings and descriptions of trailer parks in the U. S., Canada and Mexico. Plus a gold mine of general information for the trailer owner. Regular price, 50¢.

### TRAILER TOUR MAP OF THE U. S.

This map shows the principal highways and cities of the United States. Special symbols indicate which cities and towns have trailer parks and where repair service for trailers is maintained. A "must" for every traveler. Regular price, 25¢.



### NATIONAL TRAILER STORES NEWS

A regular monthly newspaper devoted to interesting trailer news and features. Gives you the low down on new products, new trailers, new parks and places to go. Packed with human interest stories about your fellow trailerites. One full year's subscription with your combination order. Regular price, 50¢.

**CLIP THIS COUPON! SEND YOUR ORDER TODAY!**

National Trailer Stores  
 Dept. 42, Box 2353 Terminal Annex  
 Los Angeles 54, California

Enclosed is one dollar. Please send the combination Trailer Park Directory, Trailer Tour Map and start my year's subscription to National Trailer Stores News.

Name .....

Address .....

City ..... State .....

VISIT ONE OF OUR STORES WHEN YOU ARE NEAR

Retail Stores in California:

Los Angeles — Monterey Park — Burbank — Lynwood

Inglewood — Palm Springs — San Diego

Retail Stores in Arizona: Phoenix — Tucson

# Horses for Sale!



AT LAST—they're here... the horses needed to replace those badly scarred relics on YOUR Merry-Go-Round. . . . Now AVAILABLE for IMMEDIATE DELIVERY. THEIR MODERN, streamlined design and gay colors will give eye and ride appeal far surpassing anything now on market . . . which means GREATER PROFITS. WRITE TODAY for further information.

- ★ CAST ALUMINUM—lighter weight than wooden horses—easy to handle
- ★ INDESTRUCTIBLE—Will last a life-time
- ★ MODERN, streamlined design—greater eye and ride appeal
- ★ ATTRACTIVELY and gaily painted in bright and varied colors
- ★ LOW COST—both in upkeep and initial price
- ★ FULLY guaranteed

**H. E. EWART CO.**  
 4300 LONG BEACH BOULEVARD  
 LONG BEACH 5, CALIF.

### CAN PLACE CONCESSIONS THAT WORK FOR STOCK

At Illinois' Best County Fair, Carmi, Ill., Aug. 17 to 22. Newton, Oblong, Senath and Searcy Fairs to follow. ATT.: Show People wanted.

### MOORE'S MODERN SHOWS

Flora, Ill., this week; then Carmi. Merry-Go-Round Organ for sale.

### BRAND NEW LeROI ENGINE GENERATOR SETS

25 KVA, 110 Volts, AC, 900 RPM, with switch board, voltage regulator, radiator mounted on skid with safety switches. Complete while they last, \$1500.00 each.

### HARGETT ELECTRIC CO., INC.

1811 N. HARWOOD ST. Phone: R-2163—LD-500 DALLAS 1, TEXAS

### BOOMERANG

Unlimited Capacity — Repeater — Thriller  
 Write for Catalogue

### U. S. RIDING DEVICES CORP.

298 Junius Street Brooklyn 12, New York

### From the

### Bright Lights Expo

SEWARD, Pa., Aug. 9.—The show played here under auspices of the Seward Post of the Veterans of Foreign Wars.

The preceding stand, also under VFW auspices, was at Vandergrift, Pa., where the show opened July 28, with the midway laid out on the grounds of the City Park in the center of town. Despite operating without a gate, business was very good, with fair weather and special attendance hyping business.

On Thursday (31) night the homecoming parade, which drew a turnout estimated at 25,000 people, brought the midway an overflow crowd and the best night's business of the season. Kiddie matinee Saturday (2) also was a big draw and business booster.

Clifford Osteen's *Parisian Follies* enjoyed good business and Osteen has now joined with John Leiss in producing and managing a new attraction, *Bagdad Nights*, which is proving a top money maker. Harry Detzler's train and pony track both played to good business at Vandergrift, as did all kiddie rides. Danny Donnini's concessions also clicked, as did those of Mary Salzberg and all others on the show.

General Manager John Gecoma went to Pittsburgh to take in a ball game, but was stymied by rain. Secretary Frank Hyde has recovered from an attack of gout. Clyde Ketchum is turning over his old truck to his son, to use in transporting his arcade equipment, as he is getting a new truck to transport his house car.—MRS. K. N. KETCHUM.

### Queen City

EDGERTON, O., Aug. 9.—Shows opened here Monday (4) to good crowds and plenty of money was in sight. As was the case at the preceding stand at Hagerstown, Ind., where all reported good business, the sponsoring committee co-operated.

Org carries five rides and 20 concessions. Staff is comprised of Curly Little and Joe Hampel, owners, with Little serving as manager; Ruth Little handling the office; Bill McKinney, ride superintendent, with Bob Cantrel doing the electrical work, and W. E. (Bill) Vandegrift, general agent.

The Littles took delivery on a new trailer, as did Bill Vandegrift. A semi has been purchased for the Ferris Wheel and the shows now move on six trucks and five trailers. The Bell family joined in Hagerstown with three concessions and Circus Mack came on with two kiddie rides. Bill Vandegrift returned to the shows last week with a big smile and a pocket full of contracts, stating the org is booked well into October.—RUTH LITTLE.

### All Showmen, Attention

Shrunken Heads, Shrunken Bodies, Cannibal Bodies, Cannibal Heads, Fish Girl, Devil's Child, Ape Boy, Wolf Boy, Gorilla Boy, Wild Man From Borneo, Two-Headed Babies, the Missing Link, many other manufactured attractions. We make up old characters of the West full dressed, hanging or laying position. We also make up your ideas. We also buy and exchange attractions.

Write for Circulars, Prices and Photos

### TATE'S CURIOSITY SHOP

5234 EAST VAN BUREN STREET  
 PHOENIX, ARIZONA

### We're Still At It—Hurry

### FRANK ORGAN SERVICE

4948 WAVELAND AVE., CHICAGO 41, ILL.  
 PEN. 2613

### Sept

Will book dependent on Carnival on the open: Motordrome, House. Nothing but will be considered. Send and full description in first

Can also use: Scooter, Moon Rocket, Silver Streak, Looper or any NEW RIDE.

All other Rides and Concessions contracted.

Attendance 1946 — 315,000

Address All Correspondence To:

**S. M. MITCHELL, Secretary**  
 Hutchinson, Kansas

### TYPE AND PICTORIAL

# POSTERS CARDS

Posters and Cards

of every size and description for every occasion. Exclusive designs created for your show. LOW PRICES. Write for Samples! (Union Printer).

24 Hour Service

### METROPOLITAN PRINTING CO

1326 J. VINE STREET, PHILA. PA

### FOR SALE

Spittire, excellent condition, with A-1 transportation; Loop-o-Plane, very good, \$500.00; Ten-Car Kiddie Auto, looks like new, \$700.00; Jungle Show, complete; Cookhouse, complete; new 16x20 Top, never up; new 00 Electric Wire, Junction Boxes, Transformers, ten Trucks and Trailers, Light Towers, Front Entrance.

### J. T. WENTWORTH

Plainview, Minnesota

### WANTED FOR

### FAIRLEE CELEBRATION

Fairlee, Vt., Aug. 18-23; Townsend, Vt., Fair, Aug. 25-26-27.

Will book or buy small Merry and Ferris Wheel. WANTED CONCESSIONS—Diggers, Rotaries, High Striker, Penny Pitches. No gypsies.

FRANK GRIMES, Fairlee, Vermont.

### BURNS RIDES

### WANTS

FOR STONEFORT, ILL., 49TH VETS' REUNION, AUGUST 13, 14, 15, 16, and balance of season.

Stock Stores, Snow, Candy Apples, some P.C., High Striker, small Bingo, Rides—1 Mabor, 1 Kid Ride. Good spots to follow. W. C. BURNS, Stonefort, Ill., Aug. 13-16; Dowell, Ill., Aug. 18-23; Willisville, Ill., Aug. 30, 31 & Sept. 1.

### KIDDIE RIDE OWNERS—PARK, CARNIVALS

The new sensational ROTO WHIRL, 8-Car, 16-Passenger Kiddie Ride, \$1,800.00. No disappointment for spring delivery if orders placed immediately.

### SUBURBAN ENG. & MFG. WORKS

10 Lackawanna Pl., South Orange, N. J.



**A "Surefire" Hit in  
OUTDOOR AMUSEMENTS  
Wherever You Go!**

Acclaimed by Carnival, Park  
and Ride Men EVERY-  
WHERE...as a PROFIT-  
ABLE REPEAT RIDE.

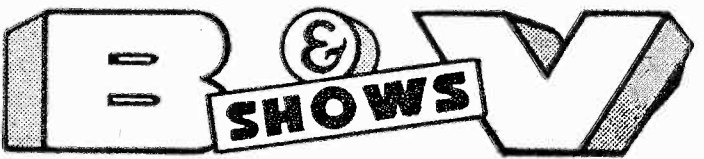
*It has*  
● **APPEAL**

*It has*  
● **APPEARANCE**

*It has*  
● **ATTRACTION  
FOR YOUNG & OLD**



**FRANK HRUBETZ & CO. SALEM, OREGON**



**WANT FOR ITHACA, N. Y., FAIR, AUG. 18-23**

Grind Store. SHOWS—Monkey, any Grind Shows.  
Can place Rolloplane and Ride Help. Cortland, N. Y., 11-16.

**TED LEWIS SHOWS**  
*NOT THE BIGGEST, BUT THE BEST*

**WANT WANT WANT**

Concessions of all kinds for the following CELEBRATIONS: V.F.W. Home-Coming, Dover, N. J., Aug. 11-16. FIREMEN'S, Aug. 18-23, Pearl River, N. Y. Firemen's 50th ANNIVERSARY Celebration, the Big One, Rockaway, N. J., Aug. 25-30. Then heading south, playing Celebrations and Fairs all Winter in FLORIDA. Those who join me now have preference.

WANT General Agent, Ride Help, Foreman for 5 Wheel, Second Man on Chairplane, Foreman to handle Kiddie Rides, Canvas Man for front and tops.

SHOWS—Monkey Show; Mack, contact me; Girl Show or Posing with own outfit, Snake Show; Happy Jack Long, contact me; Fun House.

FREE ACT—Must be high. Dave Winnie, contact me.

FAIR SECRETARIES IN VIRGINIA, NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, FLORIDA: Have few dates open between Labor Day and Christmas. All Replies To

**TED LEWIS SHOWS**  
12-37 Rosewood St. Phone FA 6-2794-W Fair Lawn, N. J.



**FAIRS FAIRS FAIRS**

Now Booking for FALMOUTH FAIR, Falmouth, Ky., Aug. 20th Thru 23rd.  
4—Big Days and Nights—4

RIDES—Will book one major Flat Ride. CONCESSIONS—Will book Stock Concessions of all kinds, no X. Want Bumper, Jewelry, Country Store, String Game, Lead Gallery, Cork Gallery, Hoop-La, Pitch-Til-Win, Scales, Photos, Candy Apples, Frozen Custard, French Fries, No P.C. or grift carried on this show. HELP—Want Chairplane Foreman and Ride Help on all Rides. Top salaries paid to reliable and capable men. Want Agents for office-owned Concessions. All Wires and Replies to

**WILLIAM O. HAMMONTREE, General Manager**  
RICHMOND, KY., THIS WEEK

**WANT for WANT**

**QUAKER CITY, OHIO, HOMECOMING, AUG. 18-23;  
COSHOCTON, OHIO, LABOR DAY**

BINGO, CONCESSIONS OF ALL KINDS, SHOWS OF ALL KINDS.  
NO GRIFF.

**POWELSON GREATER SHOWS**  
SCIO, OHIO, this week.

**GULF COAST SHOWS**

**WANT WANT**

For Mammoth Springs, Ark., Soldiers and Sailors' Reunion, Aug. 18-23.  
Biggest Celebration in the Ozarks.

INDEPENDENT SHOWS, STOCK CONCESSIONS and BALL RACKS. COME ON—WILL PLACE YOU. ADDRESS:

**F. M. SUTTON SR., Mgr.**  
Waynesville, Mo., this week; Mammoth Springs, Aug. 18-23.

**HELP WANTED**

Bingo Caller and Counter Men. Sober, experienced. Wire, Bill Stacy.  
Cookhouse Griddle Man and Counter Man, must be fast and sober, good pay. Wire

**FRED A. MILLER**  
All Wires Care W. G. WADE SHOWS, Mason, Mich.



## Wagner's Biz Hit By Heat at Ionia; Matinee Play Poor

(Continued from page 52)

too. It was just too hot to do anything.

Under such circumstances one would expect the owner and manager of a 54-car railroad show to be quite discouraged, but not Al Wagner.

"Everyone said we'd play a blank in Muncie (Ind.) and the afternoon business was just that, but we got enough at night to make it a pretty fair week," he declared. "The same is true here. The afternoons have been blanks but the night business good, and our concessions are getting it here while they didn't click in Muncie.

"They say that the weather will break tomorrow (Thursday) and if it does, we'll be rolling in scratch by Saturday night as we've got the earning power to get it," he declared.

Wagner wasn't talking thru his chapeau when he cracked he has plenty of power to get it. The Kelley-Best Side Show, Norman's Girl Show, Mrs. Ike Rose's Midgets and Taylor's Minstrels were arrayed with plenty of flash and strength to get a tip and to hold it. Of course there are lots of other shows, and the ride line-up looked formidable enough.

The heat that knocked the early business out of the picture also took the life of one of the prize actors in the chimp show, and of course it had to be the best performer and the one Wagner was fond of playing with. "I wouldn't have taken \$2,500 for that fellow," Wagner said.

Despite the heat, Mrs. Hattie Wagner was on hand greeting all visitors and showing them the beautiful anniversary cake made and presented to her by the baker a week ago in Muncie. The Wagners will not celebrate their 25th wedding anniversary until November 16, but the baker knew he wouldn't be around them at that time, so he gave them the cake a bit early.

It was reported on the midway that Wagner plans to take a portion of his show to Honolulu next fall, and he wouldn't confirm or deny it. "Could be," was his answer to a direct question.

Mrs. Wagner went a bit further by saying they probably would celebrate their anniversary early as she doesn't ride airplanes or boats, and if Al is in Honolulu November 16 he proba-

## Illinois State Pretties Up; Radio Center a Feature

(Continued from page 51)

by the attention they drew opening day.

Notable among the commercial exhibits is one by a Springfield toy store. It offers all of the long-promised mechanical and electrical gadgets, and it presents them in profusion. Featuring animated toys, mechanical gadgets, electric trains in operation and even Christmas trees with lights, the exhibit drew the kids in huge numbers.

Another arresting exhibit is offered by Standard Oil of Indiana, which, incidentally, will also have the exhibit at the Minnesota State Fair. Its display is featured by a demonstration of candle-dipping, which snares attention. On display are the many and varied characters now put up in candle form. Candles made at the stand are given to the spectators.

The Exposition Hall abounds with well-presented commercial exhibits of all kinds and on its own is a crowd-puller. But the fair, to make doubly sure of the building pulling, set a stage in the center where piano selections are offered at intervals. One of the many exhibits in the building is a piano store, showing about a dozen pianos.

Lending tone to the building, too, is the Northwest Territory Art Exhibit, a new feature for which the fair put up prizes scaled from \$1,000 down.

In the balcony of the building is the miniature circus, owned by the Miniature Display Corporation (Ken Jeffries and Cabe Wolf), which charges 14 cents for kids, 35 for adults.

The circus set-up, in a space 18 by 44 feet, embraces not only the big top, cut away so that all of the minute details inside, its performers, animals, workers and what have you can be seen, but also the side show, mess tent, rolling stock, etc. A moving circus street parade is one of the features of the unit.

The circus show, made its first appearance at a fair at the current Utah Centennial at Salt Lake City and is booked at the Ohio State Fair, the Michigan State Fair and the New Jersey State Fair.

ably will be there by himself as far as she is concerned. She likes to keep both feet on the ground.

A marked note of showmanship has been added to the Illinois exhibit, a tent show which portrays the functions of the various departments of the State and which is calculated to show the taxpayer where his tax dollars go. Again, the State exhibits are housed in tents, but this year they are behind an exposition-type front effectively lighted with neon and set off by shrubs, making it one of the most inviting features on the grounds. The inside exhibits, many of them animated, do a strong selling job.

The radio center is situated in what once was the poultry building. A theater was created by side-walling the building and draping a bright canopy from the ceiling. A large stage, completed in every respect, was built, along with control booths. As an added feature a wire steel cage was built in which the prizes to be given away on the audience-participation shows are displayed.

### Three Network Shows

In addition to the stage, booths in another section of the radio center provide facilities for those stations which will air their own programs from the fair. Four stations have booths. They are WCVS and WTAX, Springfield; KNOX, St. Louis, and WMAQ, Chicago. KMOX also has a tent on the grounds, as does WLS, Chicago. WILL, University of Illinois outlet, has a studio in the junior building.

Three network shows, all of them audience participation programs, are skedded to emanate from the radio center Monday thru Friday. They are *Queen for a Day* (CBS), 1-1:30 p.m.; *Ladies Be Seated* (ABC), 2-2:30 p.m., and *Hint Hunt* (Mutual) 3-3:30 p.m.

Opening night attraction acts, booked thru the Ernie Young Agency, Chicago, were Mark Smith's horses, Francisco and Dolores, high perch; Fleck's dogs, Captain Fleck with two chimps, and the Reddingtons, trampoline.

The *WLS Barn Dance* takes over tonight. All of Sunday's program is to be staged by veterans' organizations. Monday thru Friday night a revue and acts, booked thru Barnes - Carruthers Theatrical Enterprises, Chicago, will be presented. Saturday night (16) the Harmonicists and Orrin Tucker and his orchestra will be in front of the grandstand where, the following night, a barber-shop quartet will be featured. Fireworks by Thearle-Duffield Fireworks, Chicago, are skedded nightly.

Grand Circuit harness races will be held Monday thru Friday afternoon with big car races by John Sloan as the Saturday afternoon (16) feature and motorcycle races, to be staged by Buck Kidd, local promoter, skedded for Sunday afternoon (17).

Opening day the winner and finalists of the typical farm family contest conducted by the fair were hosted. The contest this year was the most successful yet, in the opinion of William V. (Jake) Ward, the fair's promotion manager, and Gene DeGoveia, publicity chief. Twelve newspapers co-operated. The winning family won an auto and will continue as the guest of the fair thruout its run. Each of the finalists won an electric ice box, valued at \$500, and were gifted with \$50 to spend at the fair. With the exception of goats, entries in all departments were up on an average of 10 per cent over last year. For the second successive year, due to the Newcastle Disease, there is no poultry show. The farm machinery exhibits are the largest in the history of the fair, with 75 different companies exhibiting all types of equipment.

## New England Park Meet Big Success

(Continued from page 49)

ago, the demand still exceeds the supply.

### Those in Attendance

Registered were Fred W. Pearce, Detroit; W. St. C. Jones, Wm. Berry Co., Boston; Mr. and Mrs. E. R. Enegren, Barbara, E. R. Jr. and Richard Enegren, Mrs. Horn and Mrs. Brown, Lake Pearl Park, Wrentham, Mass.; Mr. and Mrs. Charles E. Sanford and Mr. and Mrs. Ryder, Mountain Park, Holyoke, Mass.; Mark Datern, New York; A. W. Johnson, Globe Ticket Co., Boston; Mr. and Mrs. Fred L. Markey, William and Fred L. Jr., Salisbury Beach, Mass.; W. H. Patton and N. T. Hart, Globe Ticket Co.; Charles Nasif, Helen McCormick and Sam Hamid, White City Park, Worcester, Mass.; Mr. and Mrs. Frank S. Terrell, Mr. and Mrs. Clifford Kebrick and Gordon Terrell, West Haven, Conn.; Mr. and Mrs. Barney J. Williams, Pine Island Park, Manchester, N. H.; Chris Williams, Rogers Williams Park, Providence; Raymond Lusse, Lusse Bros., Philadelphia; W. J. Wendler and son, Allan Herschell Co., North Tonawanda, N. Y.; Herbert P. Schmeck, Philadelphia Toboggan Co., Philadelphia; Joseph Carolla, Oakland Beach, R. I.

Henry G. Barthelme, George Dominor and James Harrison, Ocean Grove, Mass.; John Collins, Max Zand and Harry Prince, Lincoln Park; Mr. and Mrs. William de L'horbe, National Amusement Device Co., Dayton, O.; Mr. and Mrs. F. B. Messmore, Messmore & Damon, New York; Paul H. Huedepohl, National Association of Amusement Parks, Pools and Beaches, Chicago; John T. Clare, Charles Weygan, Philip Gladu, Charles Kronson, Joseph Satchell, Jerome Leis and Charles Lake, Crescent Park, Riverside, R. I.; Mr. and Mrs. Lawrence Stone, Paragon Park, Boston; Meredith Lee, Ocean Beach Park, New London, Conn.; A. W. Abbott, Playland, Rye, N. Y.; Mr. and Mrs. Daniel E. Bauer, Mr. and Mrs. Ernest Crossley, Mr. and Mrs. W. Rahn Bauer, Daniel Jr. and Thomas Bauer and Mrs. Elizabeth Moser, Acushnet Park, New Bedford, Mass.; Mr. and Mrs. E. J. Carroll, Thomas Morrissey, Harry Storin, William Stevenson, Jesse Hutchinson, Mary L. Fuller, Mr. and Mrs. Vernon Trigger, and Marjorie Trigger, Riverside Park, Agawam, Mass.

James Batteredbury, Joseph and John Dineen, Hampton Beach, Hampton, N. H.; Harry Anderson, Belmont and Onset, Mass.; Mrs. Nicholas Xanthaky, Salem Willows, Salem, Mass.; K. Jansen, Auguste H. Fortin, S. Williams, Frank Parino, Edward H. Laventure, Archie Benson, Harold D. Gilmore, Henry G. Bowen, Benjamin Hudson, Louis Donati, Harry Kendall, C. Duggan, James O'Malley, William Guilfoif, Francis Dower, Walter Fletcher, John Williams, Thomas Kelly, Donald Geary and Fred White, Whalom Park, Fitchburg, Mass.; John Logan Campbell, Baltimore; Paul E. Morgan and Damon V. Mosher, Orange Crush Co., Boston; Mr. and Mrs. Abe Feldman, Boston; W. G. Sabbagh, Frank Sterner, Harry Goshdigian, Saul C. Feldman, Mr. and Mrs. J. Victor Shayeb and Mrs. Andrew J. Cassasa, Revere Beach, Mass.; Julian L. Norton, Lake Compounce, Bristol, Conn.; Al Martin, Al Martin Booking Agency, Boston; Elton Wyld, Whalom Park; Mahor and Mrs. Healey, Boston; John and Vincent Cairo, Rhode Island Fireworks Co., Providence; Anthony DiNapoli, Providence Fireworks, and Bob McHugh, New Bedford, Mass.

## D AND P SHOWS

### WANT

Any Ride not conflicting with Wheel, Chair-plane and Loop. Concessions—Ball Games, High Striker, Hoop-La, Pitch-Till-You-Win or any Hanky Panks that work for Stock. Floyd Sheaks wants P.C. Dealers and Fish Pond Agent. Pan joint open after Labor Day. No drunks.

### D AND P SHOWS

Week Aug. 11, Larksville, Pa.; Aug. 18, Throop, Pa.

## Mid-Western Exposition

### WANTS

A-1 Electrician, top salary, all cut-ins. Will book, buy or lease Mix-Up, Loop, Wheel. Concessions: Photos, Arcade, Cookhouse, Snow Jewelry, any 10¢ Show Stores, MIDWAY OPEN. Place sensational Free Attraction for balance of season. Legal Adjuster, Stock Man, Semi drivers, Agents for office percentage. Shows: Have complete Girl Show, place any organized Show capable of making money. Steve Allen, Joe and Mike Soto, contact. Want Bingo and Diggers. Four County Fair, Coon Rapids, Ia., this week; then Central City, Neb., Fair, next week. Write, wire or come on. Long season.

TED WOODWARD, Owner and Gen. Mgr.

## RUPE'S MIDWAY FOR FUN

Will book Wheel or Merry-Go-Round. Any Concessions not conflicting. All Fairs and Celebrations till after Labor Day, then West Texas cotton. Stafford 4-H Club Fair, Aug. 13-16, Macksville; Kiowa Co. Fair, Greensburg, 20-23; all Kansas; then as per route. W. R. RUPE, P.S.: Charlie Gifford, contact me.

## ALMA TRAILERS

"NUFF SAID"



14 Years of Dependable  
Trailer Service

TED KEIM TRAILER SALES

1101 E. 95th Street CHICAGO 19, ILL.

## CHIMPANZEE SALE!

4 Females; good condition; ages 4, 5 and 6 years. One large female has one crooked finger and is collar and chain broken. Price, \$1,500 for the lot. If purchased separately, \$450 each.

### MONKEYS

Dianas, \$75 each — African Greens, \$35 each — Spot-Nose, \$40 each

### POISON SNAKES

Green Mambas — \$25 each

All stock guaranteed. All prices F. O. B. New York

TREFFLICH'S BIRD & ANIMAL CO., INC.

228 FULTON STREET

NEW YORK CITY

Everyone has the best seat in the house when you use a

# LAFAYETTE SOUND SYSTEM



*Lafayette*  
**SOUND SYSTEMS**  
(RADIO WIRE TELEVISION, INC.)  
100 Sixth Ave., New York 13 - 110 Federal St., Boston 10  
24 Central Ave., Newark 2, N. J.

Watch ol' Zeke flip his tin horn away—and all the straining ears settle back—when you sound off on a powerful, bell-clear Lafayette P. A. System. Barkers, pitchmen and showmen from way back know that a Lafayette Sound System has no equal for the midway. Powerful, easy to rig, simple to pack up and go. Maximum outdoor or indoor ranges for every system means bigger spending audiences. Get a Lafayette Sound System now—to *save* money, to *make* money.

Greatest P. A. Buy on the Market!  
**LAFAYETTE**

**25-WATT INDOOR SYSTEM**  
for Audiences Up to 3,000 Indoors  
Complete indoor system ready to operate—at amazingly low cost.

**MODEL 712S.** Complete unit includes 1 Amplifier complete with tubes, 2 G.E. 12-inch PM Dynamic Speakers, 2 Fabrikoid Wall Baffles, 1 Microphone Stand, 1 Turner 22x Crystal Mike, 100 ft. Coil of Cable. Furnished with Instructions, Plugs and 7 ft. Microphone Cable with End Connector attached. Shpg. wt. 85 lbs.

**SPECIAL LAFAYETTE P. A. VALUES!**

**18-WATT INDOOR AND OUTDOOR SYSTEMS**  
for audiences up to 1500 indoors—areas up to 5000 sq. ft. outdoors.

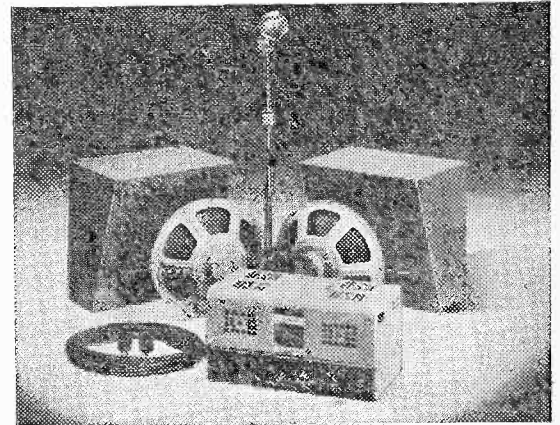
**MODEL 705S—Complete indoor system.**  
Your Cost ..... only \$75.00  
**MODEL 710H—Complete outdoor system.** Your Cost ..... only 87.00

**18 and 25-Watt Systems Also Available With Built-in Record Players**

**35-WATT INDOOR AND OUTDOOR SYSTEMS**  
for audiences up to 4000 indoors—areas up to 30,000 sq. ft. outdoors.

**MODEL 721S—Complete indoor system.**  
Your Cost ..... only \$108.50  
**MODEL 723H—Complete outdoor system.** Your Cost ..... only 151.65

**LOW PRICED P. A. SYSTEMS FROM 8 WATTS TO UNLIMITED WATTS**



YOUR COST, ONLY ..... **\$95.70**

Order Now or Send for FREE Sound Equipment Catalog

Clip Coupon and Mail Now

LAFAYETTE RADIO, Dept. GH-7  
100 Sixth Ave., New York 13, N. Y.

Check enclosed for complete system No. ....  
 Rush FREE Sound Equipment Catalog

Name .....

ADDRESS .....

CITY ..... ZONE... STATE.....

## SACRIFICE ON TRAILERS

PRICED TO MOVE IMMEDIATELY

FRUEHAUF 26' (25 PC)  
TRAVEL CAR 21' (25 PC)

HAULABLE BY ANY  
STANDARD TRACTOR

Fully insulated, Rockwool insulation. Wired for lighting, also sinks, water tanks and air vents. (I.C.L.) Adaptable for hauling and sleeping, for perishable concession or cookhouse supplies. All types of outdoor equipment, including rides and animals. Chrysler air-conditioning unit available. Will sell singly or entire lot of ten. No reasonable offer rejected. Must sell immediately. (25 PC)

Write, wire or phone

**M. F. GOLDSMITH**

29 East 22d Street

Phone Oregon 4-6400

New York 10, N. Y.

TIGHTS •

LEOTARDS •

SPANGLES •

CONCAVES •

OPERA HOSE •

DANCE BELTS •

RHINESTONES •

TIARAS •

Complete Stock

Mailing Service

**WETTSTEIN CO.** 440-442 W. 42d St.  
New York 18, N. Y.

## PEARL CITY CELEBRATION Amusements

High-class Attractions for Fairs and Celebrations

WANT FOR THE FOLLOWING

FREE GATE CELEBRATIONS, HOOVERVILLE, PA., Aug. 18 to 23; ROARING SPRINGS, PA., Aug. 25th to 30th. With a BIG LABOR DAY WEEK to follow. These events all sponsored by VOLUNTEER FIRE DEPARTMENTS, with PARADES, BANDS and COMMUNITY support. WANT neat Cook-House or Sit-Down Grab, Photos, American Palmists, others open. What have you? Jimmie Varns, we wired you. Good opening for Flat Ride. Octopus or Tilt. SHOWS with own transportation at liberal percentage. You can't miss. Why worry about Fairs? KEEP IN THE MONEY. Address:

**WM. J. MESPELT**

TERRA ALTA, W. VA., THIS WEEK

## JOHN GALLAGAN WANTS

FOR A STRING OF OUTSTANDING FAIRS, INCLUDING DETROIT, MICH., STATE FAIR; KNOXVILLE, TENN., STATE FAIR, AND OTHER TOP-NOTCH FAIRS

HANKY PANK AGENTS, especially want Balloon Dart, Cigarette Shooting Gallery, Ball Game and Coke Bottle Agents. WILL BOOK A FEW MORE HANKY PANK CONCESSIONS FOR DEFIANCE, OHIO, STREET CELEBRATION, SEPT. 9-13; JACKSON, OHIO, STREET FAIR, SEPT. 16-20. WILL SELL "EX." ON JEWELRY AND AMERICAN PALMISTRY (no gypsies wanted). Gooding's Rides and Shows play both of these Street Celebrations. All reply to

**JOHN GALLAGAN**

Rockville, Ind. (Street Fair), this week; Corydon, Ind. (Fair), next week; then Michigan State Fair, Detroit.

## Standard Shows Want

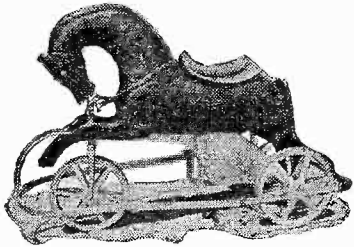
Manager for Corn Game, must be capable of taking full charge. Agent for Novelty Stand. Foreman for Octopus and Workingmen in all departments. Join at fair, Baker, Montana, August 14. Can place a few Shows.

## PEARL CITY RIDES AND SHOWS WANTED

For balance of season—Second Men on all Rides, First Man on Wheel. Wanted Concessions—Kiddie Auto Ride, Kiddie Airplane and Wheel not conflicting with what we have for the following Celebrations: Lanark, Illinois, August 26, 27, 28; Streator, Illinois, August 30, 31 & Sept. 1; Geneseo, Illinois, Sept. 4, 5, 6; Prophetstown, Illinois, Sept. 9; Monmouth, Illinois, Sept. 11, 12, 13. PERMANENT ADDRESS: P. O. BOX 5, CANTON, MO.



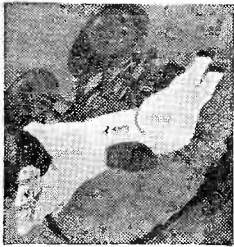
# "ROLLO, THE WONDER HORSE"



**"WHO RIDES ROLLO? EVERYBODY"**

A beautiful creation simulating the exact motion of a live horse with speed of twenty-five miles per hour. Acknowledged by the press a "scientific marvel." Indorsed by the supervisors of California State Fair and accepted by Board of Park Commissioners of Los Angeles, Calif. Fast money for operators of ten or more.  
Sample \$695.00, Crated, F. O. B. Fresno.

## CHRISTMAS SPECIALS



**ROLLO RAMBLER**

Scientifically motivated in the exact motion of a running horse. All steel construction, a precision ball-bearing job with rubber tired wheels. Sample \$29.95.

*Substantial Discount to Dealers and Distributors in Lots of Twenty or More.*



**SWINGING ROLLO**

Designed to keep children in the yard, in the house or on the porch. Precision balanced to carry rider in a swinging motion. Sample \$13.50.

We also manufacture maplewood Merry-Go-Round Horses. Sample \$140.00.

**ROLLO, INC.**  
436 North H Street, Fresno, California

# GETLIN and WILSON SHOWS

WORLD ON PARADE

## INDIANA STATE FAIR, INDIANAPOLIS, IND.

August 28th to September 5th, Inclusive.

**CAN PLACE** any worth while Grind Show that doesn't conflict with what we have. What have you to offer?

**WANT**—One #5 Eli Ferris Wheel, Fly-o-Plane and Whip to join for Indianapolis or for the entire season.

**WILL PLACE**—Experienced, sober Carnival Working Men in all departments.

**WANT**—Young, attractive Girls for beautiful Posing Show. Join immediately. Can place any number.

**EARL CHAMBERS** wants Monkey Man, Ticket Sellers and Grinders.

**JIMMY EDWARDS** can place Performers and Musicians for Harlem Hit Parade. Winter work after show closes in New York City if you are a good performer.

**SHOW CLOSES THE LATTER PART OF NOVEMBER. ALL FAIRS AFTER INDIANAPOLIS.**

*All Address This Week:*  
**DAYTON, OHIO, then as per route.**

## DO YOU WANT A NEW RIDE?

Ask Joseph Asem, veteran ride operator, about his new Coney Island ride sensation, the Aerobat, or write for details and pictures.

**B. B. PEWITT, care of**

## AEROBAT OPERATING CORP.

1015 Boardwalk

Coney Island, N. Y.

# BALLYHOO BROS.' CIRCULATING EXPO

**A Century of Profit Show**

—By Starr De Belle—

Goat's Whiskers, Ky.  
August 9, 1947.

Dear Pat:

Don't let your readers get the idea that booking a show is all luck from reading this weekly letter. It takes ability, and regardless of all the "I can do a better job of booking" that rings in the bosses' ears while the agent is away, it still takes ability. We were a bit late in getting this date due to General Agent Lem Trucklow getting started on the wrong foot. After drawing his expense money, he ran into a series of bad breaks when he found the dice wrong, the barleycorn high and two hashers that were too smart for him. That left him without money to guide him, but a guardian angel in the shape of a truck driver agreed to give him a lift to his next town where he could check into a hotel on his sample case of photos. (We call it a sample case and not portfolio because it gives him a traveling man's prestige and standing.) During the first night of his rough ride, Lem bounced off of the back end of the truck while asleep, leaving him stranded 300 miles short of his destination.

Early the next morning luck again played into his hands when two sheetwriters picked him up. Thinking that he was an old wanderer from his gray beard, they dined him and as Lem didn't tip his duke they gave him a buck and two years subscription for *The Hog Cholera Monthly* for free. Before our hero could locate a hotel he was surrounded by a group of natives, who greeted him royally, offering him free room and board (pitch-'til-you-win style). Suddenly a group of local business men kidnaped him from the crowd and rushed him to the best hotel in town where he was given for free a suite of rooms. After being wined and dined Lem was rushed to the burg's best club where he learned what it was all about. There he learned the burg was staging a goat festival and had long been hunting for a type suitable to play the character of Father of the Ruminating Horned Quadruped.

Here was a break for Lem, he being the only bearded type available and without him the event would flop. He agreed to act the part (meaning as an actor), if the committee would book the show. The contract called for the committee to furnish everything, including Lem's room, board, dice and hasher dough.

The first goat parade was held on Monday, but Lem didn't participate as he wasn't slated to appear until the Royal Goat held sway. Further-

more, he was busy using up his dice and hasher account. The Royal Goat Court was scheduled to hold sway on Thursday afternoon, but by then the acey-duecey, stack of wheats and song had him under the table causing Lem to break his part of the contract by not appearing as Father of the Ruminating Horned Quadruped, which automatically broke the midway's contract, and the show was closed.

We blew Thursday, Friday and Saturday, which put Lem on the carpet and out on a limb. Regardless of the three days lost, the office enjoyed one of its best stands of the season thru heavy concession booking and the saving of our agent's salary. Just remember, Pat, regardless of how a date turns out, whether bearded or smooth shaven, an agent is always made a Father of the Ruminating Horned Quadruped.

MAJOR PRIVILEGE.

# ST. LOUIS COUNTY FAIR

St. Louis, Mo.

**AUG. 23 TO SEPT. 1**

**WANT RIDES**  
**SKOOTER**

**LOOPER**

**SPITFIRE**

**ROLL-O-PLANE**

(With or without transportation)

**CONCESSIONS**

Openings for limited number legitimate Concessions.

## JOHNNY J. JONES EXPOSITION

JEFFERSON CITY, MO.

## ELECTRIC BILLS SHOCK YOU?



**SAVE MONEY—MAKE YOUR OWN**—with a Universal Lighting Plant. Have all the electricity you need, at LESS than city rates. Models to carry up to 500 bulbs—**BUILT** for traveling shows. Lightweight, compact, reliable—pay for themselves in short order. Write today for literature.

**Universal LIGHTING PLANTS**

**UNIVERSAL MOTOR COMPANY**  
426 Universal Drive • Oshkosh, Wisconsin

## WANTED FOREMEN

For Big Eli Wheel, Roll-o-Plane and Octopus. Can join immediately. Must be sober, reliable and thoroughly efficient. Address:

**GOODING AMUSEMENT COMPANY**

1300 Norton Avenue COLUMBUS, OHIO

## UP-TO-DATE RIDEE-O

**FOR SALE**

\$4,500.00 or swap for 2 30' Semi Trucks. The Ridee-O is now in operation. Come and see it.

**JIM FOREST**

31 N. Atlantic Ave.  
Daytona Beach, Fla.  
Telephone #2863-J

## IMPORTANT NOTICE!

Anyone knowing present whereabouts of HERMAN BINDER, also known as Pinhead Kelly, please get in touch with us at once. Wire collect or write to:

**WILLIAMSON & RINHART**  
Insurance Adjusters  
926 Biscayne Blvd. Miami, Fla.

## CARNIVAL WANTED

**FOR MONROE COUNTY FAIR**

Paris, Mo., Aug. 27-28.

Contact **CARL WOOD**, Paris, Mo.

### Closing Out Half Price 30 RECONDITIONED POPCORN MACHINES

ADVANCE—BURCH—CRETORS  
BIG DISCOUNT ON THESE

- 2 25 Lb. Peanut Roasters
- 1 100 Lb. Peanut Roasters
- 1 New Manley, Original Crate
- 1 New Korn King, Original Crate
- 1 Manley, Slightly Used
- 1 Viking, Slightly Used
- 5 and 7 Inch Coleman Burner, also 7 Inch Tanks
- 1 Jumbo Star, Slightly Used
- 1 Popcorn Bungalow, 4'x8', Original Price, \$1,200.00; Now.....\$450.00
- 1 Portable Gas Machine, \$135.00; Now ..... 75.00

SEND FOR LIST OF ABOVE

**Atlanta Popcorn Supply**  
145 Walton St. Atlanta, Ga.

### American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Aug. 9. — Our visitation program took us to Oswego, where, July 4, we visited the Joseph J. Kirkwood Shows exhibiting at Otis Fair under auspices of the Wilfred Club.

Owners Ralph Decker and Tommy Carson and Secretary Al Beck extended courtesies. Seventy-five personnel membership cards were issued. On the same day we also visited the Harvey George Rides at Union Hill under firemen's auspices. On July 5 we visited the Braddock Heights, N. Y., Firemen's Carnival near Lake Ontario, but there was no organized show.

With the Ringling-Barnum circus exhibiting at Rochester Monday (7), we had many opportunities to visit with Paul and Max Miller of the concession department; Terry O'Rourke, of the business office; Police Chief John Bryce, Lot Superintendent, Morgan and Traffic Manager I. C. (Tommy) Thomas, all of whom extended courtesies and evinced a friendly interest in the activities of the association.

We regret to learn of the death of Michael Buck, of B & V Shows June 24 at Garfield, N. J.

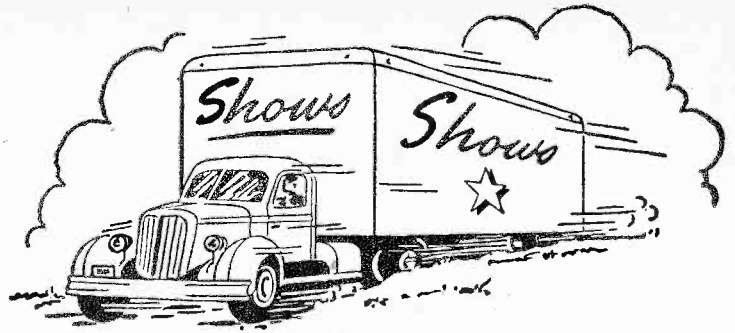
An application from International Shows filed by Coleman Lee, general manager, brings the membership roll to 217.

On July 8 we visited Jones Concessions at Sea Breeze, N. Y., and conferred with Unit Manager Samuel Lipsih; Wednesday (9) Holman's Rides showing under auspices of the Volunteer Firemen's Association at Barnards, N. Y., with Manager and Mrs. Sprague extending the usual courtesies; and the same date a fireman's carnival at Brighton, N. Y., where the Harvey George Rides, a non-member organization was exhibiting, and also the firemen's carnival at Honeoye Falls, N. Y., which did not include an organized show.

Friday and Saturday (11-12) we visited James E. Strates Shows at Utica, N. Y., where we conferred with Manager James E. Strates and members of his family, General Agent William C. Fleming, Secretary Percy Morency, Treasurer Nick Bozinis, Starr DeBelle, C. W. (Chick) Franklin, Nate Eagles, Steve Gikas, Peter Stamos and Roy Jones.

July 17 we visited the firemen's carnival at Henrietta, N. Y., but found no organized show. Also visited Paul Mattle's rides, an association member, at Chili Center, N. Y. Friday (18) our visitations included William Jones' concessions at Sea Breeze, N. Y., and firemen's carnivals at Sea Breeze and Penfield, N. Y., neither of which included organized shows. Saturday (19) we called on the Meagher-Haggerty Shows at Redfield Park, Phelps, N. Y. Co-Owner Meagher extended courtesies and indicated his organization would soon make application for membership. On the same day we made a repeat visit to Mattle's rides at Chili Center.

William C. Fleming, of the Strates Shows, was a recent visitor while in attendance at the Army-Navy Union Convention here as a delegate from the Strates Shows Army-Navy Union Post. Other visitors at the association's offices included L. J. Thomas, billposter of the Strates organization.



# BERMAN TRUCKS

"carrying the finest!"

• NOW AVAILABLE •

- 20 Flat Trailers
- 35 Rack Trailers
- 20 Van Trailers
- 15 1 1/2 Ton Tractors
- 30 2 Ton Tractors

All Makes, Excellent Condition, New & Used

## Berman Sales Company

Phone: Pennsburg 521

Pennsburg, Pa.

### Beautifully and Smoothly Played Hammond Organ Records Available Now!

ASCAP AND NON-ASCAP

See Our Ad on Page  
of This Issue

### Dance Tone Record Co.

P. O. Box 85 Medford 55, Mass.

### 10,000 USED COSTUMES MUST BE SOLD

Carnivals, Circuses, Amusement  
Parks — We have the perfect  
"Bally" and Chorus Costumes.  
Singles and sets.

SORRY NO MAIL ORDERS  
PLENTY OF BARGAINS

### THE COSTUME MART

67 E. Lake St., 3rd floor, Chicago, Ill.  
Open daily, 12 to 5 o'clock.

### SALE OF BEAUTIFUL COSTUMES FROM THE REGULAR STOCK OF LESTER, LTD.

Your choice of every style and type Singles  
and Chorus Wardrobe. We need space.  
We are disposing of 1,000 costumes. Make  
your selections from the entire stock of

### LESTER, LTD.

14 W. Lake St., Chicago, Ill.

### FOR SALE

SUPER ROLL-O-PLANE. DOUBLE. FIRST-  
CLASS CONDITION. THE FIRST \$3,000.00  
TAKES IT. SEPTEMBER 2nd. BRAND-NEW  
CHAIR-O-PLANE. THIS YEAR. WORTH  
\$3,000.00. TAKE \$2,000.00. September 2nd.  
Come look these Rides over. WONDERFUL  
BARGAIN. Can be seen in operation any day  
here on the BEACH.

MYRTLE BEACH, RIDE DEPARTMENT

P. O. Box 671, Myrtle Beach, South Carolina

### WANTED

Have 8 Shetland Ponies, sweet arrangement,  
truck, equipment and Help wanted. Like  
to book with good Carnival going south.

**JOHN THORNTON**  
RYAN, IOWA

## W. E. KAUS SHOWS

Pride of the Piedmont country

### WANT

For our fall dates of fairs. Greenville, N. C., Fall Festival; Farmville, N. C., Fall Festival; Leaksville, N. C., Tri-State Fair; Rockingham County Fair, Martinsville, Va.; High Point, N. C., Fair; Ashboro, N. C., Fair; Shelby, N. C., Colored Fair and others.

WANT—Monkey Show, Ten In One, complete Minstrel Show, we have equipment for same. Also any other Illusion, Walk Thru or Grind Show with own equipment. All legitimate Concessions and Grind Stores wanted. Eating stands closed.

Be with us for all these well-proven fairs.

**RUSS OWENS, Mgr.**  
SOUTH BOSTON, VA.

### FOR IMMEDIATE DELIVERY 25,000 FT. 1/0 FLEXIBLE CABLE

(Rubber Jacket)

200 Ft. Lengths — 25c Per Ft. — F. O. B. Boston

Complete Line of Electrical Supplies

**M. J. LEAHY**

1175 TREMONT ST.

BOSTON, MASS.

### The TILT-A-WHIRL Ride

On Midways All Over America  
Its Grosses Are Getting Better All the Time

—Manufactured by—

**SELLNER MFG. CO.** Faribault, Minnesota



### 3 STREET FAIRS—3 BY AMERICAN LEGION GARRETT, IND.

Sept. 3 to 6, Inc.

### NEW HAVEN, IND.

Sept. 8 to 13, Inc.

### NO. MANCHESTER, IND.

Sept. 15 to 20, Inc.

WANT

Legitimate Concessions. Rides by Joyland Midway Attractions.

Write to

W. C. HERSH

Phone 970 J, Auburn, Ind.

## PLASTER

Large stock of Carnival Plaster on hand. Flashy colors and well tinselled. No catalog or price list. 30 cent assortments and 15 cent assortments only.

Phone Raleigh. 3-6771

COSIMINI CO.

Hiway 70

Cary, N. C.

### 8,000 CANS OF H. B. C. BEVERAGE BASE

1 lb., 14 oz. cans priced low to clear from stock. **10¢** Each for the Lot

Lemon, Lime, Cherry, Grape and Orange flavors in the lot. A quality flavor base, sacrificed far below original cost. Act at once!

Advance Storage Co. 5210 S. Wabash Ave. CHICAGO, ILL.

### FOR SALE CONCESSION TRAILER

Outfitted for grab or sit down grab. Size 18' 6". Opens to 30 ft. Fluorescent lights. White enameled interior, red counters. All metal construction. Has 4 gal. coffee urn, 7 gal. Kestenberg drink dispenser, 3 ft. front grille, 3 burner cooking stove, National cash register, 3 lead-lined ice boxes and pop cooler. Dishes, etc. Not an amateur outfit—built for show business.

PRICE 1,295.00

I. J. MEYERS

3000 Boston Blvd. DETROIT 6, MICH. Phone: Townsend 9-4456

### "NEED MONEY?"

CLUBS, ORGANIZATIONS, VETERANS No Catalog—Outdoor and Indoor Shows of Every Kind promoted to Raise Money.

ELMER BROWN

390 Arcade Bldg., St. Louis 1, Mo.

### DICK HAVINS WANTS

2 PIN STORE AGENTS for Vancouver, also wants 2 PIN STORE AGENTS for Store on Hill's Greater Shows. Address: Golden, Colo., Aug. 11-16; then per route of Hill's Greater Shows.

## SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

### Montrose, Pa., Sets Fire Co. Centennial

MONTROSE, Pa., Aug. 9.—The United Fire Company of Montrose will celebrate its 100th anniversary August 24-September 1, and the Northeastern Pennsylvania Federation of Volunteer Firemen will stage its 17th annual convention at the same time.

Reithoffer's Amusements will have midway rides and concessions. Herman Bonnett, of the Keystone Novelty Company, will also have a string of concessions, and local stands will be operated by the Montrose Legion. Veterans of Foreign Wars and the Young Women's Club.

John Baldwin's Rodeo will be featured in addition to band concerts, boxing, vaudeville, parades and contests. F. Eugene Sykes, promotion manager, has been retained by the city.

### Cherokee Strip Program Complete for Sept. 14-16

PERRY, Okla., Aug. 9.—The program for the annual Cherokee Strip Celebration, here September 14-16, has been completed and advertising material has been distributed, according to Clarence Paden, secretary.

There will be a pioneers' reunion, Otoe tribal dances, Indian exhibits, nightly vaude shows, queen contest, old fiddlers' contest and horseshoe pitching.

Central States Shows will be on the midway built around the public square.

### High Wind and Rain Curtail Burro Game at Ruffin, N. C.

RUFFIN, N. C., Aug. 9.—A big throng was on hand here July 31 for I. W. Boden's Burro Ball Game, held here under auspices of the Women's Society of Christian Service of the local Methodist Church and brought here by Rex M. Ingham.

The weatherman, however, failed to co-operate and just as the show got under way a high wind leveled the arena walls and a heavy rain forced the customers to run for cover.

### Kyle Handles Red Men Show

NEW HAVEN, Conn., Aug. 9.—Charles Kyle, attraction booker here, produced the Battle of the Pacific fireworks spectacle July 30-31 for the combined Order of Red Men and Degree of Pocahontas at Memorial Park. Stratford, Conn., 14,000 attending the first night and 23,000 the second. He also furnished shows for the American Legion State convention in Boston, the VFW State convention of New Hampshire and the American Legion State convention of Vermont.

### Redcliff, Alta., Gets 2,500

REDCLIFF, Alta., Aug. 9.—Second annual Redcliff Rodeo, sponsored by the Canadian Legion, drew 2,500. Top rider was Ken Brower, who took saddle and bareback events. Other winners were Floyd Peters, calf roping; Gord Hall, steer riding, and Harold Tucker, wild-cow milking.

## TRAILERS

Truck-Type for Commercial Hauling

	New	Used
VANS	18' to 40'	20' to 32'
PLATFORMS	18' to 40'	20' to 32'
SPECIAL	18' to 40'	Conversions

(Some Used Trucks)

### CARLEY TRAILER & EQUIPMENT CO.

Phone CAhoun 2181 — College Park, Ga.

## WENDELL TOBACCO FESTIVAL

WENDELL, N. C.

WANTED CARNIVAL, OCTOBER 6 to 11

SEVEN TOBACCO WAREHOUSES — IN CENTER OF TOBACCO BELT.

### GREATER MERCER COUNTY, PA., FAIR

Aug. 18-23—Five Big Days and Nights

BIGGEST HORSE RACE PROGRAM IN WESTERN PENNSYLVANIA

### INDIANA COUNTY, PA., FAIR

Aug. 26-30—Day and Night Program

### SOMERSET COUNTY FAIR—MEYERSDALE, PA.

Sept. 1-6—Day and Night Program

Want Eating and Drinking and legitimate Concessions of all kinds for above Fairs, also Independent Shows. Write or WIRE

### M. A. BEAM, BEAM'S ATTRACTIONS

EMLENTON, PA., this week for space.

## 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.00; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5.00 per 100 for cards only—markers or tally marked. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

#### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be returned or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. 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 4x5. M 1.50. 3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3; 5 colors; loose, no pads. M 1.75. Adv. Display Posters, Size 24x36, Each Cardboard Strip Markers, 10 M for .75. Nickel Wire Cage, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00. Thin Transp. Plastic Markers, Bwn., 3/4 M 1.00. Red or Green Plastic Markers, scalloped edges, transparent, size 3 1/2 inch. M 2.50. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

### J. M. SIMMONS & CO.

19 W. JACKSON Blvd., Chicago 4, Illinois

## 10c POPCORN BOXES \$6.50 M

2 oz. size printed Good Quality

### FABIAN KONTNEY

138 S. Adams St. Green Bay, Wisconsin

### MAKE YOUR OWN ROOT BEER BEVERAGE

With Super-Strength Concentrate, One gallon makes 160 gallons delicious Root Beer Beverage. Special Trial Offer—Send \$7.00 today for one gallon or \$24.00 for four gallons concentrate.

#### AMAZING NEW LARGE 45 GALLON ROOT BEER BARREL

Improved Multiplex Concept, 120 lbs. ice capacity. Priced at \$195.00 F. O. B. Factory. Cash with order. FREE, if you order from this ad, FOUR gallons Super-Strength Concentrate, enough to make 620 gallons delicious Root Beer.

Rush your order today. Satisfaction guaranteed or money refunded.

### OHIO CHEMICAL PRODUCTS CO.

1111 Dougherty, N. W. CANTON 3, OHIO

### NEW IMPROVED CHAIRPLANES

V-BELT DRIVES

STEEL CUT PINION GEARS

TWIN DISK CLUTCHES

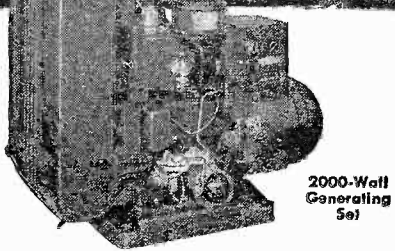
LE ROI POWER UNITS

STEEL TUBING WELDED FENCES

### RIDE HI MFG. CO.

Pinckneyville, Illinois

# DEPENDABLE ELECTRIC POWER



2000-Watt  
Generating  
Set

## FAIRBANKS-MORSE GENERATING SETS

PERFORMANCE-PROVED to meet your requirements. Capacities, 350 to 35,000 watts. Compact, single-unit design, sturdy construction. Give unfailing service even under continuous, heavy-duty operation. A.C. and D.C. types, remote and automatic start. Send coupon for FREE literature today!

## Fairbanks-Morse

*A name worth remembering*

FAIRBANKS, MORSE & CO., Dept. B  
Chicago 5, Illinois  
Please send free literature on Fairbanks-Morse Generating Sets.

Name.....  
Address.....  
City..... State.....

PRODUCING AMERICA'S BEST  
Carnival and Circus Show

## BANNERS

SNAP WYATT STUDIOS  
1608 Franklin St. TAMPA, FLA.  
Phone: M-63562

## Terra Alta, W. Va., Rodeo Said Highly Successful

TERRA ALTA, W. Va., Aug. 9.—Seventh annual rodeo sponsored here July 3-6 by the local volunteer fire department, was one of the most successful in history. The department produced the event, hiring both stock and personnel. Harry Huff, Phillippi, W. Va., was in charge, aided by E. S. (Jim) Evans and Ira Mahaffey.

Taking part were Helen Kirken-dall, Peaches King, Lola Hunt, Orville Vosler, Norman Ford, Johnny King, Merrill Skelton, Jim Crow, Richard Seymore and Tom Hunt. Hunt reported that all hands were paid a bonus plus salary.

## Claresholm Blows 2d Day

CLARESHOLM, Alta., Aug. 9.—Second and final day of the Claresholm Stampede was canceled because of rain. More than \$4,000 had been spent for repairs on the grounds. Both days had been declared civic holidays.

## Willits, Calif., Draws 8,000

WILLITS, Calif., Aug. 9.—Annual three-day Frontier Days Celebration closed here July 6 with total attendance of 8,000. Attractions included a rodeo, parades, nightly dances and a carnival. Event was sponsored by the local fire department.

## Markle, Ind., Contracts

MARKLE, Ind., Aug. 9.—Harry Froboess, the Swaying Marvel, and Fisher and Graham have been signed as free attractions for the Business Men's Fall Festival here. Ohio Valley Shows have been signed for the midway. A car and other prizes will be given away.

# POPCORN & SUPPLIES OUR MOTTO--"LOWER PRICES" C. R. FRANK, Distributor

933 NORTH BROADWAY

ST. LOUIS 2, MO.

Price List and Samples on Request

POPCORN — BAGS — CARTONS — SALT SEASONING — COCONUT OIL — CORN OIL — FLOSS PAPERS — VANILIN FLAVOR (DRY) — DRY COLORS: ORANGE, RED, GREEN

PEANUTS: ROASTED, RAW AND GRANULAR PEANUTS.

SKEWERS: 4 1/2x11/64 and 5 1/2x1/4 IN.

SETS QUICK: HARDENING FOR APPLES and CARMEL CORN.

SYRUPS: READY TO USE FOR "SNOW" OR DRINKS.  
All Flavors. Case, 4 Gal., \$7.00.

PAPER CUPS FOR SNOW CONES, COLD DRINK CUPS, HOT DRINK CUPS. ALL SIZES.

ECHOLS ICE SHAVER — IMMEDIATE DELIVERY — \$60.00.

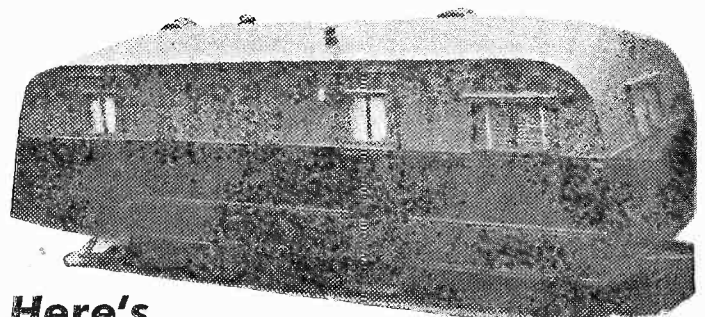
Send Deposit With Orders, Balance C. O. D.  
All Prices F. O. B. St. Louis, Mo.

# C. R. FRANK, Distributor

933 NORTH BROADWAY

ST. LOUIS 2, MO.

## THE CASTLETTE BY STEWART



Here's  
ECONOMICAL LIVING anywhere!

Before you buy any trailer check the advantages of the Slope-Away roof . . . exclusive on Stewart Coaches. Two popular sizes. Low first cost . . . low upkeep.

Write Dept. BB for Free Literature

## STEWART COACH CO. BRISTOL, INDIANA

MEMBER: TRAILER COACH MANUFACTURERS' ASSOCIATION.

## LOOK, CONCESSIONAIRES AND SHOWMEN

Here Is Your Opportunity for Big Money Spots—Don't Be Misled.

## KEYSTONE EXPOSITION SHOWS

Have the Best Circuit of Tobacco Markets in North Carolina.

Want Concessions—Ball Games, Photo, Hoop-La, Coke, Penny Pitch, Basket Ball, Scales, Age, Jewelry, Cane Rack, Candy Floss, Novelties, Short and Long Range Galleries, Bingo, Stating Game. Want Grind Shows, Fun House, Snake Show, Wild Life, Iron Lung, Monkey Circus. Want High Sensational Free Act for Armistice week at De Funiak Springs, Fla. People joining now will receive benefit and consideration at above-mentioned. Address all replies:

KEYSTONE EXPOSITION SHOWS, Roxobel, N. C., this week; next week, Aulander, N. C. P.S.: Pop Corn, Candy Apples, Snow Balls open.

## 17 YEARS OF SERVING THE SHOW BUSINESS

BOWLER Show PRINT

# CARDBOARD POSTERS FOR THEATERS, CARNIVALS, DANCES and ATHLETIC EVENTS

WRITE FOR CATALOG

108 Federal Street, CRAWFORDSVILLE, INDIANA

## MERIT SHOWS

Aug. 11 to 16—"Big Victory Celebration"

STAGE FORT PARK, GLOUCESTER, MASS.

Followed by the finest route of Fairs in the State of Maine, namely:

- Union, Me., Fair, Aug. 18-23
- Windsor, Me., Fair, Aug. 26-Sept. 1
- So. Paris, Me., Fair, Sept. 9-13
- Farmington, Me., Fair, Sept. 16-20
- Cumberland, Me., Fair, Sept. 22-27, also N. Waterford, Me., Fair, Sept. 26-27
- Fryeburg, Me., Fair, Sept. 29-Oct. 4
- Topsham, Me., Fair, Oct. 14 to 15

Ride Men that drive Semis wanted. Now booking Concessions and one or two clean Shows. Curly Brown wants Show People. All address:

HENRY FINNERAL, Mgr.

Per Route

## QUEEN OF THE FLYING RIDES

# FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE

CHICAGO, ILL.

FOR  
SALE

ELI #10 WHEEL

\$4,000

LOST OUR  
LEASE

FOR  
SALE

AVAILABLE  
SEPT. 2

MULTIPRISES

P. O. Box  
1125

WATERBURY, CONN.



# OLD SOL CUFFS BIG BERTHA

## Chi Business Away Off Pace

**Cooler weather Thursday (7) pulls throngs—program on beam**

CHICAGO, Aug. 9.—Ringling Bros. and Barnum & Bailey Circus had completed 12 performances on the parking lot south of Soldier Field here Thursday (7) night, and if all of the folks who saw it at these presentations were concentrated into the least possible number of showings, possibly a total of six might have been necessary to accommodate all of them.

This, pals, is not because of the caliber of the circus, as it still is the greatest show on earth for this agent's money. Even such expert word flippers as Bev Kelley, Frank Braden, Allen Lester, Sam Stratton and Frank Morrissey must have difficulty in coining phrases that could be classified as exaggerations.

So, again it was old man weather who was to blame. The show opened Saturday (2) with unusually good business for the first day of a lengthy stand here. It closes Sunday night (10). Sunday was a bit on the humid side and business wasn't anything to get excited about, and then came the heat wave in earnest, and it might as well have been all out and over for three days as far as business was concerned. Thursday the weather was fairer and the matinee was encouraging, and that night it cooled off a bit and the big top was comfortably filled all around.

The heavy turnout Thursday indicates that the folks know all about it and they want to see it, as by the time Big Bertha rolls out of here for a Monday (11) opening in Milwaukee, the bank roll should be well fattened. It was tough to encounter the heat wave, tho, as so many stayed away waiting for better weather that there won't be a chance to handle all of them at the finish. Had the show been playing one day stands during the torrid stretch, it would have been better off financially, but the help would have been worn down to a nubbin.

The 10-day pause in Chicago was a lifesaver for the workingmen, as they sure needed a breather, even (See *Old Sol Cuffs* on page 85)

## Two Wisconsin Spots Give K-M Good Business

TOMAHAWK, Wis., Aug. 9.—Two Wisconsin spots, Tomahawk and Antigo, gave the Al G. Kelly-Miller Bros. Circus top business. With ideal weather prevailing here, org drew a strong matinee and a full night house. At Antigo, show had approximately 1,300 at the matinee and an overflow of more than 1,700 at night.

En route here, the truck carrying the steam calliope turned over 10 miles south of here. The driver escaped injury, but the truck was badly damaged. Damage to the calliope was not serious, it was said.

At Calumet, Mich., the show drew two strong houses.



WHEN POLACK BROS.' played Long Beach, Calif., recently, these veterans lined up in front of Jenny, formerly a Power's elephant. They are, left to right, Cheerful Gardner, dean of the elephant trainers; Jake Posey, 40-horse hitch driver with the Barnum & Bailey Circus; Paul Eagles, once manager of the Al G. Barnes show, and Lou Berg, who financed Al G. Barnes when the show went out of Spokane in 1909.

## Sellout Biz Registered by Dailey Bros.

**Watertown, N. Y., Red One**

WATERTOWN, N. Y., Aug. 9.—Circus hungry fans of Watertown and Jefferson County turned out en masse for Dailey Bros. here Friday (1), matinee getting a full house and the night show a turnaway.

At the night show, every seat was filled by 8 p.m. and the performance was delayed 20 minutes in order to try and accommodate some 2,000 other folks who wanted to see the show. Canvas was laid to seat many of the fans. Several times the show had to be stopped when standees refused to sit down. City police were called to aid the circus workers in handling the crowd.

Performers worked under a great handicap because of the crowd around the rings. As soon as the steel arena in Ring 1 was removed, after the animals performed, more people were seated in that space on canvas.

At Hudson, N. Y., the old show did fair business. The lot used was quite a distance from town. Matinee drew a fair house, with a strong house on tap at night. Fulton, N. Y., proved a red one, matinee getting a full house and the night show drawing an overflow.

## Mills Gets Two Full Ones On Fremont, Neb., Stand

FREMONT, Neb., Aug. 9.—Mills Bros.' Circus overcame two handicaps here Monday (4), the weather and a lot located a half mile from the city limits with no bus service. Despite this, the show drew two full houses. Temperature in the afternoon was 103 and dropped to a "cool" 93 at night.

## Clyde Beatty Finds Weather Is Tough Foe

**Texas Spots Prove Only Fair**

WICHITA FALLS, Tex., Aug. 9.—Hot weather, hitting most of the time right around the 100 mark, has hurt the Clyde Beatty Circus in the last few Texas spots. Here in Wichita Falls, the thermometer registered 100 above and business at the circus was light at both the matinee and night performances on both days, Monday and Tuesday (4-5).

At Childress, Tex., the weather wasn't quite as warm and business was better, both the matinee and night shows getting three-quarters houses.

Hot weather and too much opposition from a radio show, baseball game and free medicine show was what the Beatty org battled in Pampa. Considering everything, show officials were pleased with attendance. Matinee attendance was fair and business at night classed as good.

At Amarillo, Tex., the show got a break from the weather and did okay business. The matinee drew a full house and the night show an overflow.

## Winchester, Ky., Business Called Fair for Bailey

WINCHESTER, Ky., Aug. 9.—Bailey Bros. did fair business here Tuesday (5), getting a strong house at night after a light matinee. At Elkins, W. Va., the weather raised havoc with the show. Shortly before the matinee got underway a heavy rain fell. While it quit before the night show, weather was threatening and held down the crowd. Both matinee and night attendance was just fair.

Weather also was the story at Augusta, Ky., where showers fell in the afternoon to hold the matinee crowd to about a half house. Night show, however, drew a three-quarter house.

## Jay Gould Packs 'Em In Minnesota Towns

NORWOOD, Minn., Aug. 9.—Jay Gould Circus continues to do sell-out business in Minnesota towns, with Norwood no exception. Show, playing a three-day stand here August 1-3, drew sell-out crowds at all performances.

A two-day stand at Maple Lake proved highly profitable. Org had full houses at all four shows.

At Litchfield, Minn., show featured Litchfield's Diamond Jubilee celebration. Big day of the celebration was July 29, when a parade of more than 100 units preceded the Gould show. An estimated crowd of 20,000 was in town for the event.

## Minus a Shirt

POUGHKEEPSIE, N. Y., Aug. 9.—Peter Linderman, former owner of the Seils-Sterling Circus and now contracting agent for Dailey Bros., lost his shirt at a carnival here recently.

Pete visited the Joseph J. Kirkwood Shows and was invited to dinner by Co-Owners Tommy Carson and Ralph Decker and Secretary Al C. Beck. He accepted with the proviso that he be allowed to change his shirt, as he had come directly from the railroad.

And he left without his shirt.

## Polack Grosses 32G at Omaha

OMAHA, Aug. 9.—Polack Bros. Circus (Eastern Unit), playing the south section of Creighton University Stadium under auspices of the Omaha Elks, grossed \$35,000 for the seven-day stand, July 28-August 3. Org played seven night shows and six matinees.

Matinees suffered by the weather, which was on the hot side during the entire run. Best night was July 31 when the weather was cooled. Advance slack and promotion during the circus was excellent.

## Chipmans Start Broadcast From Yakima Circus Inn

YAKIMA, Wash., Aug. 9.—Marge and Harry Chipman, who own the Circus Inn here, have started a daily broadcast from the Inn entitled *Breakfast at the Circus*. Daily show runs a half hour.

According to Chipman, business at the Inn is very good and the spot, which originally employed 12 persons, now has 53. Recent visitors included George W. Westerman, in town to handle the advance for the Polack Circus, opening Wednesday (13), and Jack Joyce, who visited en route north with his Wild Life exhibit.

## Polack Western Unit Tops '46 Attendance At San Jose, Calif.

SAN JOSE, Calif., Aug. 9.—Polack Bros.' Western Unit Circus topped its 1946 attendance mark by 33 1/3 per cent here during its seven-day stand, July 31-August 6.

Attendance at the night shows during the first two days of the stand were light, but matinees were sellouts all the way. Night attendance perked the final four nights and full houses and turnaways were the rule.

The advance promotion, handled by Jimmy Rison, was excellent. A circus talent tie-in was arranged with the Victory Theater and 20 local merchants used window displays and gave prizes to the various winners.

A concession truck turned over on the way here from Modesto, Calif. The driver escaped injury but damage to the truck and its load amounted to around \$1,000, officials said.

## Ardmore Still Has Lot

ARDMORE, Okla., Aug. 9.—When the new ball park was built on the old Phillips showgrounds here last spring it looked like Ardmore would be without a site for circuses and carnivals. But Matt Alexander, of the Ardmore police department, who owns seven acres directly across the street from the ball park, turned his spot into a show lot. The Clyde Beatty Circus will play Alexander's lot Tuesday (12).

SALISBURY, Md., Aug. 9. — Clear and warm weather aided the King Bros.' Circus here Friday (1) and as a result the show did a heavy business, matinee house being on the strong side and the night house being full.

## CIRCUS HISTORICAL SOCIETY

The CHS Convention at Jamestown, N. Y., was a huge success. Burns Kattenberg, manager of Hotel Samuels, was a fine host, donating the use of the Green Room for our display of "Circusanna." Walter Pietschmann had all four walls covered with pictures. Joseph Tracy, Barney Shevlin and John Van Matre displayed models. The 40-horse hitch of Barney's was a masterpiece. A fine display was sent by F. A. Norton, of the Bright Light Shows.

At the close of the convention the writer returned to Buffalo with Mr. and Mrs. Shevlin and Mr. and Mrs. Joe Tracy. While there I met Charlie Gerlack, old-time band leader. En route to Wichita I stopped over at Bellevue, O., to help celebrate the 52d wedding anniversary of Mr. and Mrs. William Lershe Sr.

Mr. and Mrs. C. Spencer Chambers are on a buying trip thru Indiana and will return to Syracuse September 1.

John Crowley, secretary of CHS, returned to his home at Cambridge, Mass., after a short visit at the home of Mr. and Mrs. Joseph Tracy, Buffalo.

Floyd (Whitey) Newell, of Celoron Park, was host Sunday afternoon to the members of the CHS. Special music was played by the Moose concert band directed by Maurice Swanson. Walter Pietschmann (Dad) White, John Crowley, Mr. and Mrs. John VanMatre and daughter, Sylvia, Burns Kattenberg and the writer attended the Ringling-Barnum show when it played Falconer, a suburb of Jamestown, July 10.

Harry Simpson, editor of *Bandwagon*, Camden, O., caught the Ring-

ling show at Erie, Pa., en route to the convention. John C. Kunzog and Lloyd (Doc) Sample become new members at the meeting in Jamestown.

Clyde Wixom, Detroit, would appreciate any data on the Nat Wixom Great Show, founded in 1874, closed 1907.

Mr. and Mrs. Fay Reed, of Sioux Falls, S. D., are selling their home and moving to St. Paul.

Allen Wescott, of North Castine, visited Dailey Bros. and met Hazel King and CHS member Chuck Sateja. Dr. Olzendam, of Manchester, N. H., caught the Ringling show at Albany, N. Y., Dailey Bros. at Portsmouth, Mass., and Bailey Bros. at Manchester, N. H. — BETTE LEONARD.

## Mass. Folks Can't See Canvas Shows

BOSTON, Aug. 9.—Massachusetts is truthfully and admittedly suffering from a dearth of out-of-door, under canvas circuses this year and the fault apparently lies in the drastic laws observed since the Coconut Grove fire law went into effect.

Not only did the Ringling-Barnum show cancel all of its tentative dates in this State—and in some cases the paper had actually been posted—but none of the other big circuses came this way and it is apparent that none will under existing conditions.

The only chance Bostonians have of seeing an out-of-door circus is the Kiwanis Circus at Suffolk Downs race track the week of August 17 when all acts are presented on the track and on the apron in front of the grandstand. J. C. Harlacker has signed more than 40 acts for this show.

## Denver Gives Cole Record

Colorado Springs also big —weather hurts matinee at Cairo, Ill.

DENVER, Aug. 9.—Cole Bros. registered its biggest business in the history of the show on a three-day stand here Monday thru Wednesday (4-6). Every performance was a sell-out and so big was the crowd Tuesday it was necessary to give three shows.

Colorado Springs also proved a winner for the Cole org Thursday (7), both matinee and night shows being straws.

In Denver the Cole org held memorial services at the grave of Jick Biggars. Col. Harry Thomas was in charge of the service.

Hot weather held down the matinee crowd, when show played Cairo, Ill., but it cooled in the evening and a full house was on hand for the night show.

Business at North Platte, Neb., was only fair, matinee crowd being light with a strong house at night. Show was late arriving in North Platte and that caused a late matinee. The lot was located two miles from the heart of the city and advance billing was poor. Col. Harry Thomas got the locals talking circus after his arrival the morning of the show. Thomas appeared on radio Station KODY and got a local angle by plugging the Circus Fans Association and its local member, Arthur Stensvad.

Cole followed the Clyde Beatty Circus, which played here July 13.



DURING THE CONVENTION of the Circus Historical Society July 11-13 at Jamestown, N. Y., veterans on hand (above) were Walter L. Main, Elmer Jones, Clyde Wixom and Burns Kattenberg, while the group below, comprised of Harry M. Filbrick, Bette Leonard, John Crowley and John Van Matre, is inspecting an 1891 Adam Forepaugh program printed on genuine Japanese silk.



**IMPORTANT!**  
Norma Rogers, Helene Rogers and Connie Rogers, contact  
**WALTER ROGERS**  
Care KING BROS. CIRCUS  
Kingsport, Tenn., Aug. 14; Johnson City, Aug. 15;  
Greenville, Tenn., Aug. 16; Asheville, N. C.,  
Aug. 18.

**WANTED**  
**COMEDY BAR PERFORMER AND CATCHER**  
For Trampolining Bar Act. As partners, share and share alike. Wire or write  
**FLYING SULLYS**  
Post Office Box 23, Flushing, N. Y.

## Riding Conleys

"The Class of the Sawdust Ring"

7 PEOPLE



4 ACTS

3 HORSES

7 People Bareback Act, Ponies, Monkeys, Dogs, Slack Wire, Lady Principal. Now: Season 1947, Mills Brothers' Circus. Home Address: 3716 Portland Ave. Cincinnati 9, Ohio

## WANTED FOR

## WALLEND A CIRCUS

BOSS CANVASMAN, USHERS, DOORMEN, CANVASMEN, SEAT MEN, PROPERTY MEN AND OTHER USEFUL CIRCUS HELP. WEEK STANDS, OPENING ST. LOUIS, AUGUST 23.

Address

**JOHNNY J. JONES EXPOSITION**

Jefferson City, Mo.



E. Deacon Albright, calliope player with King Bros.' Circus, recently was the subject of a feature story, complete with a picture, in *The Waterbury* (Conn.) *Republican*.

"In our town we've got a 50-year-old gal that's 10 times heavier than yours, and she'd travel with a circus if she could get thru her door," advised a townier. "How'd she get thru the door to get in?" asked a side show manager. "She was born in the house," was the answer.

When the Clyde Beatty Circus played Wichita Falls, Tex., visitors included Leo Moore, of Electra, Tex., who visited his brother, Bill, legal adjuster on the show; Vayle Armstrong, Wichita Falls, president of the Mabel Stark CFA Tent, and Joe Ward, Wichita Falls.

William J. Gilman, former car manager and contracting agent, writes he caught the Ringling-Barnum show when it played Columbus, O. Gilman, who now makes his home in Long Beach, Calif., was visiting in the Midwest.

Any circus can win the friendship of an opposition show—alho it would go broke doing so.

Among the many visitors at the Ringling-Barnum show in Chicago was Joe Simon, Memphis Theater manager and former librarian for Merle Evans's band.

## UNDER THE MARQUEE

Average circus customer is more interested in clowns than ballet gals.

The personnel of Mills Bros. gave Charles Brady, boss canvasman, and his wife, Ethel, a surprise in honor of their 35th wedding anniversary. . . . Bonnie Baker, wife of Jack Hoxie, and their daughter returned to Mills Bros. after a 10-day visit at their home near Fort Smith, Ark. . . . Doc Waddell, Mills' veteran press representative, landed two nifty scores in *The Omaha World-Herald*.

With the recent passing of George Moreland and Thomas S. Brown, there are few veteran circus men living in Ashtabula County, Ohio, according to Walter L. Main. They include Seal Frisbie, assistant boss hostler; Harry (Waxy) Dougherty, harness maker, and Mr. and Mrs. Addison Moreland, cookhouse, all formerly with the Main show.

A. M. (Little Red) Haffards, former boss canvasman on Mills Bros., returned to his ranch in Mill Valley, Calif., for a month's rest. He expects to be back on the road in September with his own paint outfit.

About this time of the year, in the old hometown, there was always a debate over whether to let a circus come in and set up on a city-owned field after the first or second hay cutting.

Bob Hickey, former circus press agent and now field supervisor with RKO, visited in Boston recently, his first there in seven years, and was guest of honor at a luncheon in the Statler Hotel by his friends, Floyd Bell, former Ringling-Barnum publicist; Ralph Banghart, RKO New England publicity director; Arthur Moger, Warner Bros.' publicist; George Brinton Beal, *The Boston Post*, and George Rowell, assistant attorney general of Massachusetts and brother of Dr. Hugh Grant Rowell, pioneer circus fan. Hickey told of his recent visits to the Hunt, Cole, Wallenda, King and Ringling-Barnum shows.

Winford Turner, former candy butcher with the Ringling-Barnum circus, and his son, Hubie, former drummer with Clyde McCoy's band, visited Dailey Bros. when the show played Nashua, N. H., and enjoyed visits with Billy Todd, Walter Schylur, Sig Bon Homme; Van, the producing clown; Tommy O'Brien, Freddie Fredericks and Mr. Morton, superintendent of ring stock.

To take novelty balloon sales off of circuses would be as big a loss to kiddies as was the stopping of parades.

Mrs. Larry Davis was hostess at a stork shower in her home in Sarasota, Fla., for Mrs. Tom Sika. Guests, all former aerialists with the Ringling-Barnum circus, included Mesdames H. Jahn, E. Bailey, Ed Rooney, Bob Reynolds, Harry Ransdell, Ed Millette, Tommie Cropper, Whitey Haven, Harold Nicholson, Harold Genders, Clyde Sellers and Bill Nippo.

H. C. Brown reports the following line-up for King Bros.' Circus Side Show band: Kuffie Fenol, leader; W. H. Person and Alfrez Borzley, trumpets; Clard Passo, clarinet; Clifford Redoux, sax; H. C. Brown and Earl Fenol, trombones; Goldie Thomas, drums; Kid Louis, comedy and dancing; Ham Bone Nelson, comedian, and Pauline Fenol, singer.

Cliff (The Great) McDougal, who did the sack for the Elks Circus (Polack) in Omaha, snared a neat bit of publicity when he marched three elephants and had them stretch out on the car tracks at Thirtieth and Cuming streets. While the motor-man clanged his bell and two motorcycle cops pondered over what to do with the traffic snarl, *The Omaha World-Herald* sent a cameraman to the scene. Once the picture was taken, McDougal got in touch with C. J. (Slivers) Madison, the trainer, and a few soft spoken words from Madison got the bulls on their feet and they ambled away.

Tige Hale's Gold Medal Band opened a 10-week circuit of Ohio, West Virginia and Michigan fairs with Klein's Circus Attractions at Plain City, O., July 28.

What burns a circus side show manager up the most are letters from midway side show actors reading, "I can hold and stall a tip inside for 30 minutes."

Jay Gould, owner of the circus bearing his name, is at the Mayo Bros. Clinic in Rochester, Minn., for medical treatment. When the Gould show played Norwood, Minn., August 1-3, the Goulds marked their 40th wedding anniversary. Eight of the nine Gould children were on hand for the event.

Clown Roy Barrett was among the visitors when the Ringling-Barnum show played Chicago, returning from Montreal where he played the Larry Sunbrock date. On his visit at the R-B lot, Barrett was accompanied by Dr. Schlack and Mr. and Mrs. Leo Hamilton. Barrett opens in Columbus, O., August 19 with the Wallenda Circus, then jumps to Columbia, Tenn., August 24-30 for the fair, with Lawrenceburg, Tenn., week of September 8; Florence, Ala., week of September 15; Athens, Ala., week of September 22 and Tupelo, Miss., week of September 29.

Stirred by the spirit of the times, a grandstand ticket seller plans how he can seat people behind quarter-poles where seeing is bad.

Charley Sparks is at the Arlington Hotel, Hot Springs, Ark., a little ahead of schedule for his annual three-week course of baths.

Edward C. Andrews, veteran side show manager, reports that he is a patient in the Newton D. Baker Veterans' Hospital, Ward 108, Room 4, Martinsburg, W. Va. He was discharged July 1 from Veterans' Hospital, Dayton, O., where he had been a patient more than a year. While visiting relatives in Hagerstown, Md., he suffered a heart attack and was ordered rushed to Martinsburg, where he was in an oxygen tent four days.

A. Cunningham writes that Harry S. Nelson, of the Crowell and Nelson Catering Company, really should be a member of a fire department instead of being in the custard business. "You ought to have seen him dash down the midway at the Shrine Circus at the Narragansett Race Track to put out a small fire in a paper box," Cunningham wrote.

Matinees are popular on account of the odd fact that 90 under a big top is cooler than 90 in the shade at home, because there are thrills enough to take one's mind off of the heat.

When King Bros.' Circus played Camden, N. J., visitors included J. Rudolph Conway, George E. Roberts, Sam Chapman, Dutch Hoffman, Ed Conway, James Hassan, Harry Heath, John Van Matre, Chris and Herbert Viohl, Bill Mull, Pop Barrett, Anthony Gudanowski and Herbert A. Douglas.

F. Robert Saul, now a representative of the *United Press* in Adrian, Mich., and former general press representative with Fred Buchanan's Robbins Bros.' Circus and later connected with various other shows, was a guest of Frank Braden when the Ringling-Barnum show played Toledo. He also caught the Sparks and Cole shows when they played Toledo.

Gibby and Dorothy Gibson opened with the Buck Steele Attractions Tuesday (5) at Corunna, Mich., for a 12-week season.

The Wallenda Circus is scheduled to play Columbus, O., August 19-22 in conjunction with the national convention of the Loyal Order of Moose. Following the Columbus date, the circus in its entirety will join the Johnny J. Jones Exposition.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., write that on their vacation this year they made five circus dates in six days, catching the Mills, Cole and James M. Cole orgs. They renewed acquaintances with the Mills brothers, the Conleys, Doc Waddell, Willard Backenstoe, Jack Hoxie, Jimmy Murray, Bill Woodcock, Horace Laird, Mr. and Mrs. James M. Cole and son, Jimmy; Oscar Decker, Tama Frank and Patsy, Lew Barton, Charlie Cuthbert, James Mc-Niel, Maynard Visengard and Doc Powers, the latter a CFA'er from South Bend, Ind.

## E. K. FERNANDEZ WANTS FOR HONOLULU

A lot of Side-Show People with Banners

I pay round-trip transportation, give you three to six months' work. People will leave Pacific Coast Mainland about September 10.

Please Note:

This winter I shall take to Hawaii one of the largest Circuses ever shipped across the Pacific. Wild Animal Acts, Flying Acts, High Wire Acts, Sensational Acts. If interested write or contact me at the Biltmore Hotel, Los Angeles, Calif.

Would like to hear from my friends—

THE CRISTIANI FAMILY

E. K. FERNANDEZ, Biltmore Hotel, Los Angeles, Calif.

**SKY BEAMS ATTRACT BIGGER CROWDS**

**FLOODLIGHTS COLOR EFFECTS SPOTLIGHTS BLACK LIGHT**

**LIGHTS For All SPECTACULAR SHOWS**

**ALL SIZES 100 WATT TO 875,000,000 C.P.**

**INDOOR OUTDOOR PORTABLE STAGE**

WE HAVE BEEN SOLVING LIGHTING PROBLEMS FOR OVER 30 YEARS

WRITE OR WIRE FOR QUICK INFORMATION

**OTTO K. OLESEN COMPANY**  
HOLLYWOOD 28, CALIF. Gladstone 5194

### We Can Get You TOP Results From Your SWEET OR CANDY PITCH

Because we have sold it in the aisles and under tops ourselves. Let us help you get top sales. VERY GOOD CANDY. Strong Gifts that will give you volume and fast repeat sales. Many assortments and price ranges to choose from. Write for details to Bill Carsky.

**CASEY CONCESSIONS**  
Originators of the Guarantee Package.

1132 S. Wabash Ave.  
HARISON 2758-99  
Chicago, Illinois

**Circus Fans Assn.**

Samuel M. Prentis, eastern vice-president, and James M. Nisson, chairman of P. T. Barnum Top, appeared before the city council of New London, Conn., July 7 to protest against a proposed ordinance which would prohibit any circus appearing in the city limits. The council rejected the proposed ordinance.

King Bros. appeared at New London, Conn., July 4. For the first time in its history the org gave two matinees and had a packed night house. Owner Floyd King stated it was the biggest day of the season. Seen on the lot were Mr. and Mrs. James M. Nisson, Dr. and Mrs. Joseph M. Ganey, John Sullivan, William Fitzmaurice, George Fisher, Mr. and Mrs. Eugene Cushman and Mr. and Mrs. Samuel M. Prentis, all members of the Pallenberg Tent. Gil Conlinn came down from Hartford and clowned all shows and Mr. and Mrs. Pallenberg were present.

Winnie and Tom Gregory caught Cole Bros. at Battle Creek, Mich., and remained for a three-day vacation. At Battle Creek they were guests of Anna and Glenn Townsend at the party given for several of the Cole personnel by fans of that city and Coldwater. Mrs. Freddie Freeman and the Townsends rode with the Gregorlys to South Bend. They stopped for a short visit on the James M. Cole lot at Watervliet, N. Y. During Cole's two-day stand in South Bend, Eileen Harold entertained the Gregorlys in an after-the-show chicken dinner in her stateroom on the circus train. This event was a big success with the fun being provided by Eileen, Harold Voise, Ruth Nelson, Mayme Ward and Otto Griebling.

CFA members of Battle Creek and Coldwater, Mich., were hosts at a steak dinner to several personnel of Cole org when it played Battle Creek. Dinner was served at the American Legion clubhouse, a short drive from the lot. Circus folks attending were Col. and Mrs. Harry Thomas, June and Lucio Cristiani and son, Ethel and Freddie Freeman, Marion and Win Partello, Ruth Nelson, Florence Tennyson, Hubert Castle, Otto Griebling and Gallifilli Bagonghi. CFA's included Mr. and Mrs. J. M. Muntings, Mr. and Mrs. Glenn Townsend and Art Mitchell, of Battle Creek; Mr. and Mrs. C. W. Chapman and John Walker, of Coldwater, and Mr. and Mrs. Tom Gregory, of Cleveland, who were guests of the Townsends.

After the night show at Madison, Wis., a party was given the Cole org at the Delta Tau Delta fraternity house by the Karl L. King Tent, of Monroe; the Nio Naitto Tent, of New Glarus; the Frank Hall Tent, of Whitewater, and the Wallenda Tent, of Madison. Attending were Mr. and Mrs. Deane Adams, Mr. and Mrs. George Finnegan, Mr. and Mrs. Sverre O. Braathen, Mr. and Mrs. W. L. Jackman, Charlotte Churchill, Bill Mattison, Mr. and Mrs. William C. Sachtjen, Mr. and Mrs. Maynard Wheeler, Mr. and Mrs. William L. Doudna and Mr. and Mrs. Johnson, of Madison; B. J. Dunwiddie, Miss Wanger and Mr. and Mrs. A. R. Neushwander, of Monroe; Mr. and Mrs. Dean Thomas of Stoughton; Alfred T. Schade, of Baraboo; Mr. and Mrs. Edward N. Fuhrmann, Maryon Fuhrmann and Isle K. Steickler, of New Glarus; Mr. and Mrs. Roy N. Henderson, of Whitewater, and Mr. and Mrs. Ollie Millard, of Milwaukee. Attending from the circus were Col. and Mrs. Harry Thomas, Mr. and Mrs. Lucio Cristiani, Pete Cristiani, Mr. and Mrs. Daviso Cristiani, Antonette Cristiani, Americo Cristiani, Mr. and Mrs. Oscar Cristiani, Bonnie Cristiani, Hubert Castle, Otto Griebling, Horace Laird, Mr. and Mrs. Harold Voise, Mr. and Mrs. Jack Voise, Norma Adams, Florence Tennyson, Mr. and Mrs. George Chamberly, Max Chamberly, Mayme Ward, Emmett Sims, Mr. and Mrs. Belmonte Cristiani, Mogodor, Corky and Hortense Cristiani.

**WON, HORSE & UPP COMBINED CIRCUS**

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Soapstone Creek, Ky., August 9, 1947.

Dear Pat:

We believe in giving the boss all the build-ups and not the title or the acts. One year we publicized and featured an actor to bad results. He wanted sheets on his berth. The boss's slogan is, "When you say 'Upp' you say circus." Having played the same route annually for 10 years, the natives know the names Won and Horse are in some way connected with the title if not the show. Like any other circus, someone around it must take the bows. To divide the limited number of bows available around a show of this size among three co-owners, wouldn't be worth dividing. Furthermore, either long or short division in bows would keep two of the co-owners from essential labor. Don't misunderstand us, when the show gives a Fourth of July dinner or some other feed that calls for meat on the table, then both Wong Won and Charlie Horse take bows for being two-thirds instrumental in providing the stomach wadding.

What customers of a five-car circus like is to find the big boss just folks that look and act like their neighbors. When we're in a farming country the boss wears a haystacking straw hat and keeps a blade of timothy hay in his mouth. When in the West he wears a 10-gallon hat. Here in the coal fields he's wearing a miner's cap and lamp, which were won fair and square with the nuts in the side show.

Big show managers wouldn't appreciate the favors granted this show thru keeping the boss's name and not the title before the public. Last Sunday we were hooked for a

good lot to Sunday on. The boss located a pasture one mile out. When he approached the farm with "I'm Mr. Upp. Reckon you know me. A town slicker is trying to rob me for the use of his grounds. We'd like to use your pasture alongside of the creek. It ain't such a good location, but my folks haven't had a chance to bathe and wash their clothes for six weeks." For six long passes the show was put on a grassy lot, the stock on pasture and our people in the creek, not to mention fresh milk from a cow that strayed into our top.

Occasionally we hit a spot where the boss is forgotten. Did you ever notice how a circus audience sits in anticipation waiting for the feature or the unusual to appear? Some use movie stars and others specs. We have that big something that the audience is waiting to see—Manager Upp, and it costs the show nothing. During the night show here the boss walked back and forth in front of the seats waiting for someone to recognize him. When no one fingered him as famous circus manager the boss stepped upon the center-ring curb and yelled, "Stop the band," while Crumbwell, our elephant, was working. When everything stood still the boss removed his miner's cap, took a low bow and opened with "Ladies and gentlemen—friends and neighbors to my right. Ladies and gentlemen—friends and neighbors to my left. Mr. Upp speaking. Mr. Upp speaking. I'm going to have that big old elephant sit up just as e-e-e-erect as a man. Start the band." That put him over with a bang. Go ahead and laugh, you fellows with big circuses—you'd learn something around this show.

**Old Sol Cuffs Big One In Chi; Program on Beam**

(Continued from page 82) after the four-day stand last week in Detroit. Upping and downing this one daily is a task that demands a full crew and at no time this season has the canvas department been able to hang out the "no help wanted" sign.

Browsing around the lot, one gets the impression that peace and harmony reigns as far as the management is concerned. James A. Haley is much in evidence as the president, but Vice-Presidents Robert Ringling and John Ringling North were not in sight. There was a feeling, however, that the employees were not worried about whose back to scratch, and it has been quite some time since they could go about their tasks without that worry.

The equipment apparently is standing the strain well, due largely to the fine winter quarters building job that has been done the past two years. The canvas gives mute evidence of the rough spring going in the mud, and the wardrobe apparently has suffered some, too, but all in all it is a well dressed show and one scarcely can realize that the performance runs 2 hours and 50 minutes.

It was the first look for this agent at Big Bertha since she raised up that terrific gross in Madison Square Garden, and the program runs with the same precision which marked its showing there after the early kinks were worked out. The program is almost identical, and we have Merle Evans's word for it that not a musical cue has been changed since the program was set. This is unusual, to say the least.

The only major change in the pro-

gram was in the opening display, with Mathes' tigers in the center arena in place of Roman Proskes' tigers. Proskes was rushed into the garden as a last-minute substitute when Mathes' transportation from Sweden was delayed, but he managed to get to this country in time to join at Pittsburgh.

Mathes' handling of the big cats appears flawless. He works without undue commotion and produces several thrills, but it seemed that Damoo Dhotre's smaller cats and Konselman's polar bears got more applause. (The entire program was reviewed in *The Billboard*, April 19.)

**Circus Clown Club Skeds First Winter Confab Nov. 6**

LOS ANGELES, Aug. 9.—The first winter meeting of the Circus Clown Club of America will be held November 6, instead of October 6, as originally scheduled, according to Marke V. Kelly, secretary.

New members include Matthew Brazell, Dr. C. S. Karland, Phil Kallail and Jack Vinick, the latter two being made life members. Correspondence has been received from Stan Bult, CFA, and Mrs. Stanley Christy, Utica, N. Y. Phil Kallail sent in a donation for the death benefit fund.

President Richard Arcand requests all correspondence for the club be sent to Box 606, G. P. O., Los Angeles 52.

**ELEPHANTS**

Baby Indian Elephants  
4 to 6 years old.  
\$3,750.00

Young Bengal Tigers  
\$900.00 each

Young Siamese Leopards, monkeys of numerous varieties, Gibbon Apes, Cheetahs, Black Leopards, and other African animals and birds now available.

All prices F. O. B. Los Angeles. Above shipments due in Los Angeles by Air on August 20, 1947.

**CATALINA WILD LIFE EXPEDITIONS**

Box 363, Avalon Catalina Island, Calif.

**Bailey Bros.' Circus**

WANTS

BILLPOSTERS

FAMILY ACTS

Address: Cape Girardeau, 14; Sikeston, 15; Poplar Bluff, 16; West Plains, 17; Lebanon, 18; all Missouri.

**WANTED FOR SHRINE CIRCUS**

For 10 or more weeks, including: Detroit, Cleveland, Houston, Tex., and others

CIRCUS ACTS OF ALL KINDS

CAN ALSO PLACE PROMOTER

WRITE, WIRE OR PHONE

**ORRIN DAVENPORT**

5028 W. Madison St., Chicago 44, Ill. Tel.: COLUMBUS 2235 or AUSTIN 4736

**Benson Wild Animal Act**

(Formerly Alfred Court's Animals)

8 Tigers and 4 Lions

Trainer—Joe Walch

Has a few dates open for the Fall and Winter Season—Starting October 1

Write immediately to

**BENSON WILD ANIMAL FARM**

HUDSON, N. H.

**Wanted—Side Show Mgr.**

For MILLS BROS.' SIDE SHOW

Season closes Nov. 15th—must be able to join on wire. ALSO Side Show Boss, Canvasman, Colored Musicians for Minstrel, Half and Half for Side Show Annex. Also Side Show Ticket Sellers. Everyone must join on wire. Route: Grand Island, Neb., Tues., Aug. 12th; York, Wad., 13th; Lincoln, Thurs. & Fri., 14th-15th; Hastings, Sat., 16th; Fairbury, Mon., 18th; Beatrice, Tues., 19th.

**WANTED FOR MILLS BROS.' CIRCUS**

ADVANCE CONTRACTING PRESS AGENT with car. Must be able to place reduced children's tickets in schools. 2 good CARD MEN to rack cards and place them in windows. Join on wire. State salary. Must be sober and willing to give a day's work or don't waste my time. Route: Grand Island, Neb., Tues., Aug. 12th; York, Wad., 13th; Lincoln, Thurs. & Fri., 14th-15th; Hastings, Sat., 16th; Fairbury, Mon., 18th; Beatrice, Tues., 19th.

**TO ALL LOCALS AND MEMBERS INTERNATIONAL ALLIANCE BILLPOSTERS & BILLERS.**

Chester Reese, Frey Pyne and Victor Palmer have been suspended from the Alliance.

John J. Grady, Intl. Secy.-Treas.



### Ringling-Barnum

With the weather hovering around the 100 mark during part of our stay in Chicago and the winds blowing from almost every direction except from the lake, it was a bit on the warm side.

Several of the performers made radio appearances while in the Windy City. Paul Jung was on Don McNeill's *Breakfast Club*; Felix Adler was on *Meet the Stars* and Emmett Kelly was a guest of the *Quiz Kids* program.

Visitors during the Chicago engagement: Billy Lorette, former clown; Mrs. Udo Kurka, Egli and Dueanna Zacchini, Red Lord, Bill Perry and Al MacFayden, all of Sarasota, Fla.; Dr. and Mrs. Conley and daughter, Judy; J. R. Griffin, Mr. and Mrs. Art Concello and son, Randy; Bob Kinsey, Kay Kline, Kitty Clark, Mr. and Mrs. Walter Forbes, Gloria Hunt and her mother, Mr. and Mrs. Herm Linden, Mrs. Lloyd Morgan and family, Nat Green, Jimmy Ringling, Mel Miller; Pat Purcell, outdoor editor of *The Billboard*; Mrs. Bill Webster and son, Billy; Anita O'Day, Bea Mason, Mr. and Mrs. Bryant Brevard, Mr. and Mrs. Herman Mussatti, Orrin Davenport, Mr. and Mrs. Ray Ollech, Mr. and Mrs. Jack Harris and daughter; Mrs. Harry Dutton; Mickey Behee and daughter, Bonnie Jean; Mrs. Charles Ringling, Gussie Singer, Harry Atwell, Willie Moser, Harry (Bad) Brown, Mrs. Mel Hamlin, Mrs. Paul Miller; Selena Sampson and daughter, Eckie Lawson; Mrs. Damoo Dhrotrie, Bob Wallace, Mr. and Mrs. S. O. Braathen, Iula Curnila, Father Ed Sullivan, Mr. and Mrs. Tracey, Mrs. Henry Reynolds, Mr. and Mrs. Dusty Pittman, Mrs. Dick Bruns, Mrs. Joe Bainbridge, Mrs. George Blood, Mrs. Harry Vernotzy and daughter, J. Caupert, Clyde Carlton, F. A. Boudinot, Joe Brown, Joe May Greet, Burt Wilson, Mrs. Jake Besser, Mrs. Frank Perez, and Mrs. Victor Pratt.

Nelo Bogino and Bruno Medini were married in Chicago. Mars Bennett, Betty Reed and Barbara Petry celebrated birthdays.

Around the lot—Laugh of the week: Members of Rosie's flophouse gang beating the heat by sitting around with their feet in water buckets between shows. Johnny Tripp and Dutch Lully kept their promise of good weather for Chicago. Strangest sight of the week: Watching Walter Forbes sit thru the entire performance without once leaving his seat. Anyone knowing Walter knows this is quite a feat. Myles (Sheriff) Bennett and Murray Burt cutting it up at the backyard grease joint. Mrs. James Haley left for a vacation in Montana and will rejoin in Colorado.—DICK MILLER.

### King Bros.

Leaving Easton, Md., we floated across the Chesapeake Bay for five miles on a motor ferry. We passed thru the nation's capital en route to Virginia. It was a big day for the tourists. Our first stop in Virginia was at Culpeper, a small town but it gave us a big day, topping our stand there a year ago.

Ours was the first circus to visit Front Royal, Va., in 14 years and we had a big afternoon house and a turn-away at night. The Cristianis spent several days with their daughters, Chita and Cosetta.

Our first street parade since 1930 was staged in Luray, Va. It was the McCoy, even to Capt. Frank Phillips sitting in the lion cage. Deacon Albright brought up the rear with his tooting steam calliope, playing *Carry Me Back to Old Virginia*.

L. D. (Doc) Hall, superintendent, returned to the show after being on the advance for several weeks. George A. Hamid visited Walter and Flora Guice and Albert and Mattie Powell when we played Dover, Del. Hamid trouped with the Guices and Powells on Howe's London, Show in 1912. Walter Stoffell, operating his

## DRESSING ROOM GOSSIP

### Sparks

The new six-horse Palomino Liberty horses arrived in Smith Falls, Ont.

New faces around the lot include Mr. and Mrs. Marshall Chapin, wire, and Charlie Duple, veteran wind-jammer who jumped 700 miles from Indiana to join the side show front.

The first week-end blowout of the Rangy Tangs netted some nice cabbage for the treasury. At the election of officers, the writer was handed the gavel, Jo Rittley was given the purse, and Bill Payne the pen.

The Hodgins left to open their fair season. Birthdays: Kitty Jackson and Frank Matausch, who entertained a group of cronies at a party in Timmins, Ont. The lot in Timmins, by the way, was right in front of the radio station and you couldn't take a step on the midway or in the backyard without tripping over a mike cable or stepping on an announcer.

Heard in the seats during the sale of Mrs. C. Murray's dainty sweets: "Well, they sure are dainty." There seems to be no end to Tom Kennedy's philanthropy in this department.

Lot lint: Al Davis bragging about consuming five pineapple sundaes in one day. . . . Christine Doto on the sick list. . . . Johnny Garber and his wonder horse, Goldie, wowing them with the desert scene in the concert. . . . Thanks to Elmer Lindquist for letting me use his whistle. It's a veteran of two wars and serves as well to call the boys and girls for spec as it did during the close order drill when the sarge was in khaki instead of clown white. . . . Skee Matausch muttering that the kinkers missed a dukie by only 30 miles. . . . Mike Doyle, a guy who deserves his many friends. . . . Sylvester Larios sporting a solar topee. . . . Actors trying to decipher the rave notices they receive in the Quebec City French dailies.

New sign in the pie car: Absolutely no black market dealings. OPA ceilings observed, same as last year. Signed: One-Price Shotgun Egan.—DAVE MURPHY.

### Polack Eastern

A seven-day stand in Omaha was okay but not up to expectations. There were many reasons, among them the hot weather, terrific opposition from Cole Bros.' Circus, just across the river in Council Bluffs, Ia.; Mills Bros. in Omaha; a three-day American Legion convention; not to mention air shows and a few other things. Our show was augmented for this stand by the Parrots, high ladder, and Fuzzner's spiral globe.

More than 200 boys from Father Flannigan's Boys Town attended one of our matinees, accompanied by Father Walsh. At a night show, 200 newsboys attended.

Some of our folks visited the Cole org and Alex Atcevedo and family, of the Mills show, visited the Flying LaForms. Nate and Marsha Lewis are sporting a new de luxe trailer. Dime Wilson gets more mail than anyone else on the show.—CHARLES E. POST.

Wild Life exhibit at the Delaware State Fair, spent a forenoon on the lot. A. E. Sullivan and Victor Palmer, of the Harrison Greater Shows, and Rocco Masucci, of the Virginia Greater Shows, caught the matinee in Salisbury, Md. Other visitors have included Paul M. Conaway, Macon, Ga.; Carrington Waddell, manager of the Princess Theater in South Boston; Dr. and Mrs. William Mann, of the National Zoo, and Melvin D. Hildreth, CFA.—FRANCINE DE RIZKIE.

### Kelly-Miller

The show continues thru Wisconsin with an occasional jump into Michigan. Good weather has blessed us all the way with cool nights and only a few hot days.

Dudley Riggs, bandman and carpenter, left the show at Ishpeming, Mich., to return to a veterans' hospital in Oklahoma for a physical check-up.

Dale Miller, wife of Kelly Miller, fell from the head of a bull while waiting for the spec line-up and fractured her pelvis bone. She is confined to her bed in her trailer.

The lot at St. Ignace, Mich., wins the prize for the '47 season. Plenty of rocks and rills in a pasture fashioned for mountain goats. We Sundayed there and a group of us took the ferry boat trip over to the island. Due to boat schedules several had to cab back and now own part of the St. Ignace Cab Company.

Sault Ste. Marie, Mich., was another point of interest. Canal locks were roamed and several made the trip into Canada.

All six of the bulls are back together now for the long mount finale. Some good publicity and pictures given at the fair dates in Alabama.

Quite a few visitors recently but none so persistent as Clifford Krueger, of Merrill, Wis. Known as Tiny to most of us, Clifford invited everyone down to his bar for a drink after the evening performance in that city.

July 28 at Woodruff, Wis., was an ideal spot for that Sunday night off. Located in the heart of the resort centers their was plenty to do . . . boat rides, dancing, shows and elbow bending.

A new zebra joined. As yet no one has offered to lead him in spec.

The cookhouse has been exceptionally good of late. The culinary talents of Edna Stevens and Tillie Keyes produce some fine meals. It's the woman's touch.

Birthdays were celebrated recently by Doris Miller, Martha Stevens and Chief Keyes. Martha had a nice birthday party at one of the local night spots in Hancock, Mich.—DANA STEVENS.

### Dailey Bros.

After experiencing several grades of summer weather, we were surprised recently with a cold snap. Muddy lots were the rule for more than a week and it wasn't unusual for the heavy wagons to sink to the beds. When our saddle horses sank to their "beds" coming from spec that was something else again. Several of us dismounted in a hurry and assisted our mounts from the mud.

The Paul Pyles celebrated their wedding anniversary. Judge John F. Stone and Mr. and Mrs. Howard Dento treated Mr. and Mrs. Tiger Bill Snyder to a Sunday picnic.

Some of the girls have new ruffled costumes for their aerial numbers. Lots of bargains in the New York State stores. The folks are buying aplenty.

Visitors: Fred Timon, ex-trouper, who brought a 1930 photo taken on the Al. F. Wheeler Circus and we recognized Tiger Bill, Madge, Leon Snyder, Bobbie Gordon and Myrna Karsey; Dorothy Morrell Robbins, one-time lady champion bronk rider; Gordon Shaw, ex-rodeo owner; Mrs. Pease and her two daughters; Mr. Wheeler, the Three Franks, Frank, Hazel and Shirley, and two of the Loyal-Repsinski troupe who stopped over to visit Mario Iwanow, and Paul Trepanier.—HAZEL KING.

### Mills Bros.

Visitors at the Polack Bros.' show in Omaha were Aurora, Alec, Bob, Trini and Betty Acevedo, Jimmy O'Neil, Donna Drew, Sammy Bernstein, Frieda, Fred, Ruth and Fred Jr. Conley, Clair Ratley, Roy and Joy Thomas, Theresa and Mom Morales and Teresa's small daughter, Cathy; Brownie, Josephine, Marcus, Franklin and Myrna Silverlake.

Archie Silverlake returned to the lot at Freemont, Neb., after recuperating at his home in Ohio. Mary Carlton has been dubbed "water valet" since she is the water wagon's best customer.

Paul Zahntilla and Augie Pasquinnucci attended the Carl King concert at Fort Dodge, Ia., and George Bell, bandmaster, received several of the latest Carl King compositions and arrangements which the band is now using.

New straw hats observed on the lot are being worn by Jake Mills, Peg Stoltz, Blackie Diller, Larry Carlton and Bert Wallace.

Johnnie Mae Snyder's son, Buster, joined at Freemont for the remainder of the season with his mother.

Swimming at Victory Beach in Freemont were Anne Collins, Johnnie Mae Snyder and son, Buster; Margie Butcher, Jimmy Murray, Ray and Jay Goody and daughter, Patty; Frances and Myron Connery and Owen North and Rex Haverkamp. Patronizing the local theater to see *The Perils of Pauline* were Alec and Anna Brock, Albert Koepke and Joe Zigmund.

It is interesting to note that clowns quite often are very efficient at other jobs. Here are some sidelines of Mills Bros.' clowns: Stephen Crowe, barber; Roy and Joy Thomas, photographers; Brownie Silverlake, band leader and aerialist; Alec Brock, musician; Bill Nippo, traffic designer; Tommy Whiteside, promoter; Marcus Silverlake, bareback rider; and Johnny Yerby, tumbler.

Mr. and Mrs. George Bell, Mr. and Mrs. Frank Noel and Mr. and Mrs. Roy Howze dined out in Freemont. Mr. and Mrs. Jim Conley and Anita and Carl spent a quiet Sunday afternoon at home after the episode in Omaha of young Carl being "kidnapped" by the pet gorilla and carried into the woods.

Mr. and Mrs. F. E. Eichelberger and son of Joplin, Mo., spent a few days on the lot with his mother Frankie Bell. Mr. and Mrs. Harry Smith, of Hiawatha, Kan., arrived in Freemont to take charge of our cookhouse. Smitty started his cooking career with Mitt Carl and later was steward on the Bob Anderson and Jack Hoxie circuses. Mrs. Frank Noel's father and sister, Donna, arrived from Wichita, Kan.—BONNIE BAKER.

### Stevens Bros.

Mr. and Mrs. Raymond Duke and Eddie Shearer, of the advance crew, visited in Wenona, Ill. John (Shorty) Lynn has the canvas crew in action early. The pit show reports it is doing its share of business. Mrs. John Grady and daughter, Sheila Fae, will leave soon for their home in Hugo, Okla.

Mr. Beebe was on the lot in Chilli-cothe, Ill., most of the afternoon and was busy taking pictures. George Zurline made a business trip to Peoria, Ill. Mr. and Mrs. Sam Russell, of the cookhouse, celebrated their 28th wedding anniversary recently and served ice cream and cake in honor of the occasion.

Dolly Jacobs and her elephants joined for the rest of the season. Mrs. Laura Stevens visited relatives in Galesburg, Ill. John Bowns joined with his novelty jewelry.

Recent visitors were John Bruce and Rollo Parmeter and family, formerly of the Tom Mix Circus; William R. Johnson and E. W. Ritchey and Mr. and Mrs. Beebee. Bob Grubbs has his small dog doing tight wire. George Serlion made a trip to Gibson City, Ill.—JOHN GRADY.

**Bailey Bros.**

Folks on the show had plenty of rills recently. In Brownsville, Pa., e lions decided to take off as they ere leaving the arena thru the oots. They found a weak spot in e shoot and instead of going into eir cage, three of them leaped to e top of the cage. Gladys Gillum, ainer, very calmly took care of the uation. One lion, however, leaped o the rear of the wardrobe trunk. ar gas, water and prods failed to ove her and it was finally de- ded to leave her there for the night. e lion decided otherwise, however, dleaped back into her own cage. All of this action took place with- t the knowledge of the audience d the program kept moving. The wns staged a different kind of a lkaround, however, coming in each yring a stake, pole or shillalah of e kind or another.

Ernie White and Ben Bolt are now adling banners. A Wild Life pit ow, managed by Jack Rosenheim, ned in Grafton, W. Va. Thomas ornton, formerly of the Sparks ow, joined as ticket man. Rusty der joined the big show band and Delenz joined to handle the inside the Side Show.

Dpal Stevens is back after spend- g some time visiting her father who ill in Birmingham. Mrs. C. C. ith returned to her home in Jack- s, Miss.

Visitors have included Johnny vatt, CFA, Bellaire, O., and Jack ight, trick and fancy roper of the ck Lucas outfit. — GEORGE L. ERS.

**Clyde Beatty**

The shrill blast of a whistle really gins the performance on this opera. cently George Werner blew the rdwn whistle for the menagerie; Robbins and band commenced play the overture, everyone uted their charges and fell in e, yet the candy pitch hadn't even an given or the show announced. least when the show did finally rt, all were accounted for.

The "little lady of Threadneedle eet," Peggy Sylvester, suffered a e chin the other day when one Billy Hammonds horses kicked a rd pole which in turn hit her on kisser. She, of the big heart for h a small person, is the bank for the punks on the show, being sure y leave with a larger purse than at they had saved.

Baseball and the current heat wave e the leading topics on the lot h the former in the lead. At mpa, Tex., where we were fortun- e to be on an elevated track over- king the local stadium, enabling to enjoy the night baseball game m our berths and platforms.

oe Ward, prominent fan clown of chita Falls, Tex., entertained 50 hians at our opening matinee there. spite a recent back operation, Phil alante continues working the bars d trampoline. Bob Reynolds is king forward to the monthly meet- ; in his home this winter of the wly formed Sara-Circo Club. The ganization is for women only.

n between shows the lot is littered hot and tired bodies lying all ove place. The new side show canopy a welcome respite from the torrid at for the front door group as the skyard troupers relax in the cool ade of the big top to work and sew new winter wardrobe.

A mustache seems to be the mode late. Recently an elderly lady com- ted on one of our mustached tlemen, saying he appeared very usculine with it. That's all, brother! DICK ANDERSON, ,

**James M. Cole**

It's hard on the animals and hard on the tires going over the hot roads but so is the going on ice and snow, so let's drop the subject of heat.

Du Quoin and Marion, Ill., offered good swimming facilities, as did Dyersburg, Tenn. Irvy Romig furnished most of the transportation for the parties. Diving honors went to Jimmy Stutz for his original "full twisting horizontal pirouette" dive which broke the G-string on his trunks.

The writer entertained relatives in nearly every Illinois town finally meeting her mother, Mrs. Fannie Kerley, in Union City, Tenn., where she arrived from Los Angeles for a visit on the show. Jimmy Kerley stayed for a week visiting relatives in Illinois but has rejoined.

More bad luck for the Davies and their trailer. Just got it back from the repair shop in Elkhart, Ind., and now have another big hole in the side of it.

The elephants have been enjoying our watermelon parties in the back yard, too. Recently Joe Schroun, Don Hall and Vince Goulstone came on the lot with big melons and furnished the refreshments for a back-yard party with all the rinds going to the bulls.

Lucky Kirk Adams has been act- ing as voluntary ice man recently for he certainly needed a lot of it in Dyersburg to revive his wife, Helen, who got too much sun. Kirk also has been using 50 pounds of ice daily to cool the dogs. Another casualty of the excessive sunshine was Cowboy Stanley Rider, who was rushed to the hospital in Dyersburg.

Charlie Cuthbert changed his an- nouncement on Lew Barton's menage horse since coming south of the Ma- son-Dixon Line. Champagne Velvet now has become Southern Comfort, presented by Mr. Carstairs.

Heat waves and cold spells: Pete Carpenter in bathing trunks and helmet doing a welding job. . . . Nellie Dutton serving ice cubes to the band boys during the show. . . . Tama Frank, Patsy and June Blair, with little Butch, driving 30 miles to a lake to cool off. We still think the possibility of fishing was what attracted Frank. . . . Hilman Jorden, our baritone player, started entertain- ing friends and relatives as soon as we crossed the Tennessee border. . . . The temperature in the writer's dressing room the other day was 108 by the same thermometer that regis- tered 25 in Tamaqua, Pa., May 8. — IDA MAE KERLEY.

**James F. Cole Biz Fair**

DU QUOIN, Ill., Aug. 9. — The James M. Cole Circus did fair busi- ness here July 29, getting a strong night house after a light matinee. Weather was hot, especially in the afternoon.



R. PALMER, formerly with the Ringling-Barnum show, snapped this picture of the side-show concessionaires on the C. R. Montgomery Circus recently at Montpelier, Idaho. Left to right: George Hanlon, legal adjuster; Goody and Jackie Phillips; Georgia Boy Birch, Cliff Shell and Eddie (Polski) Rogers.

**Cole Bros.**

Mysteries of the week: Who moved the bus on Clarence Canary and who stole Oscar Cristiani's case of beer?

Eileen Harold, of the Flying Har- olds, certainly deserves mention. After four years she is doing her double full twisting somersault while blindfolded. That used to be her favorite trick before her catcher, Jack Voise, went into service. What's more remarkable, she had her shoul- der injured, underwent an operation, and is back in the act as if nothing happened.

R. V. Lewis's band and minstrel is still going over big. Lewis is sport- ing his new Reynolds' trumpet, which set him back nearly three C's. Others in the cast are John Webb, trumpet; Tubby Grundy and Foun- tain Wood, trombones; Bill May, bass; Hooks Tilford, tenor sax; Noah Robinson, bass drum; Shufflin' Sam, snare drum and comic; Irene Lewis, song stylist and mistress of cere- monies, and Dee Freeman, song and dance man.

Madison Holston, waiter in cook- house, was badly burned the other day, but is carrying on. When it comes to fixing berths, Margaret Morrill, wife of our head usher, has done a great job. It's the last word with indirect lighting and every- thing.

Hard workers: Willis Waxy Dykes, harness maker; Lorne Russell, Rob- ert DeLochte, Herbert Leeman, George Churchill and Bill Spaulding. O yes, and let's not forget Ada Spaulding.

Visitors: Lillian Kinkaid, Truzzi, Don Edwards, Mr. and Mrs. Rink Wright, Colonel Casper and Charles and Anna Leroy.—FREDDIE FREE- MAN.

**Mrs. Larry Davis Heads New Sarasota Circus Club**

SARASOTA, Fla., Aug. 9. — Mrs. Larry Davis was named president of the recently organized Sarasota cir- cus club, to be known as the Sara- Circo Club, at a meeting in the home of Mrs. Harold Genders, McClelland Park. Other officers are Mrs. William Webster, vice-president; Mrs. Gen- ders, secretary-treasurer, and Mrs. Thomas Sika, assistant secretary- treasurer. Members must have been former circus troupers.

Charter members, in addition to the officers, are Mrs. Edward Rooney, Mrs. Henry Reynolds, Maude Millette, Mrs. Gretchen Jahn, Mrs. Robert Reynolds, Mrs. Valerie Sellers, Mrs. Harry Ransdell and Mrs. Sally Nicholson. Other members are Mrs. Chet Brundy, Mrs. Fred Bradna, Mrs. Thomas Cropper, Mrs. Sam Crowell, Mrs. Ruby Marinelli, Mrs. Victoria Colleano, Maudie Bailey, June De Young and Myra Griffin.

**Al G. Kelly-Miller Bros.' Circus**

**MUSICIANS WANTED**  
Strong Trumpet, Trombone, Double Drum- mer to join by September 1st. Long season. Also man for Snow Cone Joint and Seat Butchers. Wire Ione Stevens.  
**W. A. STEVENS, Bandmaster**  
as per Billboard Route.

**WANTED**  
Cowboys, Wild West Circus and Thrill Show Acts. 16 weeks, to open Norfolk, Aug. 26. Write, wire.  
**MGR. WILD WEST THRILL SHOW**  
Norfolk, Va.

**ELASTIC NET OPERA HOSE**  
Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rain- stones and Settings. Metal Spangles, all sizes and colors. Chaiette Fringes. Other items. Folder? Yes.  
**C. GUYETTE**  
346 W. 45th St.  
New York 19, N. Y.  
Phone: Circle 6-4137

**TURTLES CHAMELEONS**  
BOXES — FOOD — PINS and CHAINS  
Write for Prices.  
**TROPICAL TURTLE CO.**  
HOUMA, LOUISIANA

**CANDY PITCH**  
GOOD CANDY—STRONG GIFTS.  
\$5.50 and \$7.00 Per 110 Pkgs.  
**BOB HOFELLER PRODUCTS CO.**  
215 So. Jefferson St. CHICAGO 6, ILL.

**TIGHTS made by KOHAN**  
formerly of Brooklyn, now at  
**17 EAST 16 STREET**  
**NEW YORK 3, N. Y.**

**SPANGLES TIGHTS**  
**WETSTEIN CO.**  
440-442 W. 42 St.  
N. Y. C.  
Paste This in Your Ad- dress Book.

**WANT ANIMAL TRAINERS**  
FOR CAT ANIMALS, Chimpanzees, Men who can break or take over Lion Act and Mixed Group. Permanent year round.  
**World Jungle Compound**  
Thousand Oaks, California

**GOOD'S 'CIRCUS SNAPS'**  
Clear Post Card size views 1900 to 1947 Barnum & Bailey, Ringling-Barnum, Sells Floto, Hagen- beck-Wallace, Robbins Bros., Cole Bros., J. M. Cole, Clyde Beatty, Tom Mix, Van Leer, Wallace Bros., Hunt Bros., Bailey Bros., Bailey Bros., 40 Horse Team, Barnes Wreck, Hartford Disaster, Bridgeport & Sarasota Quarters, etc. Send 20c for catalog and sample view to  
**ROBERT D. GOOD**  
1609 Turner Street Allentown, Penna.

**WANTED**  
High Acts, Novelty Acts, Circus Acts, Animal Acts. For E. N. Williams Hippodrome Thrill Circus at Greenville, S. C., week of Sept. 8th. For bookings contact  
**JOHN H. BILLSBURY**  
203 N. Wabash Ave., Chicago, Ill.

**GOLLMAR BROS.' SHOWS**  
43 parade, train, lot, adv. 5x7's, 65¢; 8x10's, \$1.00. 6 Gentry parade, colored courier and letterhead, \$5.00. Misc'l Photos: 160 4-Paw-Sells pix, 5x7's, 12 for \$6.50. 88 Barnum 5x7's, 65¢ ea. 3 big lists, 2 pix, 6 tickets for dollar bill. P. M. McCLIM- TOCK, Box 891, Franklin, Pa. We buy old Circus, Minstrel and Uncle Tom Items.



## Pontchartrain 500G Bldg. Labor Starts

### Increase Beach 8 Times

NEW ORLEANS, Aug. 9. — The \$500,000 construction project to increase the size of Pontchartrain Beach by almost eight times, got under way here this week. The new beach, which will accommodate 20,000 persons, should be ready by the beginning of the 1948 season, according to Harry Batt, manager.

Plans are also being considered for new recreational facilities at Pontchartrain, which will be made possible with expansion of the beach.

Batt said an air-conditioned ballroom and skating rink with connected soda fountain and confection department, expected to cost an additional \$250,000 to \$350,000, is being planned. The new building would be on the site now occupied by the stage and high pole.

### May Move Stage

The stage would be moved onto the sand in the center of the present beach and would be the roof of a proposed new building being considered to house the store for bathing supplies such as umbrellas and life-guard department. The stage would be readily visible to the public from the raised cement concourse and steps which lead down to the sand.

Driving 1,500 tons of steel piling to serve as foundations for new breakwaters extending 475 feet out in the lake was started this week. The sand beach, now 900 feet in length, will be increased to 2,240 feet, and the width increased from 100 feet to 300 feet.

### Officials at Ceremonies

Present at ceremonies marking the start of construction were Armand Willez, who drew up the beach plan; Stanley L. Lemarie, president of the Orleans Lévee Board which owns the beach, Batt and other beach officials.

Mooring platforms for motor and sailboats and a diving platform are also being added. New breakwaters are to be built at the beach's east and west limits and present breakwaters will be extended. The new beach will cover an area of 784,000 square feet. Safety precautions will be added with the new facilities.

Scheduled to start Monday (10) at Pontchartrain is Capt. Speeder Phoenix, high dive net act. He will be on with Elizabeth's Canines, dog stage act which started August 3.

### Rosen Gets 24-Year Lease On Plot at Coney Island

NEW YORK, Aug. 9. — David Rosen, operator of Coney Island side shows, has leased the plot of ground extending from Surf Avenue to the Bowery, for many years occupied by Wagner's World Circus Side Show, for 24 years. The old World Circus building, housing the Wonderland Freak Show operated by Rosen, Hamburg and Posner, was completely gutted by fire May 12. Surf Avenue and Bowery ends of the plot, midway between West 12th Street and Henderson's Walk, have been cleared of debris and are at present occupied by a temporary concession stand.

Rosen will begin erection of a building immediately after the Coney Island season ends.

Frank (Doc) Shean, president of Casino Park, Virginia Beach, Va., has been named a member of the special committee to study the serious erosion condition at Virginia Beach.

## Sitting 'Round the Table

(Editor's Note: The free gate-pay gate controversy continues. The question "Do you favor a free gate or a pay gate?" evidently is one which park owners have wanted to "sound off" about for some time and they are taking advantage of this opportunity. If you haven't sent in your views on the subject, do so at once. Mail your comments to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, and they will be printed in this column.)

### Schott Favors Pay Gate

We have had a pay gate at Coney Island in Cincinnati as long as I can remember and we are highly in favor of it.

In our case, a charge of 10 cents per person is made, except for children under the age of six. Also in 1946, we established a policy of charging 10 cents for parking an automobile. (We had the tipping system in our parking lot for many years but it was very unsatisfactory.)

We believe the advantages of a pay gate are:

1. Control over the people who come in the park. Drunks and undesirables can be refused admission on the outside, thereby saving trouble and disturbances at various spots inside the park.
2. With the money collected at the gate, a fund is established for beautifying and decorating the inside of the park generally. This money can be used for flower beds, shubbery, water fountains, unusual lighting effects and paint.
3. Provides revenue for fireworks and free acts.
4. It affords an exact attendance count from which per capita expenditures can be figured for the park, as a whole, or for individual stands or rides.

As stated before, we have had a 10-cent charge at our gate for many years and it is our intention to continue to have one in the future.—EDWARD L. SCHOTT, Coney Island, Cincinnati.

### Gives Both Sides

The free gate-pay gate controversy probably is one that never will reach a satisfactory conclusion, just like the answer to the age old question: Which came first, the chicken or the egg.

There is something, however, to be said for both sides of the free gate-pay gate discussion.

Years past, when all parks had less to offer than they do today, and when a good many parks were not very inviting, it seemed inconsistent to charge an entrance fee just for the privilege of spending money on the rides, refreshments, games, etc. It was just as illogical, it seemed, as a gate on a 5 and 10-cent store.

But for many parks there has been continued improvement over the years, such as well designed and attractive fronts, eye-filling floral landscaping, smooth and tidy walks, comfortable benches, well cared for picnic groves, etc. In them, park patronage has been placed in a wholesome atmosphere that is accentuated with enchantment and comfort. Thus, these parks are now rendering a service worthy of a modest admission charge.

The case of the pay gate proponent is strengthened by parks which now are giving their patrons really good free entertainment, and for parks that expect to continue the policy of offering a top grade value in that respect, a pay gate not only seems reasonable but quite likely is expected by patrons.—A. B. McSWIGAN, Kennywood Park, Pittsburgh.

### Must Produce Proof

ATLANTIC CITY, Aug. 9. — Amusement proprietors have been ordered by Commissioner Daniel S. Bader to produce proof that their employees are covered by workmen's compensation in compliance with recently-enacted State legislation which became effective July 4.

## Cape Cod Gets Swank Funspot

BOSTON, Aug. 9.—Cape Cod will have a new amusement park next summer. Plans already in the hands of the builders call for the expenditure of approximately half a million dollars and the group headed by Joseph Langille will, so they promise, erect one of the most modern and at the same time most ultra-swank amusement parks of the Eastern coast.

There will be none but permanent buildings. There is to be a huge fresh water swimming pool, since the salt water bathing at the near-by beach is available "for free."

It is planned also to have a summer theater and to play professional companies. The location is to be between Falmouth and Hyannis and is to use at least 20 acres of space.

## Jack Shillan Sells London Interests; To Tour W. Indies

NEW YORK, Aug. 9.—J. W. (Jack) Shillan, in New York from London for a brief business jaunt after which he will go to the British West Indies for a three-month tour, announced he has resigned as managing director of the British Motor Boat Manufacturing Company, of London, and disposed of the whole of his interests in the firm to J. Brockhouse & Company, Ltd. The deal includes an agreement on Shillan's part not to engage in the manufacture or sales of Scootaboats, Scootacars or other amusement devices made by the firm. He will continue to handle the manufacture and promotion of the Looper (Norman Bartlett ride) in Europe and the British Empire.

Shillan is well known to outdoor showmen, having had rides at many worlds' fairs, including recent ones at Paris, Brussels, Barcelona, Glasgow, New York and Dallas. He also was a frequent visitor to the conventions of outdoor showmen in Chicago. He served as a member of the executive committee of the Amusement Caterers' Association of Great Britain and represented the ride and amusement device manufacturers on England's National Amusement Council.

Shillan left New York Thursday (7) for a swing thru the Midwest to clear up some patent deals and will visit the Canadian National Exhibition, in Toronto, before heading for the West Indies.

## Boston Area Records Top Biz as Revere Overflows

BOSTON, Aug. 9. — Attendance Sunday (3) at Nantasket Beach Amusement Park exceeded all previous records and hit the mark of 85,000 during afternoon and evening.

At Revere Beach on the same date more than 250,000 persons were said by the police of the Metropolitan District Commission to be at the beach. The amusement park is opposite, facing the beach. More than 20,000 automobiles were parked in near-by parking spaces and as far away as Suffolk Downs, a mile distant from the beach.

## Boardwalk Fire Gives Coney Mob Double Feature

NEW YORK, Aug. 9.—Visitors to Coney Island's Boardwalk Tuesday (5) for the weekly fireworks display, were treated to a double feature as fire broke out shortly before the off shore display got under way.

Fire started in a shack under the Boardwalk at West Eighth Street and charred about 150 feet of planking on the walk before being brought under control. A number of beach chairs and umbrellas in the shack were also damaged.

The biggest Tuesday night crowd of the season, 400,000, delayed firemen in getting at the fire.

Continuation of the heat wave, plus high humidity, gave all beach resorts and amusement parks in the New York area peak attendance. The biggest crowd in many years, close to 200,000, jammed the Boardwalk and beach at Long Beach, L. I., Saturday (2). Rockaway Beach hit a near-record with 1,350,000 Sunday (3), and Jones Beach hit a season's high with 91,000 Sunday.

## Hot Weather Helps Biz at Nantasket And Revere Beaches

BOSTON, Aug. 9. — Recent hot weather proved a big boon to concessionaires and rides at Revere Beach, with officials reporting the last two weeks the biggest in the last 10 years. With the temperature in the high 90's, people rushed to Revere Beach in an effort to escape the heat and as a result the beach enjoyed its biggest volume of business since before World War II.

Nantasket Beach also reported business showed an increase with the hot spell. Resumption of the Nantasket boat service, between Boston and Nantasket-Hull, has helped biz as has the recent improvement in highway conditions.

## Va. Beach Improvements

NORFOLK, Va., Aug. 9.—Plans for the enlargement and improvement of Virginia Beach, including the erection of more than 300 modern housing units, were announced here by members of the Virginia Beach Town Council.

## While Strolling Thru the Park

Broadway concessionaires and ride operators at Asbury Park, N. J., played to good business July 17 when the resort was invaded early in the morning by 15,000 employees from the Newark offices of the Prudential Insurance Company on their 21st annual outing at this resort.

Harry Stahl, of Jefferson Beach Park, Detroit, is blue-printing a trestle for his Miniature Train which will take it over the boat slip along the water front of his park.

Chilhowee Park, Knoxville, received a front page feature story, plus pictures, in *The Knoxville Journal's* Sunday Cavalcade Section, July 27. Story traced the history of the park from its origin until the present day.

Abner Rosenzweig Jr., of Eastwood Park, Detroit, recently visited Summit Beach Park, Akron.

# Coney Island, New York

By UNO

With the temperature in the 80s over the August 2-3 week-end, ops reaped a harvest, particularly bath barons. The Mardi Gras ban, now a week old, has businessmen awaiting results for the week following Labor Day with interest and there is expectation that the season will be lengthened to October. At any rate, many will remain open for the subsequent week-ends, weather permitting.

James Onerato, as general manager, heads a total of 300 employees at Steeplechase Park. Personnel list for the first of three sections, has Rocco Onerato, head cashier; Helen Boyton, John Motto, James McGuinness and Lawrence X. Dalton, office staff; John Cavanaugh, Matthew Murphy, Mildred DeAmatore, Charles Salatino, Phillip Internipola and Clarence Wolcott, at the pool;

Peter Andretti, Wallace Gordon and Francis Huhn, Roller Coaster; Arthur Schult, Leonard Steen, George Cox, Edward Hill, Joseph Gonzales, Raye Terrell Jr., Edward McNenny, Thomas O'Leary, Frank DiFede, Alex Adley and Francis DeVoy, Parachute; Joseph Balsamo and Michael Lombardi, Express; Elias Kaiser, Louis Cannarella and William Gorman, Whip, and Pasquale Cervo, Aniolo DiMaio, Antonio Vastola, Felice Juliano, Felix Fiocolo and John Lally, Horses. (Other two sections later.)

### Personnel at Tunnel of Fun

Joe Bonsignore's Tunnel of Fun on Surf has Saul Smith, ticket seller and Al Fiora, ticket taker. Charlie Abrozo is attendant. Joe's Roller Coaster employees include Thomas DiDonato and Ralph Gardell, ticket sellers (latter formerly of the N. Y. World's Fair); Alviene Habib, ticket taker; Attilio Repetti, brakeman; Warren Reilly, platform man, and Tom Vastola, trackman. John Borge is master mechanic over both rides. Bonsignore, an old-time railroad man, also operates the Bob Sled on the Bowery, a New York World's Fair importation. In charge is Joe's son, John, who also is master mechanic. Louis Morano and Richard Lenz are ticket sellers and Harry Englehardt, ticket taker. Attendants are Harry Rapp and James Withworth. Chief ticket seller for all the Bonsignore interests is Samuel Yakia, an oldie on the pay roll.

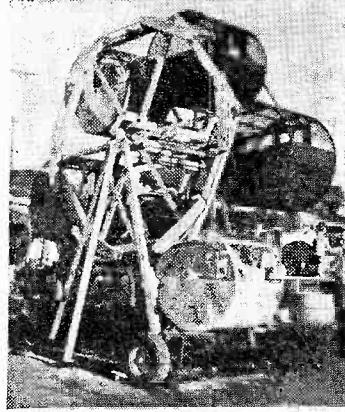
Louis Gargiulo is guiding the palatial, high-ceilinged eatery by that name on W. 15th where big political and social functions are held. Kitchen fare is supervised by Louis's wife, Josephine. Head waiter is Amerigo Macolino; chef, Umbeto Sommivigo; assist, Frank Marchica; assistant manager, Andy Esposito, and barkeep, Joseph Izzo.

Coney Island Post 1072 of the American Legion is raffling off a car for Veterans' Memorial Hall, at Stillwell and Bowery. Chairman is Alfred (Pops) Minnikino who heads a brigade of vet helpers including John Dusling, Roigal Berger, Cecil Shubert, Sam Abrams and Harold Ehrlich. September 21 at Feltman's is the date and place for the drawing.

### Pudello to Enlarge Eatery

Shorts: Joe Pudello, pizzie pioneer, to deepen his eatery to twice its present size for next season. . . . Jack DeNoble doubling between the hammer and the pan game for Harry Nelson. . . . Big shindig at the Ro-Lo Daiell's mansion in Brooklyn last week when Sid and Mildred proudly presided over the christening and redemption of their twins, Michael Steven and Stewart Allen. . . . New owner of the Half Moon Hotel this season is Carol Hotel Corporation with Paul Fulton, manager; William Keehn, banquet manager and Monroe Ehrman, publicity chief. Ehrman is also financially interested in Play the Races group game, his first investment in Coney's amusement area during 40 years of newspaper reporting. Came to Coney in 1908 and ever since has been the accredited correspondent for *The Daily News* and *Standard News Association*. . . . Feltman's Maple Grove is dark and Miff Mandae's work has departed. Spot tried out ballroom dancing for a fortnight with business negligible. . . . Buxbaum's watermelon concession on the Bowery is managed by Herman Katz with Mrs. Margaret Larkin and Mrs. Margaret Castelano, assistants. Dorothy (Mrs. Joe) Buxbaum engineers the candy floss across the way. Eddie Cassidy manages Buxbaum's Balloon Racer alongside the leased milk bottle game.

Perfect Games Company, Stanley (See CONEY ISLAND on page 91)

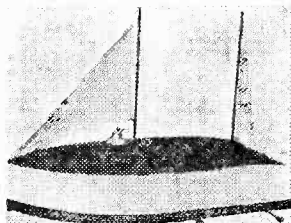


**LOW PRICED  
NEW RIDES**

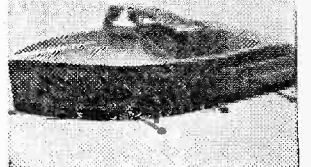
**KIDDIE FERRIS WHEEL  
CHAIR SWING**

**MOBILE MFG. CO.**

3640 So. Crenshaw Los Angeles, Calif.



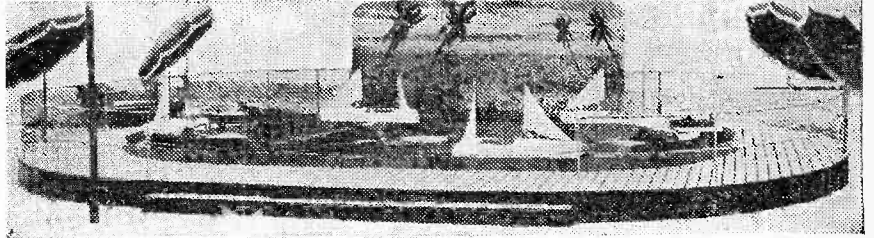
**PUT NEW LIFE IN  
YOUR KIDDLAND  
WITH A BOAT RIDE**



It's different. Simple to operate, large capacity, high appeal to

the little tots. Operates in a 2-ft. channel of water. No hazards. 1 motor pulls the unit of 10 Boats.

**J. L. LUCAS, 2521 Riverside Drive, Los Angeles, California**



## FOR SALE AMUSEMENT PARK-NORTHERN NEW JERSEY

Main attraction is swimming pool, concrete, 125'x175', 1,000,000 gal. capacity, with bath-houses, boardwalk and lawns. Also a large lake (approx. 10-12 acres) for boating, canoeing and winter ice skating. Picnic grounds. 6 Rides (Kiddie Roto-Whip, Rockets and Swings, Carousel, Aero-Rocket, Whip. Refreshment stands—six-stand midway—large parking lot. Ample grounds for expansion. Located in the heart of the New York metropolitan area.

Write BOX D-87, Care Billboard, Cincinnati 22, Ohio.

## STEAM TRAINS HAULS 12 ADULTS OR 24 CHILDREN

A more fascinating Ride that puts more money in the Ticket Box. Burns Coal. An exact working replica of Santa Fe steam trains.



**OTTAWAY AMUSEMENT** 224 W. DOUGLAS WICHITA 2, KANS.

Write for Folder, Prices and Delivery Date.

## FOR SALE---THRILL RIDE

Silver Streak in A-1 Condition. Priced Right at \$5500.00.

**C. W. SIMPSON**

303 GREYSTONE APT.

CHATTANOOGA, TENN.

<p><b>STOCK TICKETS</b></p> <p>One Roll . . . . \$ 1.00 Five Rolls . . . . 4.00 Ten Rolls . . . . 6.00 Fifty Rolls . . . . 20.00 100 Rolls . . . . 38.00</p> <p><b>ROLLS 2,000 EACH.</b> Double Coupons. Double Prices.</p> <p>No C. O. D. Orders. Size: Single Tkt. 1x2".</p>	<p>Roll—Strip—Coupon Books—Reserve Seat</p> <p>"Faith Never Is Surprised At Success"</p> <p><b>TICKETS</b></p> <p><b>THE TOLEDO TICKET COMPANY</b></p> <p>114-116 Erie St., Toledo (Ticket City) 2, O.</p>	<p><b>SPECIAL PRINTED</b></p> <p>Cash With Order. Prices:</p> <p>2,000 . . . \$ 6.60 4,000 . . . 7.45 6,000 . . . 8.30 8,000 . . . 9.15 10,000 . . . 10.00 30,000 . . . 14.00 50,000 . . . 18.00 100,000 . . . 28.00 500,000 . . . 108.00 1,000,000 . . . 208.00</p> <p>Roll or Machine</p> <p>Double coupons, Double Prices.</p>
--	--	---

## • SEE IT • CONVINCE YOURSELF

Ask THEM About Results

- Buckeye Lake Park, Ohio
- Carlin's Park, Baltimore, Md.
- Coney Island, New York
- Eastwood Park, Detroit, Mich.
- Elich Gardens, Denver, Colo.
- Edgewater Beach Park, Detroit, Mich.
- Gwynn Oak Park, Baltimore, Md.
- Johanns, Seaside, Oregon
- Keansburg, N. J.
- Lakewood Park, Atlanta, Ga.
- Lakeside Park, Denver, Colo.
- Norumbega Park, Boston, Mass.
- Long Beach, Long Island, N. Y.
- Ocean View Park, New London, Conn.
- Olympic Park, Irvington, N. J.
- Palisades Park, Palisade, N. J.
- Playland, Rockaway Beach, N. Y.
- Pontchartrain Beach, New Orleans, La.
- Salt Lake City, Utah Centennial
- Savin Rock, West Haven, Conn.
- Sea Breeze Park, Rochester, N. Y.
- Seaside Heights, N. J.
- Seaside Park, Rockaway Beach, N. Y.
- White City Park, Worcester, Mass.

## GREYHOUND RACE GAME

Order NOW for 1948 delivery

**BERTHA GREENBURG, Sales Agent**

Hotel Kimberly  
74th St. & Broadway, New York City

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES



# FOLK PARKS IN SWEDEN GO BIG

History, starting in the '90s, traced from modest beginning to present day—main purpose is to furnish open-air entertainment

By G. Silfers in the Central Administration of the Folkets Parker

FOR many years the Folkets Park-Centralorganisation (Folk's Parks Central Organization) has been of a very great importance to the amusement life in Sweden. Many artists have become personally acquainted with them thru their engagements, but for the greater majority this institution, surely the only one of its kind for organizing the public amusement life of large parts of an entire nation, probably is completely unknown, especially in regard to its organization and function. In the following article I will try to give some information about these Swedish Folk parks and the way in which they are run.

The first Swedish Folk parks were founded in the '90's. The beginning was often very modest. A simple dance floor and some tap tables or tap boards, usually situated in a clearing of a scenic wood, were often originally the only arrangements, and dancing was almost the only amusement which was offered.

Soon one began to engage small variety acts, a singer or a soloist of other kind, and also companies, and after the founding of the Folk Parks Organization in 1905, the development proceeded rapidly. The small dance floor became a large one with a roof; often it became a large dance palace, where one also dances in winter. The refreshment room developed meanwhile into a complete restaurant, and the character of the park was altered considerably thru the fact that a large stage with modern fittings, where even opera and operetta companies could perform, was erected. Spectators' seats were placed in front of the stage, with room for up to 900 people, besides standing room for about 2,000 people. There always is the danger of getting bad weather, and therefore the parks in larger places were provided with a roof but no walls for the spectators.

As you will realize the Folkets parks are not parks in the true or common-sense of the word. In towns and villages in Sweden you find, of course, general recreation parks, arranged and directed by the municipalities, but the Folk parks are of a special kind and type. As a rule they are not so large, only a few acres. Their main purpose is to be open-air entertainment places where the theater building, the restaurant and the dance floor or restaurant are the center of the interest.

At present there are about 180 parks of the form sketched above that are included in the Central Organization of the Folk parks. The development is proceeding rapidly and new Folk parks are formed. Often very modest to begin with, they grow and seek entrance into the Central Organization. At present there are more than 100 parks with a modern theater building, a stage with up-to-date fittings, and spectators' seats covered by a roof so that the parks are able to give theatrical performances of any kind and size. The theatrical companies can therefore be on tour from the beginning of June or the end of May to the end of August, which is, on the whole, the only time of the year theater performances can be given out of doors in Sweden.

As a rule the Folk parks are situated outside the towns or villages. The founders are workmen's organizations, joint federations. Sometimes the parks are owned by the "town councils" themselves, open-air museums, reservation societies, etc. Folk parks are to be found all over the country from the town of Trelleborg, in the southern part, to Gallivare in Lappland, north of the Arctic Circle. The distance between these places is about 2,000 kilometers. The most northern place where theater performances are given is Ornskoldsvik.

On an average the theatrical companies travel 60 to 70 kilometers daily. The climate in the North differs from that of the southern parts of the country. When the parks in the Middle and South of Sweden are opened in May and June you can ski in the northern districts. The "mosquitos" in Lappland are another reason why open-air performances cannot be given there.

The Central Administration, with its seat in Stockholm, has to take care of all common and important matters for the parks. The Folkets parkers centralstyrelse (The Central Direction of the Folk parks) is elected by the Folk park meeting, "the Congres" and is responsible for the direction of the different "lines" of the office in Stockholm. Thru the architect office the parks can have new plans over their park areas, modern and new designs for theater buildings and stages, etc. Thru the Folkparkernas Varuformmedling, goods of all kinds, such as coffee, sweets, restaurant china, prizes for shooting galleries, lotteries, stage fittings, decorations, furniture, etc., are delivered. Since an annual lottery is allowed by the government, the surplus is used to support the theater movement of the parks. The greatest part of the Central Administration is played by the department for mediation and engagement of theater and artists of all kinds, Folkparkernas artistformmedling (the Folk parks theater and artiste employment office) which have to engage and employ artists not only for the associated parks but also for hundreds of other organizations, sports clubs, restaurants, etc., during the summer season.

The theater movement is regarded as one of the most important lines of the Folk parks. As soon as the stages become larger they begin to give theatrical performances. The movement has grown from a very modest beginning to a movement embracing now more than 100 park theaters. To give an idea of the turnover, it might be of interest to know that during the summer season 1,452 theater performances in all were given for the total expenses of about 1,831,000 Swedish crowns. (Editor's note: A Swedish crown is worth about 27 cents in U. S. currency.) Among the companies can be mentioned the Royal Opera, the Royal Opera Ballet, four operetta companies, four review companies and eight dramatic companies. With regard to operas and operettas, plays of our most famous composers are presented every year, and as far as dramatic art is concerned, one always strives to present the most modern and valuable of well-known Swedish and foreign authors. However, one is fully aware that such programs alone cannot be given but that these must be mixed with entertainment programs of a lighter nature. The large theater companies as a rule are made up by the Central Administration itself and managed as its own undertaking. The opera and operetta companies have consisted of between 30 and 40 actors each. As already mentioned the spectators' rooms are rather large. The theater performances also have become very popular and are overcrowded, especially as far as the lyric theater is concerned. In 1944 the theater performances collected 900 spectators per performance on an average. For 1945 the total will undoubtedly reach near 1,500,000 theater visitors.

As mentioned above, the expenses of all theater companies during the past season amounted to 1,830,000 Swedish crowns. Of these costs, about 1,570,000 crowns were paid by the different parks. The difference, about 260,000 crowns, must be covered from other sources. For the theater-movement the organization has had to its disposal for the past season 200,000 crowns from State funds. The remainder, about 60,000 crowns, should be covered by its own funds from other income sources of the movement, the lottery, the goods sale department and commissions from the soloist employment office. Since the year 1922 the organization has been subsidized by State funds. During the first years it was only about 25,000 crowns, but later increased to 50,000 and 150,000 annually, and for recent years 200,000 crowns. This figure seems to be rather high, and it really has been of a great importance to develop the theater movement and to keep same on a high artistic level. Compared to the high expenses and costs it corresponds, however, only about 10 per cent of same. Only one item of expenses, the traveling and transport expenses of the theater companies, amounted during 1945 to 275,000 crowns. Per theatrical performance the total costs 1,254 crowns and subsidized by State funds 140 crowns.

During the war the organization also has had a special subsidy of about 50,000 crowns annually for organizing the whole entertainment of the Swedish army and air force during the summer time. During the war the theater companies and troupes have given more than 1,000 military performances for more than 400,000 soldiers.

For stage and theater building purposes the organization has received financial assistance by the government to the Folk Parks Loan Foundation, supervised and controlled by the government. From this foundation most of the Folk parks have received loans on cheap conditions. In all, the loans allowed amount to millions of crowns.

The theater movement of the Folk parks and their efforts to give good theater plays in the Folk parks also is appreciated by the municipalities. As per an investigation recently made for the past season about half the parks of the organization, or about 100 parks, have had financial assistance by the municipalities, and the total amount of this assistance will amount to more than 50,000 crowns.

The leaders of the Folk parks theater movement are fully aware that theatrical performances alone cannot be given, but that these must be mixed with entertainment program of a lighter nature. An important diversion in this respect are the concert, variety and cabaret troupes. During 1945 no less than 567 such concerts and other performances have been given for a total salary of 334,000 crowns. The concert orchestras have been of a rather high standard and the artists in the variety companies have been of the best obtainable kind, many of them known all over the world.

As mentioned above the open-air theater season begins by the end of May and closes by the end of August. The parks, however, generally open in the beginning of May and do not close until the middle or end of September. In May and September the

weather is too cold to allow the people to see long theatrical performances, and during those months can only have dancing, mainly on Saturday and Sunday evenings. On such occasions, and even during the other part of the season, when none of the large companies plays, small variety programs of single troupes, equilibrists, magicians, musical shows, singers, etc., are given from the stage or as an open-air entertainment. Such a company or soloist generally has to perform twice daily. All the artists are engaged by medium of the Folk Parks Artiste Employment offices on contracts for the parks for every special occasion or are granted a certain period of time and managed as the Folk parks own undertaking just as regarding the theater companies. Since the beginning of this century free labor exchanges have been established in Sweden, but in 1935 a definite labor exchanges act was introduced and the following year private agencies working for profit were prohibited. Since then the Folk parks employment office is licensed and supervised by the government, the rates of commission are fixed by law, special statutes erected for the international business relations, etc.

Regarding the artistic activity, in all, 800 artists have been engaged for longer or shorter periods. The salaries paid out mounted to near 2,000,000 crowns.

To give an idea of the total number of visitors during 1944 it may be mentioned that in this year the Folk parks were visited by about 12,000,000 visitors.

One of the most important reasons why the Swedish Folk parks have reached this leading position in the Swedish public entertainment life will undoubtedly be due to their price politics. Owing to the fact entrance fees are very low, even at the large theatrical performances, the parks and the theater can be frequented by people who usually neither can afford nor want to pay high entrance fees. Even the best theater performance can be seen at the rate of 0.75 to 1 crown and should you care to pay another 2 crown, you can get one of the best seats. As a consequence, the performances are overcrowded, which enables the enterprises to continue and carry on their business. The Folk park has become a place where all the people, no matter of what political or social standing, may enjoy themselves and see the stage production of the best, be it theater, music, variety artists or other artistic work.

As many Folk parks are situated in rather small villages where they have not the same chances as in big towns to collect people and pay the high salaries of the expensive theater companies, the Central Direction has introduced a special salary equalization system. The principle is that the big parks should shoulder the burden of higher salaries. This year the average costs of the theaters, for instance, have been about 1,100 crowns for the parks to pay, which is a rather high figure. For a theater company of say 1,500 crowns daily, the big parks have to pay a salary of more than 2,000 crowns and the small ones not more than 1,000 or less. In this manner it is possible for the Central Administration also to provide the best attractions for the smaller parks at low salaries. This thing contributes to the fact that there is also a chance given to the small park enterprises to get performances of theater and first-class international artists.

All over the country, in all directions, travel the companies of the Folk parks. The large troupes go by auto busses or cars, others by railway. The distance between the (See Sweden Folk Parks, opp. page)

# NAME BANDS STILL BIG DRAW

**WHAT'S** in a name? Plenty, say major Chicago agencies booking bands at one night stands—the boys you contact when you want to play Henry Busse, Charles Spivak, Claude Thornhill or the other name bands into your park ballroom for a one-nighter.

It has been said by some park owners and operators this year that the day of name bands drawing tremendous crowds to park ballrooms is over and that they can do as well, or better, with semi-name or local bands.

The Chicago booking offices checked by *The Billboard* were the William Morris Agency, Music Corporation of America, McConkey Music Corporation, Frederick Bros. and General Artists Corporation, and they say the demand for name and semi-name bands is just as heavy as it ever was and that park owners are doing

## Top Orks Slated Far Ahead As Sweet Wins Over Swing

**Fancy tootlers in big demand and hold top percentages because ops punch with alluring advertising—proper spacing of one-nighters builds business**

By Hank Hurley

a better job today with their schedule and spacing than ever before.

Of course some bookers said if you want to get down to real facts and figures the ledger probably would show the booking of bands for one night stands in parks is down a trifle from the lush war years. But another booker knocked down that argument by saying, "It's the old story of supply and demand. There are twice as many bands available now as there were during the war; in fact, I'd say there are three bands for every job right at the present."

Bill McDonald, of the William Morris Agency, scoffed at the report that name bands haven't the drawing power this year that they've enjoyed previously. "The fact that name bands are still in percentage would disprove that theory," McDonald said.

Going further to show that name bands are still in demand and still holding their drawing power, McDonald pointed out that the big name bands are being booked far in advance. "It's true," McDonald said, "that some park ballroom operators have cut admission prices for name bands. But the fact that these same name bands are holding to percentage shows their drawing power is still holding and they have plenty of confidence in their ability to pull the music lovers."

It's no secret that a few years back booking agencies used to bombard park ballroom owners with advertising literature, urging them to play such and such a band for a one night stand. Then along came the war and the shortage of bands (remember the draft?) and bookers could sit back in their offices and just open the letters requesting such and such a band for such and such a date and what were the chances of getting that band on that date.

According to McDonald, that situation still holds true in a sense. "We get plenty of mail seeking name bands. One reason for that is that park owners are doing a job with their band scheduling. They are doing plenty of thinking before they buy and they want all the facts and data. While sticking to the bigger bands, park men are doing a better job of spacing this year than ever before," McDonald went on.

By spacing, McDonald explained he meant that the park ballroom operator today is doing a thoro job with his planning.

"For instance," he said, "a park ballroom operator will fix his dance band schedule so that on a Sunday night, we'll say, he'll play a big name band. The following Sunday it'll be a semi-name group and the following week a local or territory outfit. He'll follow that with another big name band. In that way, he gets the turnout for the name band and gets the people acquainted with his ballroom and they continue to come, looking forward to the date the next name band is due."

Bookers were unanimous that swing is definitely out. Sweet music

is the trend and park ballroom owners are hep to that and their requests are for bands that play the sweet music. During the war years the trend, naturally, they say, was to the swing and hot stuff. Not so now, at least insofar as the bookers in the Midwest know.

How about prices for all types of bands? Well, the story is, that you can't buy bands any cheaper today than you could a year ago. By the same token, the prices haven't zoomed out of line like in so many other fields. Name bands, the bookers will tell you, are worth just as much today as they were a year ago and there is no price cutting.

A survey of park ops, however, disclosed plenty of price cutting especially on early week dates.

Herb Pauley, of Frederick Bros., was one booker who answered in the affirmative when asked whether business this year, compared to last year and the year before, was down from the standpoint of one night stands in park ballrooms. He cited, and rightly so, that the weather early this spring was anything but favorable for amusement park operation.

"You know from talking to park owners that their business was off early this year. Well, it stands to reason that with the weather they had business was bound to be off in their ballrooms. As a result, we noticed it in our business. I believe, however, that the over-all season this year will be as good as last year. All the park men needed was the right kind of weather and once they got that, business came back, especially in their ballrooms."

Pauley, like the other bookers, said swing was out and sweet music in. He believes, however, that in a year or two the swing music will be back, just as popular as in former years.

It has been said by some that park owners are prone to book a name band for a one-night stand, run a small ad in a newspaper announcing the date the band will appear and figure the band's name will be enough to insure a sellout crowd. Chicago bookers don't fall in line with that, however. The majority of them said the park men, as a whole, do a good job of promotion. Too, they cited the record companies which, they said, keep track of the various spots a name band will appear. They flood that city or town with the band's recordings and in that way the park's promotion is helped.

One booker had this to say regarding park promotions on name bands: "When a park operator books a big name band into his spot he's investing big money. He's not going to sit idly by and just hope the band will draw; he does something about advertising, via newspaper and radio. Don't worry about that angle, those men know what they are doing and they know a thing or two about advertising and promotion."

Dick Shelton, of the McConkey Agency, in speaking of promotion angles, told about the hook-up Jack

Everette's band had at the Hotel Colonial in Rochester, Ind. The band opened there July 27 and closed Saturday night (9). A department store worked a teen-age hook-up with the band for a Monday night promotion. The store advertised that teen-agers visiting their teen-age department would be given free tickets to the Monday night dance.

"It worked out okay," Shelton said, "giving the band and hotel plenty of advertising, making for a big crowd on a Monday night, which is a slow night, and it didn't do the department store's teen-age department any harm."

Name bands continue to draw the music lovers to amusement parks and park ballroom operators will continue to use them. That, in a nutshell, is what the bookers will tell you. And who's in a better position to know?

## SWEDEN FOLK PARKS

(Continued from opposite page) parks differs greatly, sometimes being only 10 kilometers and sometimes up to 150 kilometers. As a rule they never stay more than two days in the same place. However, there is always time for sports, bathing and other recreation and amusements. On the other hand the artists and actors are very glad to leave behind the dusty deals of the stages in the winter theater buildings for some months against the convenient and airy open-air stages in the Folk parks. And in addition the Folk parks also play an important role economically, especially for the native variety artists, as the winter season in Sweden is of little or no importance for artists of this line.

At the end of August the large companies close their tours, and the attractions in the different parks are then as good as only soloists and variety artists. The autumn has come and soon the Folk parks all over the country will begin their winter sleep until the spring next year. Only when nature awakens again it is time for the parks to be frequented by new sensations from all over the world and new thousands of visitors during the hard and strictly confined summer season.



Streamline Miniature Railways for Parks and Places of Amusement.  
WAGNER & SON, Plainfield, Ill., U. S. A.

## Group Amusement Game

Similar To LITE-A-LINE and FASCINATION — 20 Units.

Sacrifice for IMMEDIATE SALE

J. M. RUBINI

2305 30th St., Santa Monica, Calif.  
Phone: Santa Monica 6-1687

## FOR SALE

## Baseball Batting Range

First in America  
An outdoor 200-ft. batting range with 6 automatic pitchers. Money Maker—Doing \$1,500.00 monthly.

PETE WALD

3350 Cahuenga Blvd., Hollywood, Calif.

## PEEP SHOW LENSES

Made for radar use. Good for Fun Houses.  
Send \$3.00 for sample.

AL NICHOLS STUDIO

BOX 191, HUDSON, N. H.

**Beautifully and Smoothly Played Hammond Organ Records Available Now!**

ASCAP AND NON-ASCAP

See Our Ad on Page (?) of This Issue

**Dance Tone Record Co.**

P. O. Box 85

Medford 55, Mass.

## POKERINO OPERATORS

Equip your Pokerino with new improved positive contacts.

Send \$2.50 for sample set of 18 Contacts.

—ALSO IN STOCK—  
Balls, Timers, 6-V Lamps, Transformers.

**TOLCES**

2905 W. 15th St. BROOKLYN 24, N. Y.



# HEAT WAVE HANDICAPS IONIA

## Ex Complete In Every Way

Grounds, buildings jammed with exhibitors — B-C Revue a dazzling spectacle

By a Staff Correspondent

IONIA, Mich., Aug. 9.—Allan Wilhans, president, and Rose Sarlow, secretary, dished up the most complete exhibition in the long history of Ionia Free Fair this week, but blistering hot weather the first half knocked attendance for a loop, and even with a break in weather in the closing days it is doubtful if all the folks of this community will have an opportunity to inspect it from stem to stern.

Never in the history of the annual have exhibit departments been so full or more attractively presented. Every inch of building space was utilized, and it was necessary to take space behind the backstretch of the race track to accommodate the "greatest exhibit of farm and building machinery ever presented in the State," as Miss Sarlow put it.

### Record Commercials

"It is difficult to believe the interest shown by manufacturers of all types, and without any solicitation we had space requisitions from enough new exhibitors to more than fill the space," Miss Sarlow continued. "Naturally, we gave preference to those who have been exhibiting with us for many years, and we simply could not take care of all the newcomers."

"It is a shame that the weather had to turn so hot at this time, as our attendance even under this circumstance has been good and it is difficult to imagine what it might have been had the afternoons and evenings been a little more comfortable."

During the early portion of the week the most popular place on the grounds was the picnic grove, where heavy shade trees afforded enough protection to make it semi-comfortable. Visitors would spend brief periods examining exhibits, hike for the shelter of the trees to rest, and (See Heat Wave Handicaps, page 97)

## Charles D. Moore, Cedar Rapids, Iowa, Manager, Passes On

CEDAR RAPIDS, Ia., Aug. 9. — Charles D. Moore, 57, manager of the All-Iowa Fair at Cedar Rapids, died Wednesday (6) in a local hospital following a major operation July 24. He had been improving but suffered a relapse last Sunday.

Manager of the All-Iowa Fair since it was organized 12 years ago, he previously had been secretary of the Benton County Fair at Vinton, Ia.

He had been president of the Iowa Fair Managers' Association and vice-president of the Eastern Iowa Fair Managers' Association. Under his management the All-Iowa Fair grew from a three-day dairy and junior livestock show to a full-fledged exposition.

W. J. Campbell, of Jesup, has been serving as acting manager of the fair since Moore was hospitalized. Fair is scheduled to open Sunday (10).

### Around the Grounds:

## IAFE Members Lean in Favor Of School for Annual Confab

Early returns from a mail poll conducted by Frank Kingman, secretary of the International Association of Fairs and Expositions, show members leaning in favor of a school on fair management as an added feature of the regular IAFE December convention. Such a school, if held, would combine the regular business of past conventions with a course on fair management.

Commenting on the IAFE's recent drive to have the federal tax on front gate admissions to fairs repealed, Kingman points out: "We believe we put on a very extensive campaign to inform members of Congress on just what a fair is, and many of them don't have too good an understanding about the proposition. We also believe that when anything is done (regarding the repeal of taxes), the fairs will be up near the top of the list to be favored."

Sam Levy Jr., son of the top man in the Barnes-Carruthers Theatrical Enterprises, Chicago, is spending his summer vacation at fairs, and is making many friends among fair people and showfolk. Last week he was at the Northern Wisconsin District Fair at Chippewa Falls.

The late Lucky Teter, automobile stunt star, is the subject of a feature story in the August issue of *Pic*.

George Paul, half of the Paul and Paulette, trampoline act, is currently out of action due to a fractured ankle he sustained while on the trampoline several weeks ago, but the act continues, temporarily renamed the Paul and Paulette Trio, with his wife, June, and her two brothers, Johnny and Tony Schaller, filling in. The Schaller Brothers, also trampoline performers, returned recently from Japan where they had been working with a USO unit. The act as now constituted also scores big with fair audiences.

## Bloomsburg, Pa., Spends \$50,000, Improves Plant

BLOOMSBURG, Pa., Aug. 9.—Sum of \$50,000 is being expended to further improve the Bloomsburg Fair plant here. Work now is nearing completion on the entertainment platform, which will double the size of the stage to 80 by 70 feet and will provide dressing rooms in the entire basement area. The platform will have an entirely new hardwood floor.

The brick judges' stand in front of the grandstand has been razed and is being replaced by a structure of steel angle iron, which can be skidded away from the track during the night grandstand show.

### Adds to Parking Area

Recently the fair acquired 15 additional acres of land, and this will enable the parking of an added 2,000 cars. Last year the parking lot, which currently accommodates over 7,000 cars, was completely resurfaced and light towers were erected around the field. Further improvements to the parking area this year include the erection of two additional 80-foot steel light towers.

Other plant improvements are the erection of a modern concession stand adjoining the grandstand, the construction of a 34 by 36-foot women's rest room, which will be of brick veneer with tile interior; the placing of special lighting at the automobile entrance to the grounds and the closing of the newly acquired land with a steel fence.

The homestretch in front of the grandstand has been widened by nine feet. The midway along the east side of the grounds is being widened to provide additional space for concessions. All of the improvements are skedded for completion or near-completion by the fair's opening September 22.

Fair execs are shooting to top last year's record attendance of over 170,000 paid. Featured night grandstand attraction will be a revue staged by Frank Wirth and B. Ward Beam titled *Make Mine America*.

Daytime attractions will include four afternoons of harness races, two afternoons of Beam's thrill shows, to be presented along with sulky races, and one afternoon of midget auto races.

## Mass. Annuals Build Mutuels

SPRINGFIELD, Mass., Aug. 9.—The report of the State Racing Commission for 1946, just released here, reveals that pari-mutuel horse racing has been increasingly profitable, year by year, at the Great Barrington and Northampton fairs. The Franklin Fair Association, which had its first try at the game last year, took in \$210,394 in pari-mutuel handle.

The pari-mutuel handled by the Carroll organization in Great Barrington last fall was \$1,247,782 against \$935,929 in 1945 and \$763,879 in 1944 or an increase of about half a million in three years.

The Hampshire, Franklin, Hampden Agricultural Society take in Northampton was \$824,847 last fall, still a long way from the amount garnered in Great Barrington. However, this was a fine increase over 1945 when the figures were \$619,171 and also over 1944, when they were \$384,250.

The State got \$40,800.91 from the Great Barrington track last year, \$22,254.39 from Northampton and \$1,693.70 from Franklin.

## Blaze Razes Horse Barns at Saskatoon

SASKATOON, Sask., Aug. 9.—Damage estimated at \$50,000 to the race-horse barns at the Saskatoon Exhibition here was caused by fire July 26 during the closing hours of the annual. Only three horses were in the stables at the time and they were saved.

Ten large livestock buildings, situated near by, were threatened by the blaze. A bulldozer from the Royal American Shows worked with the local fire department to break down the fences and some frame structures to prevent a greater loss.

## True Likeness Of Iowa Annual In Technicolor

DES MOINES, Aug. 9.—The movie industry has finally portrayed a true likeness of the Iowa State Fair, with Warner Bros. releasing a technicolor featurette entitled "A Day at the Fair," which was shot during the 1946 Iowa exposition.

The premiere for the film short was held recently at the Des Moines Theater here, with a parade preceding it, and with officials of the Iowa State Fair and of the State and city participating.

Highlight of the stage ceremonies at the premiere was the presentation by Lloyd Cunningham, State fair secretary, of blue ribbons to 11 Des Moines girls who took part in the film. Also in attendance were the Cedar Rapids Junior Drum and Bugle Corps, the Sac City Highlanders and Pella Hollanders, who were all in the picture.

John Mullen, Fonda, Ia., president of the State Fair board, took part in the parade and made a brief talk at the premiere ceremonies which were aired over the Des Moines radio stations.

The film is a colorful realistic portrayal of the Iowa fair with the beauty brought out thru technicolor. The film takes the movie fan clear around the fairgrounds, showing more in its 20-minute length than the average fair-goer can see in an entire day.

The Des Moines starlets add to the film with their novice attempts at riding horses, chasing pigs and driving farm equipment. Also colorful are the huge livestock exhibits, including 1,000 pound boars and mammoth championship horses. Other shots include the Hennies Bros.' rides, 4-H boys and girls at work, farm exhibits and grandstand acts.

## Pomona To Go in '48; Financial Plans Set

POMONA, Calif., Aug. 9. — C. E. (Jack) Afferbaugh, president-general manager of the Los Angeles County Fair, announced that the big annual will "positively reopen in 1948 with the most spectacular show in its history," following final action on financial details by the board of supervisors. Details concerned the return of the fairgrounds to the county from the army.

No fair has been held since 1941. The grounds were used successively as a Jap detention camp, an army base and a German prisoner of war camp.

At the request of Supervisor William A. Smith, the board approved the allocation of \$23,831 to concessionaires at the fairgrounds as their share of money paid for damages by the army. A total of more than \$500,000 was apportioned recently by the army for damage costs during its occupancy. The fairgrounds formally reverted to county jurisdiction on June 9.

## Plymouth Gets New Ex Hall

PLYMOUTH, N. H., Aug. 9. — A new commercial exhibition hall is being built at the Plymouth Fairgrounds and is expected to be ready for use September 9-12. When completed, the annual will have more than 16,000 square feet of floor space for commercial exhibits in permanent buildings.



THE FOLLOWING FAIRS WILL BE PLAYING GEORGE A. HAMID REVUES AND WILL BE DRAWING GREATER CROWDS AND LARGER REVENUE IN 1947:

**GRANDSTAND FOLLIES OF 1947**

- July 28.....Clearfield, Pa.
- Aug. 4.....Bedford, Pa.
- Aug. 11.....Elmira, N. Y.
- Aug. 18.....Ottawa, Ont., Canada
- Aug. 25.....Sherbrooke, Que., Canada
- Sept. 1.....Rutland, Vt.
- Sept. 8.....Reading, Pa.
- Sept. 15.....Allentown, Pa.
- Sept. 21.....Trenton, N. J.
- Sept. 29.....Charlotte, N. C.
- Oct. 6.....Richmond, Va.

**FANTASIES OF 1947**

- July 20.....Steel Pier, Atlantic City
- July 28.....Harrington, Del.
- Aug. 4.....Gouverneur, N. Y.
- Aug. 11.....Skowhegan, Me.
- Aug. 18.....Malone, N. Y.
- Aug. 25.....Essex Junction, Vt.
- Sept. 1..Pt. Royal, Juniata County, Pa.
- Sept. 8.....Morris, N. Y.
- Sept. 15.....Rochester, N. H.
- Sept. 30.....Frederick, Md.
- Oct. 7.....Winston-Salem, N. C.
- Oct. 14.....Raleigh, N. C.
- Oct. 20.....Columbia, S. C.

**SHOWTIME REVUE**

- July 28.....Presque Isle, Me.
- Aug. 4.....Bangor, Me.
- Aug. 11.....Batavia, N. Y.
- Aug. 18.....Norwich, N. Y.
- Aug. 24.....Steel Pier, Atlantic City
- Sept. 1.....Staunton, Va.
- Sept. 8.....Washington, Pa.
- Sept. 15.....Hagerstown, Md.
- Sept. 22.....Shelby, N. C.
- Sept. 29.....Greensboro, N. C.

George A. Hamid welcomes the return of these and all other Fairs which are resuming following their war-enforced interruption:

**TORONTO, Canada • OTTAWA, Canada • SPRINGFIELD, Mass. • RICHMOND, Va.**

To all of them, best wishes for their success from all the members of the George A. Hamid organization.

EXPERIENCE PROVES GREAT REVUES DRAW GREAT CROWDS—ASK THOSE WHO USE HAMID ATTRACTIONS

KEY FIGURE  
IN A  
*Great*  
1946

**GEORGE A.  
HAMID, Inc.**

10 Rockefeller Plaza, New York, N. Y.

KEY FIGURE  
IN A  
*Still  
Greater*  
1947



# CHIPPEWA FALLS POINTS UP

## Wis. Annual Away Strong

Gate, grandstand attendance climb over '46—midway business also rises

By Herb Dotten

CHIPPEWA FALLS, Wis., Aug. 9.—Off to a flying start, to coin a new expression, the Northern Wisconsin District Fair here Wednesday (6) night at the close of its second day of operation appeared headed on its merry way to a notable success.

Attendance, both grandstand and outside gate, was up—and up sharply—over 1946. So, too, were the grosses for Max Goodman's Wonder Shows of America on the midway. And even before the gates were open, the fair was assured of increased revenue from commercial exhibitors and independent concessions. The sale of beer, out last year because of a local mix-up, is also back—and with it its revenue.

### No Polio Scare

Gone was the threat of polio, a scare which, beamed in here via radio last year from the not-too-distant Minnesota Twin Cities, kept the small fry and their mamas and papas at home with them. There is no suggestion of a polio scare this year, yet the fair, acutely aware of the damage that can be wrought by such a scare, had set up precautionary measures, and these measures they advertised adroitly and effectively.

Four days before the event opened the plant was fogged with an insecticide. This fogging treatment, now becoming more popular with fairs, was widely advertised and balanced (*Chippewa Falls Tops '46*, page 98)

## Sacramento Event Breaks Out In Color After Years in OD's

SACRAMENTO, Aug. 9.—California State Fairgrounds, accustomed to the olive drab of army life, will return to full civilian status with a flourish when it opens here August 28 for an 11-night and 10-day showing. New features have been added, premium totals boosted and arrangements made to take care of more exhibits and spectators.

Under the direction of E. P. (Ned) Green, secretary-manager, workmen are completing a \$483,000 rehabilitation program. In deference to the critical housing situation no major construction is being undertaken, the considerable repair and minor building is going on.

### Space Headache

Biggest headache Green has to face is lack of space. He states: "During the war years the State's industrial growth was terrific. With our limited area we have to turn away two applications for exhibit space for every one we accept."

Commercial exhibits will be displayed in Cabana Court, an arrangement of prefab huts, the fair's answer to how to put on an exposition without taking critical building materials from the housing program.

Another new feature will be an open air, canvas-enclosed horse show coliseum with collapsible steel seats to accommodate 5,508 spectators. This replaces the wooden structure razed by the army during its occupancy from December, 1941, to January, 1946.

### Physical Improvements

Achievements to date include construction of a new paddock, repainting the buildings housing the fair's junior division contestants and rebuilding stalls and pens for the live-

stock. Livestock breeders will compete for \$52,000 in premiums. In the junior division, Future Farmers of America and 4-H Club members will compete in livestock, agriculture and poultry classes.

County exhibits will hit a new high, with 43 already signed and more in prospect. The previous high was 29 in 1941. The County Building, which formerly housed both commercial and county displays, will be devoted exclusively to county exhibits.

### New Flower Show

An entirely new feature will be a flower show offering \$25,000 in premiums. The Hall of Flowers, a lattice-like structure moved from Treasure Island in San Francisco, will house a portion of the exhibit.

Under direction of Grant Duggins, Sacramento photographer, the Arts and Education Building is expected to attract outstanding photos, paintings and art work from all over the State.

Nightly outdoor stagershow in front of the grandstand is planned on a lavish scale under the direction of Adrian Awan, of Hollywood. A historical pageant is slated for opening night.

Eight days of running and harness racing are scheduled, with racing every day—10 races a day—from August 29 thru September 6, excluding two Sundays. Scheduled for Governor's Day, September 4, is a \$10,000 handicap.

Crafts Shows hold the midway contract and have been allotted an area 1,000 feet long and 300 feet wide, with a special section to be devoted to children's amusements.

### Move to Ease Housing

Cash prizes of \$30,000 for exhibitors in the horse show and \$18,000 for juvenile exhibitors of livestock and agricultural products have been set up, according to Green.

The Chamber of Commerce here has moved to ease the expected shortage of accommodations for fair visitors. It has appealed to the Legislature to obtain an exemption from OPA registration rules for local householders who will rent rooms in their homes for visitors. Under the OPA rule, anyone who rents a room must register with the price agency within 30 days. Unless the rule is relaxed, say C. of C. officials, many householders will refuse to rent. Local OPA officials, however, say they must enforce the rules as they stand unless special action is taken.

## Vancouver Advance Hot

VANCOUVER, B. C., Aug. 9.—The advance sale of five tickets for \$2 for the Pacific National Exhibition opening August 25, which entitles the purchaser to five chances on new automobiles and other prizes, as well as admission to Hastings Park, is away ahead of the advance sale for the last fair here five years ago.

## Shift Calgary Buildings

CALGARY, Alta., Aug. 9.—Two buildings on the fairgrounds are being moved to make room for a new \$750,000 sports arena. One building, Victoria Hall, will be remodeled to accommodate livestock exhibitors.

## Expo Aspects At Shreveport Take Big Jump

SHREVEPORT, La., Aug. 9.—Exposition aspects of the Louisiana State Fair here October 18-27 will show vast improvement over previous years, judging by present indications.

The automobile building, shuttered since before the war, will be open again, and practically all space in the building already has been contracted. Farm machinery space, which has been virtually devoid of exhibits in recent years, will offer one of the biggest shows in the history of the annual. New exhibitors, as well as all of the old ones, will be represented in the display.

### Auto Exhibits Back

The Varied Exhibits Building, leased by the Manufacturers' Division of the Chamber of Commerce, will be crammed with a display of "Made in Shreveport" products. The Merchants and Manufacturers' Building has been practically sold out, as has the Industrial Arts Building. Eighty-five per cent of exhibit space, both indoor and outdoor, has been sold, and already 80 per cent of concession space has been sold.

Improvements to the plant this year will include an addition to the cattle barn built last year and large rest rooms for men and women. The latter building, costing \$40,000, is now nearing completion opposite the grandstand. The old frame cigar stand and frame post office have been demolished and two modern buildings are being built as replacements. Demolition of the old cigar stand and the post office removes the last of the frame buildings on the grounds.

Record entries in several of the livestock and agricultural classes are anticipated. An unusually large number of entries looms for the Junior Agricultural Show. Poultry and rabbit exhibits are expected to be away up.

Besides a heavy slate of football games, traditional features at the annual, attractions will include the *State Fair Revue* produced by Barnes-Carruthers Theatrical Enterprises, Chicago; two afternoons of automobile racing to be presented by National Speedways (Al Sweeney and Gaylord White); two afternoon performances by Jimmie Lynch's Death Dodgers and one afternoon of motorcycle races. Royal American Shows will supply the midway. Fireworks by Thearle-Duffield, Chicago, will be presented nightly.

## CARNIVAL WANTED

6-8 RIDES — 4-6 SHOWS  
for  
**Wyoming's Greatest Fair**

POWELL, WYO.

August 21-22-23

WRITE, WIRE OR CALL

**H. A. RONEY, Mgr.**

POWELL, WYO.

## TO LET (WIRE BEST OFFER)—CHOICE LOCATION

Two of four Engraving Jewelry Concessions. Two Penny Crushers (exclusive). Expect over 500,000 attendance.

CALIFORNIA STATE FAIR  
Aug. 28-Sept. 7, Sacramento, Calif.

**LYLE COOK**

5447 Orntenden Ave. Oakland, Calif.

## THE FLYING ROMAS

"Thrills on the Wing"

Featuring

MISS MARY ROMAS

The only girl flyer successfully accomplishing an actual WRIST CAUGHT Double Somersault, BLINDFOLDED or otherwise—TWO PEOPLE BLINDFOLDED UNDER and OVER PASSING LEAP. Clown Numbers and many other outstanding features.

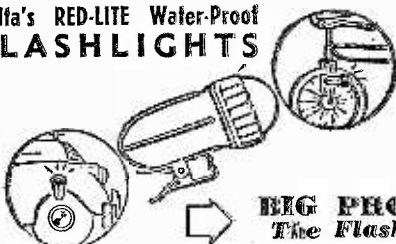
THANKS, TOM PACK, FOR A WONDERFUL STRING OF DATES

OPEN FOR FAIRS, INDOOR CIRCUSES, ETC.

THE FLYING ROMAS Perm. Add.: Dakota City, Nebraska



## Delta's RED-LITE Water-Proof FLASHLIGHTS



**BIG PROFITS TO DEALERS!**  
The Flashlight That Is Different

### FEATURES

- ★ Waterproof—will light under water
- ★ Unbreakable red plastic reflector
- ★ Powerful spring clamp
- ★ 3-Ft. detachable chain
- ★ Std. one-cell bulb
- ★ Std. single-cell battery (not included)
- ★ Packed in individual boxes

### USES

- A perfect taillight for bikes
- By traffic policemen to direct traffic
- Auxiliary running lights on autos, trucks and boats
- Warning light at obstruction
- Many Other Uses.

Order Now for Immediate Delivery  
**ARTHUR SALES CO., DEPT. R-1**

499-11 S. WESTERN AVE.

CHICAGO 12, ILL.

## Navy Surplus—Now Offered at a Fraction of Original Cost!

A BIG VALUE FOR 79¢. **\$2.94** Doz.  
Your Cost—only  
Send 50¢ for Sample.

Packed 50 to case. Minimum order, one case. 25% Deposit, balance C. O. D., F. O. B. Chicago.

# GRANDSTAND VAUDE VS. REVUE

**Western Canada "A" Circuit tries variety bill and still doesn't know the answer—mail poll will determine future policy, the execs say**

By Pat Purcell

MEMBERS of the attractions committee of the Western Canada Circuit of Class "A" Exhibitions took a most unusual step at their annual meeting in Winnipeg last January when they decided to dispense with the revue type of entertainment for the night grandstand presentations and revert to the old-fashioned vaude style; and now the brothers are not agreed as to whether they liked it or not.

This conclusion was reached after interviewing several of the executives after their meeting in Regina July 31, and after taking cognizance of the unusual action they took at that meeting.

There was so much difference of opinion at the meeting that the managers of the five exhibitions—Brandon, Man.; Calgary and Edmonton, Alta., and Saskatoon and Regina, Sask.—were instructed to correspond with each other during the next few months and try to settle on a style of grandstand entertainment that will be best suited to all concerned.

This is quite an unusual step for the Class "A" circuit, as heretofore the attractions men have listened patiently to all agents wishing to bid for the circuit. There have been as many as six firms bidding for the business in past years, and many different types of shows have been submitted. From these tenders, a show has been selected, and in past years they apparently have satisfied not only the board members but the cash customers as well.

The same procedure was followed last January, with the battle for the business involving the Barnes-Carruthers Theatrical Agency of Chicago, represented by Fred H. Kressmann, and George Hamilton of Winnipeg. Kressmann offered the revue type of show that had been successful for many years on the circuit, while Hamilton staked his chances, and won, on a vaude type show featuring A. Robbins, the Banana Man, and Duncan's Royal Scotch Collies.

The chief objection to the revue type of program voiced in past years was the expense involved in elaborate scenery and lighting effects, a good portion of which was wasted effort because of the late hour before darkness arrives. In Calgary and Edmonton, especially with daylight saving time, lights are ineffective until after 10 p.m., about the time the grandstand show should be closing and the folks being turned loose for the fun and frolic of the midway attractions.

Calgary and Edmonton contracted for fireworks displayed thru the Thearle-Duffield Fireworks Company of Chicago, but Edmonton later canceled because of the daylight saving time.

Well, the brothers in Western Canada tried the vaude style and strange as it may seem, the Alberta delegations seemed to feel their audiences

had been let down some by the vaude type.

"There wasn't a sock opening or a strong closing," one representative said, "and we missed them. These acts are good (referring to Hamilton's show) but they lack showmanship."

It was obvious the elaborate scenic setting was missed, along with a line of girls.

On the other hand, there were those who thought the vaude type was entirely adequate, and it gave them a chance to use chuck wagon races on the track before the start of the variety bill.

As presented in Regina, the Hamilton show was effective. Chuck wagon races, and thrilling races, too, were offered before the scenery was placed for the vaude show, which was staged on a platform erected on the paddock side. The scenery was

erected and mounted on wheels, and it took less than five minutes to drag it into place with tractors, set the band on the portable stage and sweep the regular stage for the showing. It would have taken considerably longer if it had been necessary to erect a banner line to complete an elaborate set.

From the standpoint of glamor, the Hamilton presentation just didn't have it, but in order to use the revue type it would be necessary to make a switch in the stage setting.

Just what these gentlemen of Western Canada want for another year will be decided by correspondence, if they can get together at all. If they decide on a particular style, all agencies will be notified and all given a chance to tell their stories in Winnipeg next January.

If they do not get together, the chances are that the delegates from

Calgary and Edmonton, the two biggies of the circuit, will dictate the policy. This statement may bring a howl of protest from all points in Western Canada, but we have the record to point to. It is not many years ago that Brandon, Saskatoon and Regina voted to take the Johnny J. Jones Shows. The holdout went to such a point that Calgary and Edmonton asked Carl J. Sedlmayr if he would move his huge organization up for their dates only, and he said he would. That sprung Brandon, Saskatoon and Regina back into line.

From a financial viewpoint, there was little to choose between the revue and vaude types. Regina was the only spot that showed a marked decrease in night business and that was charged by the management to the fact that automobiles were raffled off each night last year—and Regina's afternoon business showed a terrific business with the return of the rodeo.

Whether the vaude type would stand up another year—the way the revue type stood up for years—is a problem. The customers apparently enjoyed this 1947 offering, but it is difficult to tell from here what they are telling their friends and neighbors now that it is all out and over.

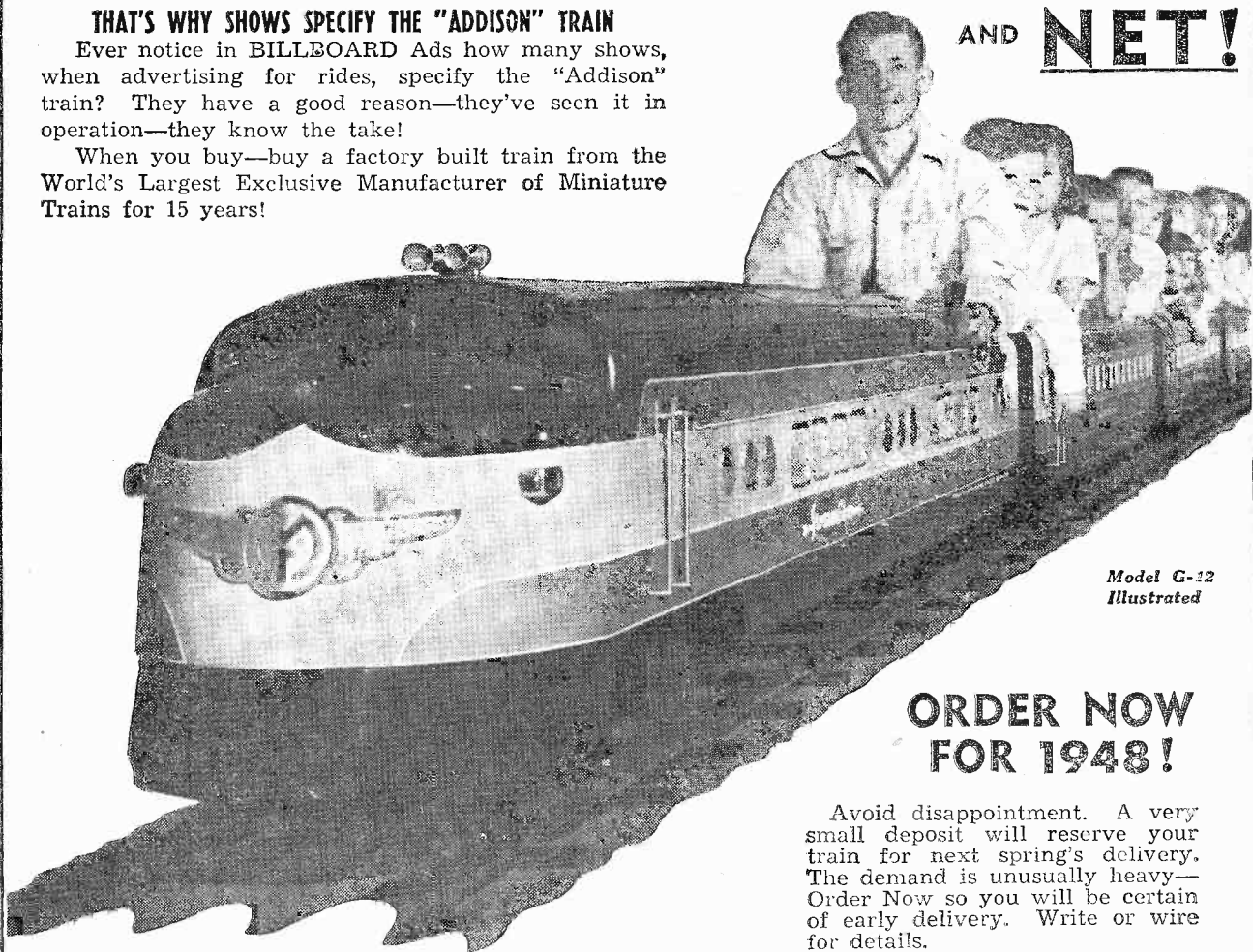
## IT'S TOPS FOR GROSS!

THAT'S WHY SHOWS SPECIFY THE "ADDISON" TRAIN

Ever notice in BILLBOARD Ads how many shows, when advertising for rides, specify the "Addison" train? They have a good reason—they've seen it in operation—they know the take!

When you buy—buy a factory built train from the World's Largest Exclusive Manufacturer of Miniature Trains for 15 years!

AND NET!



ORDER NOW FOR 1948!

Avoid disappointment. A very small deposit will reserve your train for next spring's delivery. The demand is unusually heavy—Order Now so you will be certain of early delivery. Write or wire for details.



MINIATURE TRAIN & RAILROAD CO.

New Sales and Executive Offices  
333 WEST FIRST ST. ELMHURST, ILL.

### NEW TRAIN FOR ADULTS!

12 passengers per coach! It's America's Finest Train for Amusement Parks. The public demands Diesel-type streamliners! Actual 1/5 scale! Every detail authentic! Featured on BILLBOARD'S cover recently. Write for details about the Model G-16!

### SILVER LOVING CUPS FOR FAIRS, CONTESTS, AWARDS

Direct from Manufacturer

5 1/2"	\$ 5.00
8 1/2"	8.00
10 1/2"	12.50
12 1/2"	14.50

Engraving 8¢ per letter. Immediate delivery. 50% Deposit, balance C. O. D.

RESKREM SILVER MFG. CO.

76 Forsyth St. N. Y. 2, N. Y.

### Forest Park Free Fair

Hanover, Pa., Sept. 1 to 7, incl.  
Want Shows and Concessions.

A. Karst, Sec. Phone 3-5286



**ATTENTION!!  
FAIR SECRETARIES!!**



**WORLD'S GREATEST  
COMBINED SKATING  
AND STAGE  
PRODUCTION**



*Something new, something different for fair entertainment will be presented for the first time at the*

**EXPOSITION  
PROVINCIALE**

Quebec, Canada  
Aug. 29 thru Sept. 29

*6th Edition*  
**SKATING  
VANITIES  
OF 1948**

- Staged by Russell Markert of Radio City Music Hall Fame
- Company of 140
- 60 Beautiful Girls
- 30 All Star Acts

*It's one of the best, biggest and most colorful shows on the road today!*

**NOTE:** We are now booked solid from August 29, 1947, thru April 30, 1948. If you are interested for next season, write Harold Steinman, SKATING VANITIES, 1775 Broadway, New York 19, N. Y.

**Regina Revenue Stands Up  
With Only 2,572 Gate Drop**

REGINA, Sask., Aug. 9.—Outside gate at the Regina Exhibition and Rodeo, which closed Saturday night (2), was off only slightly from the peak 1946 year, the final tabulation shows. Drop was 2,572, the total this year being 124,477 as compared with 127,049 last year.

The afternoon grandstand surpassed the 1946 totals, but the night grandstand was off. However, the combined day and night grandstand was 85,769, an increase of 7,599 over last year's 78,170.

Afternoon attendance, hyped by a pull of 16,707 for the rodeo, hit 41,127, as against 24,420 in 1946. The night grandstand total was 44,642, as compared with 53,750. Night drop-off was attributed to the fact that this year there were no car giveaways.

Closing day's weather was extremely hot and gate was 21,965, a drop of 2,822.

Manager T. H. McLeod reported the revenue "broke about even" with

last year, and said the fair did quite well in comparison with other fairs on the "A" circuit.

**ATTENTION  
FAIR  
SECRETARIES**

I CAN FURNISH  
ANY TYPE OF  
OUTDOOR ACTS OR REVUES  
ON SHORT NOTICE!

**ERNIE YOUNG**

155 No. Clark St.  
CHICAGO, ILL.

**YOU'LL WIN  
PLENTY OF CASH  
at  
CORN PALACE**

Mitchell, S. D.  
September 22-27

6 big days and nites on the Northwest's greatest midway, with "T" Dorsey playing 12 big shows. Concessions booked independently. Write

**W. T. WILT**  
Mitchell, S. D.

**Panhandle South Plains  
Gets New Judging Arena**

LUBBOCK, Tex., Aug. 9.—The Panhandle South Plains Fair here has completed a steel and concrete judging and sales arena costing \$20,000. The structure measures 90 by 100 feet and will be equipped with bleachers seating about 1,200.

Other plant improvements include the remodeling and renovation of the old CCCC buildings into bunk houses, a recreation hall and a mess hall-kitchen for the use of 4-H and FFA groups thruout the year, and for exhibitors during the fair.

**MILLERSBURG FARMERS'  
FAIR ASSOCIATION, INC.**

Millersburg, Pa.  
Fair Dates—Sept. 11, 12 and 13, 1947

**FAIR SECRETARIES!!!**

Collect all your gate admissions — auto parking fees — exhibit fees — in fact, all cash transactions with "MONEY - METERS"

NO  
TICKETS



NO  
TICKET  
SELLERS

The only safe method of cash collections.  
**NOTHING TO BUY!!!**

Money-Meters are leased to you for the duration of your Fair. Write or wire for complete descriptive literature and information.

**MONEY-METERS, Inc.**

17 Warren St. Providence 7, R. I.

**ELKHART COUNTY FAIR**

Goshen, Indiana, September 9 to 13 Inclusive  
5 BIG DAYS—5 BIG NIGHTS

Thomas Joyland Amusements have Rides, Can use Concessions of all kinds except X sold on Grandstand, Cracker Jack, Taffy and Bingo. (No Mitt Camps or Girl Strip Shows.) This is one of the cleanest County Fairs, owned by Legion of Goshen and operated by representatives of Legion, Granges, Home Ec. Clubs, Business and Fraternal Clubs and Breeders of Elkhart County. Truly a County Fair. Write

**ROY M. AMOS**  
COURT HOUSE, GOSHEN, IND.

**AUG. 31st to Sept. 11th  
Labor Day and Two Sundays  
MARYLAND STATE FAIR**

TIMONIUM, MD.  
Can use Animal and Monkey Show, Fun House, Ten-in-One, Freak Shows.  
**LES SPONSLER**

117 West Saratoga St.

Baltimore 1, Md.

*Outdoor Show Equipment of*  
**WIRE ROPE-FIBRE ROPE-CANVAS**

- ★ All types of rigging for Aerial Acts and other erection purposes.
- ★ Eye and endless splicing and socketing of wire and fibre rope done by skilled, experienced craftsmen.
- ★ Products include: Nets, rope, ladders, guy lines, tarpaulins, tents, truck covers, etc.
- ★ Pure manila rope now available.
- ★ All sizes, types, lengths of wire rope, fibre rope and canvas carried in stock for prompt delivery.
- ★ Extensive fabricating facilities assure prompt service on special jobs.

Write for catalogue (r)



**PAULSEN-WEBBER CORDAGE CORP.**

170 John Street, New York 7, N. Y.

Branch Offices and Warehouses: Boston, Baltimore

**NO THRILLER CAN EQUAL THE MODERN CIRCUS OF THE AIR**

PACK YOUR GRANDSTAND WITH

**SAMMY MASON & HIS FAMOUS HOLLYWOOD HAWKS**

A Complete Stunt Show in a Wide Variety of Hair-Raising Action

World's greatest acrobats; Speed Stunts, Parachute Drops, Wing Walking, Smoke Trails and Acrobatics.

Wire, or write for illustrated folder and press manual—Set your date, we Fly the Show to You.

Now booking for 1947-48 Fair Grounds, Airport Season.  
SAMMY MASON'S HOLLYWOOD HAWKS, Metropolitan Airport, Van Nuys, Calif.

**ATTENTION**

**Virginia, North Carolina & South Carolina Fair Managers**

Have some open time in your section. Complete Circus Unit, 12 Big Acts. Also open for winter dates. Contact

**BUCK OWENS**

5110 Smart, Kansas City, Mo.

## Heat Wave Handicaps Ionia; Exhibition Departments Jammed

(Continued from page 92)

then sally forth on brief excursions to other points of interest.

Afternoon grandstand shows — Lucky Lott and His Hell Drivers Monday afternoon and harness racing Tuesday and Wednesday—drew comparatively small crowds, just the covered portions of the grandstand attracting spectators.

It was stifling in exhibit buildings. In fact, the heat was so intense that a superfine effort in building an exhibition almost went for naught.

Al Wagner's Cavalcade of Amusements, on the midway for the second straight year, also suffered. (See Carnival Section for complete details.)

As people are allowed to enter the grounds at will from almost every direction, it is impossible to more than vaguely estimate attendance. A glance at the picnic grove would give one the idea that all the folks in this section of Michigan were around, but the unusual sight of empty seats in the stands and a sparsely-populated midway indicated that attendance was down considerably.

Folks of this area were given every opportunity to know what was in store for them, Miss Sarlow's publicity campaign having included a comprehensive direct mail, heavy billing, plenty of radio action, and a world of material in the dailies of Grand Rapids, Lansing and other nearby cities.

The power of Ionia as a draw was exemplified by the unusual number of independent concessionaires. The 40-milers were ready for business in every nook and cranny of the grounds.

A quick survey Wednesday (6) of the concessionaires and the exhibitors revealed that, as a whole, they considered their time and money well spent here, even the early action did not compare with last year's. As one veteran machinery exhibitor put it: "You can hardly expect people to fight this sun, but those who have been around apparently are in a buying mood and I feel that the time and money spent here have been used to a good advantage."

Night grandstand entertainment, *Free Fair Follies of 1948*, was produced by Barnes-Carruthers Theatrical Agency of Chicago under the personal direction of Sam J. Levy, president. Ainsley Lambert and Dorothy Hild put the production numbers together, and the show was costumed and backgrounded with apparent disregard for expense.

### Amazingly Colorful

Costuming was beautiful and the stage setting was as dazzling as anything ever turned out by Barnes-Carruthers. Of the production itself, it might be said there was hardly enough variety in the format, but evidently the customers didn't notice the lack of a precision number, as they warmed their hands well in appreciation.

Featured is Aida (Walkmir), "Girl of the Moon," aerial act which was the hit of Barnes Bros.' Circus the last two springs at the Chicago Stadium. She worked at a disadvantage here, as the rigging was hardly high enough over the huge stage setting for the

proper perspective. It is understood that henceforth the rigging will be elevated on a 10 or 12-foot platform, which should shove it up to where it will be a superthriller. As it is, her work on the rings, on the pedestal, on one arm of the revolving rigging, and her one-foot hang from the revolving trapeze made 'em gasp.

Before the start of the revue, Smiley Daily entertained as a come-in clown and worked his bike on the stage, and the Ridolas capered with their ladder rock.

### "Circus Days" Peppy

The first production number was *Circus Days*, a peppy affair with brilliant costumes in which eight members of the chorus simulated a Liberty horse act, directed by Myrtill, ballerina. Five girls performed as pink elephants, and there was an assortment of menagerie "animals" in the parade group. Comedy in this number was supplied by Ziggy, the Zebra (Ridolas). Variety acts following were Johnson and Owens, two nifty bar performers, and the Del Martins, a smooth balancing trio.

*Gypsy Caravan* was the second production number, featuring the ballerina, Myrtill, and the comedy dancing duo, the Albins. The Antaleks again proved they offer one of the finest perch pole acts in the business.

Vic Hyde, who handled emcee duties efficiently, even tho it was obvious he was a little uncertain in this outdoor business, wowed 'em with his musical novelty, capping his trumpet blowing with a presentation which might be described as a one-man bugle corps and baton twirler.

The *Egyptian* production number brought forth another amazing collection of costumes and introduced the smooth balance-dance of Germaine Breton and Roger, announced as Myrtill and Pichaud. Germaine is Myrtill and Roger was substituting for Pichaud, as the latter is shelved with an injured ankle.

### Griswald Stops Show

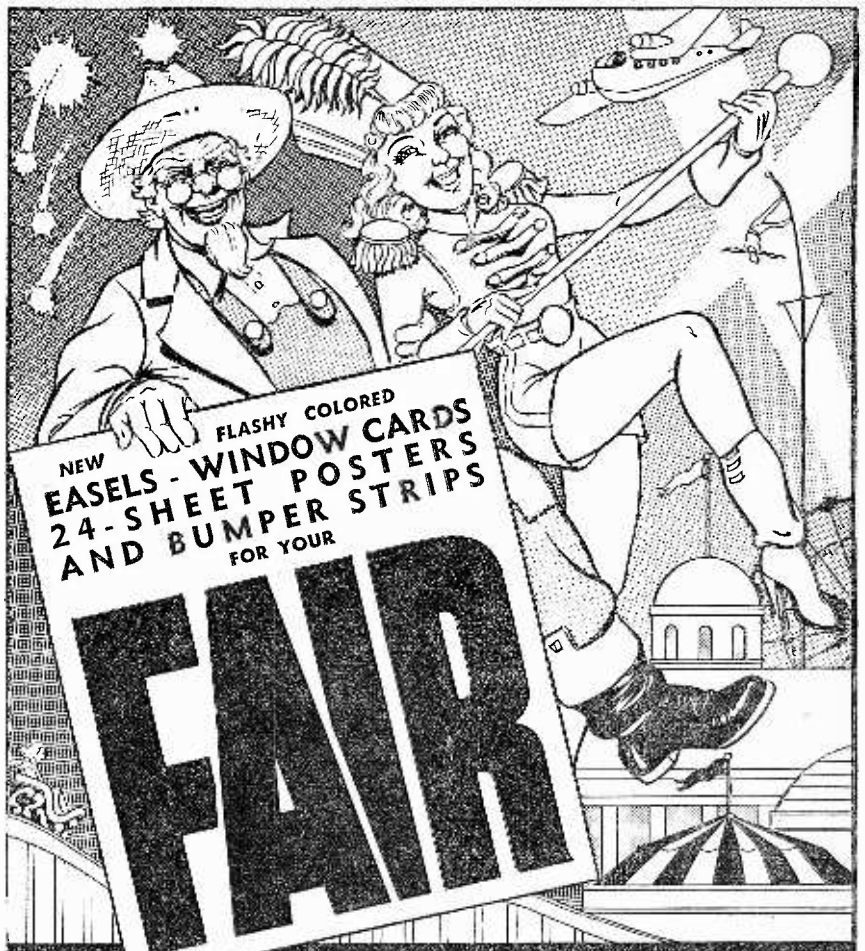
Bill Bushbom presented Cooper's Liberty Horses, the well-matched horses responding with alacrity. This act was presented beside the stage, which gave deck hands an opportunity to set for the diving board and trampoline turn of Larry Griswald, who stopped the show with his acro-zanies.

The production featuring Aida was titled *A Moonlight Fantasy*, the musical score having been arranged by Izzy Cervone from a song of the same name by Don Large, of WJR, Detroit, and the lyrics by Mary Sarlow, sister of the Ionia Free Fair secretary. The Modemers furnished adequate vocal background for all numbers.

Sam J. Levy is well pleased with this 1947 production that will be featured at the State fairs of Illinois, Wisconsin and Minnesota; at Kansas Free Fair, Topeka, and the Oklahoma, Alabama and Louisiana State annuals. Those who have been watching this circuit for years agree that it is the most expensively costumed and scenic production ever sent over this route, but there was some difference of opinion over the lack of variety in production numbers.

Levy's staff on this unit includes, in addition to Cervone as musical director, Eddie Allen, company manager; Inez Smith, wardrobe mistress; Byron Smith, electrician; Whitey Striker, carpenter, and Bill Williams, props. Louise Warne assisted Mrs. Smith with the wardrobe.

Each night's show was closed with a fireworks display produced by United Fireworks Company, and it was synchronized well with the fireworks finish of Aida's turn.



NEW COLORFUL PICTORIAL DESIGNS FOR  
**CIRCUS AND CARNIVAL**  
 PARKS—RESORTS—POOLS  
**ALLES PRINTING CO.**  
 224 E. 4TH ST. LOS ANGELES, CALIFORNIA

POST-WAR OPENING  
**MID-SOUTH FAIR**  
 September 22-27  
 CAN USE A FEW MORE  
 HIGH CLASS CONCESSIONS  
 WRITE OR WIRE  
**G. W. (BILL) WYNNE** **J. C. KING**  
Manager CONCESSION MANAGER  
**MID-SOUTH FAIR** **MEMPHIS, TENN.**

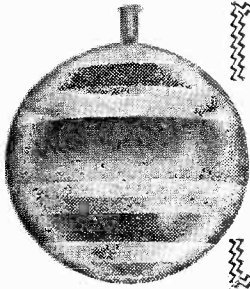
**WANTED**  
 CARNIVAL OR INDEPENDENT RIDES  
**JENNER FAIR**  
 Jennerstown, Pa.  
 August 19-23, inc.  
 EDWARD FRIEDLINE, Sec'y

**TWIN COUNTY FAIR, NORTHAMPTON, PA., SEPT. 3-4-5**  
**MORRIS HANNUM SHOWS ON THE MIDWAY**  
 Concession space still available for strictly legitimate games. All replies to Ted Barkey, Secretary, Box 1, Northampton, Pa.



# BALLOONS

Don't Wait • Order Now



## SENSATIONAL RING-A-ROUND BALLOON

Season's Biggest Seller. Inflates 10" in Diameter. Red, White and Blue combination or assorted combinations.

Only \$7.50 per gross

### USE OUR SAFE AND SURE BALLOON GAS

Can be used indoors or outdoors. \$14.00 per cylinder, \$10.00 deposit on cylinder.

New and Latest Design De Luxe

### INFLATING APPARATUS

for gas balloons.

Solidly constructed and equipped with recording gauge. Tells contents of cylinder at a glance. No guess work. You "don't run out of gas." Gauge warns you when gas is low.



ONLY \$17.00 COMPLETE

25% deposit with orders, balance C. O. D.

## TOY BALLOON CO.

202 EAST 38TH ST.

NEW YORK, N. Y.

# Chippewa Falls Tops '46 Start; Midway Biz Soars

(Continued from page 94)

lyhooded, newspaper releases and radio breaks pointing out that such treatment spelt certain death to flies, insects, etc., at the fair grounds.

### Effective Publicity

Not once during this ballyhoo did the fair permit the use of the word "polio" to creep out, sticking strictly to an affirmative approach. And the folks were sold. It was not just a publicity device, tho; it also was believed a sure-fire way of combating insects. But it was not the sum total of the fair's preventative measures. Early each morning of the fair the interiors of buildings were treated.

Smartly, the fair this year raised its advertising sights. Archie Putnam, secretary of the annual and president of the International Association of Fairs and Expositions, pointed out that the fair had taken note that race tracks, night clubs and other amusement events thruout the country were experiencing a drop-off in attendance from last year. To offset this, Putnam said, it was decided to beat the bushes more vigorously for patronage, and this the fair did by spending more money for radio and newspaper advertising and for billboards, particularly the latter.

### Exhibits Hit Peak

Commercial exhibits hit a new peak. The building constructed last year for them was sold out, and many exhibitors were turned away. Putnam said the fair now is readying plans for two new buildings, one an outdoor life building, the other for women.

Both of these will accommodate commercial exhibits, as well as purely educational ones. The outdoor life building, for instance, will provide space for exhibitors of boats, fishing equipment, sports paraphernalia and men's outdoor wear. The non-commercial exhibits will include tanks of live fishes and displays of frozen fish. The latter will be prize fish, for which the fair will offer prizes. This building, according to Putnam, will be a popular feature because the fair is in the heart of the fishing country. What's just as important, it will enable the fair to gain added revenue.

The farm machinery show is the largest in 12 years. The demand for outdoor space was so great that the fair had to make some refusals.

Not only commercial exhibits but entries in the youth classification and in livestock are away up. The livestock show taxes the capacity of the barns, being the largest in years, and Putnam attributed this increase to the fact that herds are again being built up.

### Water Ballet Scores

Big night lure is the *Cavalcade of Stars*, a revue produced by Barnes-Carruthers Theatrical Enterprises, Chicago, and featuring the return of Lottie Mayer's *Disappearing Water Ballet*. Show scored big with a large Wednesday night crowd, with the water numbers, particularly the socko finale, registering big.

The Lottie Mayer unit had been out of action since 1940, when it suspended because transportation problems made it impractical to tour the show. Not long before its suspension, the unit was in Europe. As a matter of fact, it was playing in Munich when Hitler took Europe.

The revived unit presents 10 diving girls, and Wednesday the unit gave a pleasing, eye-filling and at times thrilling performance. Given a few more showings, it seems headed to surpass this performance which more than pleased the grandstand

turnout and sent the folks away talking enthusiastically about it.

### Striking Numbers

Two ballet numbers, the *Nymphs* and a butterfly sequence, are spectacularly beautiful. The latter is the finale and is heightened by fountain effects. The unit, in returning to the road, now carries its own power water pumps, a step taken to insure proper timing for the finale.

Diving girls, who also double along with six other girls in the production dance numbers, are Bernice Wafford, Betty Jackman, Joan Teunte, Joy Dakis, Joan Price, Pat Gall, Ann Jensen, Nan Zorman, Genevieve Malcyko and Iram Schnauffer.

The production numbers are well turned out. Three in number, they feature a Scottish routine, highlighted by brilliantly colored costumes; a flamingo number, also notable for its costuming, and a delightful Middle of May sequence. Ruth Pryor is featured as the ballerina.

### Supporting Acts

Vocal accompaniment is provided by the Chicagoans, three men and as many women. Johnny Fields handles the emcee chores in capable fashion. Acts presented with the revue are the Cowans, comedy knockabout; Pat Levolo and Company, slack wire; Paul and Paulette Trio, trampoline; Mabel Miller, aerialist, with a slide-for-life finish; Scotty and His Dog, and the White Brothers, skin and knockabout comedy with dogs.

Joe Belski handles the baton in the orchestra, in which organist Al Melgard is featured.

Ken Warfield is managing the show, with Lottie Mayer on hand to oversee details of the water ballet. The *Cavalcade of Stars* will run thru Sunday (10), closing night.

Harness horse races were the afternoon track feature Wednesday thru Friday (6-8), with Jimmie Lynch's Death Dodgers skedded for matinees today and tomorrow. Fireworks by Thearle-Duffield, Chicago, are featured six nights.

## AMERICA'S GREATEST AGRICULTURAL FAIR!

# CALIFORNIA STATE FAIR

SACRAMENTO

Aug. 28 thru Sept. 7

Night Show "THESPIANA" Features:

RUDY VALLEE

GEORGE JESSEL

SPIKE JONES

TOMMY DORSEY

LEO CARRILLO—PROFESSOR LAMBERTI—SHAW & LEE—INCA TAKY—INESITA PRINCE SU-A & ROYAL SAMOANS—CALIFORNIAIRES—HELEN O'NEILL GIRLS

8 Days Horse Racing—Pari-Mutuel Betting

## WANTED TWO OR THREE FREE ACTS

Clownish, full fun and comedy, to play

### CLEVELAND COUNTY NEGRO FAIR

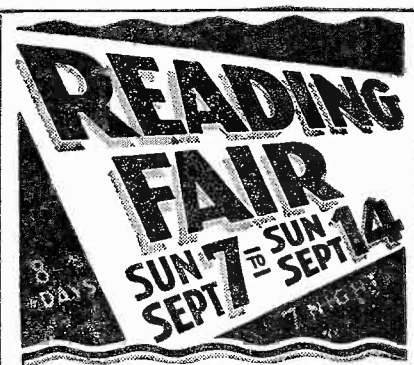
Shelby, N. C., Oct. 8, 9, 10, 11. A. W. Foster, secretary.

## WE WILL OFFER FENCE TO FENCE CONTRACT

To a 7 to 10 Ride Show for September 10-11-12-13. Rush replies to

JOHN W. ELLIS, Secretary

MANISTEE FAIR BOARD, Onkama, Mich.



## MIDWAY CONCESSIONAIRES

Choice Locations Still Available

\$7 to \$12 Per Front Foot

Write, Wire or Telephone CHARLES W. SWOYER, Sec. 522 Court St. Reading, Pa. Tel.: Reading 4-8381

## WANTED!

Grandstand attractions for afternoon and evening performances at the

### CHILDRESS STATE FAIR

on September 17, 18, 19, 20.

Please contact

PAUL ORD, Manager CHILDRESS STATE FAIR CHILDRESS, TEXAS

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**



**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest Business in Popcorn"  
POPCORN MACHINES AND SUPPLIES

**WANTED**  
**CARNIVAL**  
WITH FREE ACTS  
Clean Show, good Rides, straight Concessions for  
**Farmers' Community Fair**  
and **Livestock Show**  
Week ending Sept. 18, 19 and 20.  
Good crowds — good take — in the cotton section. Write and state proposition first letter.  
**W. SAM COOKE, Manager**  
Marvell, Arkansas

**LAST CALL**  
FOR CONCESSION SPACE  
at  
**ALABAMA STATE FAIR**  
Birmingham, Ala.,  
SEPT. 29 TO OCT. 4, INCL.  
Address:  
**J. C. McCAFFERY**  
155 N. Clark St. Chicago, Ill.

**Daredevil Parachutists**  
A great attraction that will draw large crowds at your air show or fair. One of the best free acts in existence.  
**LEED'S PARACHUTISTS**  
2339 Glendale Ave.  
Detroit 6, Mich.  
Phone: TOWnsend 81120

**J. C. MICHAELS ATTRACTIONS**  
—FAIR BOOKERS for 37 Years—  
SENSATIONAL ACTS — REVUES — THRILL SHOWS and Famous BIG CITY GRAND STAND CIRCUSES for  
FAIRS — CELEBRATIONS — EXPOSITIONS

Chicago Offices: 64 W. Randolph St. Chicago, Illinois. Phone: DE 3770.  
Kansas City Offices: Reliance Building Kansas City, Mo. Phone: MA 9382.

**WANTED**  
Shows and Concessions for  
**ARMSTRONG COUNTY FAIR**  
Ford City, Pa., Labor Day, Sept. 1 to 6.  
Rates very reasonable.  
**W. B. MECHLING, Secy.**

**WANTED**  
Rides not conflicting with Merry-Go-Round, Ferris Wheel or Kiddie Chairplane. Shows and Concessions of all kind. No gypsies. Sept. 12, 13 and 14. Brooklyn Fair, Brooklyn, Conn.  
**CHARLES J. CASEY CO., INC.**  
AGENT  
1881 Park St., Hartford, Conn.

**Calif's. Stockton A Horsey One!**

STOCKTON, Calif., Aug. 9. — A half century ago the horse was the motive power that brought the family to the county fair, but at San Joaquin County Fair, August 16-24, he will be the star performer.

Secretary-Manager Ed Vollmann has announced that nearly 2,500 horses will take part in the event, with a nine-day horse show one of the top features.

Show opens with a big rodeo for the first four nights and the afternoon of August 17. Christenson Bros., Eugene, Ore., will furnish the stock. Talent already signed includes Gene Rambo, national all-round cowboy champion of 1946, and Jerry Ambler, Klamath Falls, Ore., runner-up to Rambo and saddle bronk titleholder. Purses total \$5,000, plus entry fees.

Night horse shows are scheduled for August 20-24. Closing day will feature an all-Western show with 1,000 horses and riders participating. More than 250 horses will be stabled for judging in breeding classes. All this horse activity will be in addition to seven afternoons of harness and running races.

A calf scramble will be held August 19 with 4-H Club members attempting to capture calves. Successful ropers will become owners of captured calves. Livestock department will offer \$49,000 in premiums. Special attention has been given junior activities, which will be housed in the \$200,000 junior farm building. Flower show will be augmented complete with mountain streams, waterfalls and fish.

Total premium offerings in all departments will be in excess of \$150,000, officials say.

**Napa, Calif., Holds Plant Within Present Acreage**

NAPA, Calif., Aug. 9.—Members of the 25th district agricultural board, sponsors of the NAPA District Fair, have recommended that the State division of agriculture proceed with plans for the fairgrounds on the basis of present acreage. The board ruled that no additional acreage will be required at this time.

In the event the over-all fair development program requires more space in the future, the board will study the possibility that the present half-mile track, never used for racing, be cut in size. Fair date is August 21-23.

**Lethbridge, Alta., Draws 27,000 at 3-Day Annual**

LETHBRIDGE, Alta., Aug. 9. — Lethbridge's exhibition, rodeo and light horse show, the city's first post-war fair, wound up its three days with a total attendance of about 27,000. President A. W. Shackelford expressed pleasure at the turnout, considering it was the first exhibition here in eight years, and announced an immediate start to improve all departments for next year.

**Two California Dates Set**

SACRAMENTO, Aug. 9.—Dates for San Mateo County Fiesta in San Mateo, Calif., have been set for September 18-21.

Corrected dates of the 46th District Fair, Turkey Show and Congress, at Hemet, are October 2-5, according to Rose E. Links, secretary-treasurer of the Western Fairs Association.

**WANTED**  
CARNIVAL, RIDES, CONCESSIONS, FOR  
**LITTLE RIVER COUNTY FAIR**  
September 17, 18, 19 and 20, at Ashdown, Arkansas.  
**JAMES D. SHAVER JR.,** Secretary, Little River County Fair Association, Ashdown, Arkansas.

**Ask Regional Mgrs. To Take Sacramento Guest Pilot Roles**

SACRAMENTO, Aug. 9.—Regional fair managers of California have been invited to act as guest managers of various departments of the State Fair, August 28-September 7.

This was announced by Secretary-Manager E. P. (Ned) Green, who said the plan was adopted as a part of the Western Fairs Association mutual aid program.

Lou Merrill, general manager of the association, said: "The plan originated with the college of fairs, a seminar for fair managers held in conjunction with the annual meeting of the association.

"With the development of the State and increased amounts of money being received from the horse racing pari mutuels, regional fairs are becoming major expositions demanding professional management. The exchange of ideas and the varied experience made possible by the mutual aid plan enables managers of regional fairs to keep pace with the expansion of their shows."

Regional managers who so far have accepted invitations to serve at the State Fair include E. G. Vollman, San Joaquin County Fair; Tom Dodge, Fresno County Fair; Jess Chambers, Santa Barbara Fair; Wes Jamison, Sonome County Fair, and Martin Sword, Plumas County Fair.

**Dayton, O., Ups 25G for Exhibits, Racing Purses**

DAYTON, O., Aug. 9.—The Montgomery County Fair board has set approximately \$25,000 as prize and purse money this year, September 1-4. Of this, \$13,000 will be for exhibits, while the balance is for purses in the racing program.

There will be racing every afternoon and evening, augmented by the Erving Troupe, Camille's Dogs, the Three Ambassadors, the Skylarks and Jinx Hoaglan's Hippodrome.

**Middleboro Annual To Open Massachusetts Fair Season**

MIDDLEBORO, Mass., Aug. 9. — Middleboro Fair will open the Massachusetts fair season August 10-17, having taken the dates originally set for the Franklin Fair, which relinquished.

Annual here will have six days of pari mutuels. James Picarillo will act as racing secretary.

**YOU CAN HAVE THE WORLD'S HIGHEST AERIAL ACT WITH**

*Selden*  
**THE STRATOSPHERE MAN**

Available for Fairs, Parks, Circuses, Carnivals and Special Events.

c/o THE BILLBOARD  
CINCINNATI 22, O.

Bring them in with **POSTERS!**

FOR PROVEN RESULTS CONTACT

**Posters INCORPORATED**  
635 CHERRY ST. PHILA. 7, PA.

CHANGE TO POSTERS AND FEEL THE DIFFERENCE

**TASLEY FAIR**  
Tasley (Accomack County), Virginia, August 20, 21, 22, 23, 1947.  
CONCESSIONS WANTED FOR INDEPENDENT MIDWAY. No strong outfits. No Mit Camps. No gypsies wanted. ALL GRIFF STAY AWAY.  
**CENTRAL AGRICULTURAL FAIR ASSO.**  
J. EDGAR THOMAS, MGR.

**NEW JERSEY STATE FAIR**  
**TRENTON, N. J.**  
"SOMETHING TO CROW ABOUT"  
SEPTEMBER 21-28 INCLUSIVE  
GET YOUR RESERVATIONS IN EARLY FOR CHOICE LOCATIONS

**NATIONAL ADVERTISERS:** We have a new Industrial Building with excellent display accommodations.  
**INDOOR CONCESSIONS:** Several buildings with good space available for Jewelry Stands, Demonstrations, Glass Blowers, Run Menders, Metal Workers, Gadgets, etc.  
**FOOD CONCESSIONS:** Eat Stands, Drink Stands, Ice Cream, Popcorn, Candy Apples, Peanuts, etc.

Write or Wire  
**JOHN McCORMICK** Concession Mgr. **NORMAN MARSHALL** Secretary  
FAIR GROUNDS, TRENTON, N. J.

WANT GAMES (must be legitimate). All Concessions open. Apply to **CETLIN & WILSON SHOWS**, En Route, or to the Fair Grounds as above.

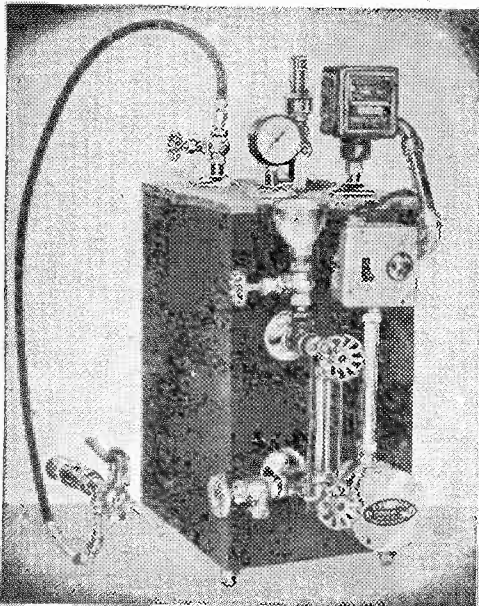
**The Largest Kids' Day in the East**



**AVAILABLE FOR IMMEDIATE DELIVERY  
"PORTABLE ELECTRIC STEAM STERILIZERS"**

for ICE CREAM and CUSTARD MACHINES

Easily removes the fatty substance from your Ice Cream Freezers, Custard Machines or Frozen Chocolate Units while cleansing, and at the same time acts as a sterilization factor.



BOTH AC AND DC CURRENT—110 OR 220 VOLTS

AUTOMATICALLY CONTROLLED STEAM PRESSURE

STURDY — DURABLE  
COMPACT — SAFE

ESPECIALLY USEFUL IN CRAMPED OR CROWDED QUARTERS

CONTAINS A RUST-PROOFED STEEL, CUSTOM BUILT TANK

FINGERGRIP STEAM CONTROL OUTLET

ROLL IT AROUND ON WHEELS

UP TO 35 LBS. OF STEAM PRESSURE

SENIOR MODEL \$187.50

JUNIOR MODEL 137.50

F. O. B. New York

The Sterilizer is assembled with a pressure-proof welded Steel Tank and contains all High Pressure fittings. It is insulated against heat with ground glass wool and asbestos, a tank within a tank. It also features famous make Pressuretrols. Already in use all over the country in Soda Fountains, Bars and at Frozen Custard Stands.

MFD. & DIST. BY **STEAMASTER CO., INC.**  
NEW YORK 1, N. Y. PEnnsylvania 6-7662-3  
110 West 30th Street  
AUTHORIZED DISTRIBUTOR  
**PORT MORRIS MACHINE & TOOL**  
712 EAST 135TH STREET, BRONX, N. Y.  
CHOICE TERRITORIES STILL OPEN

**HERE'S YOUR KEY**  
to  
**BETTER FAIR MANAGEMENT**

A 23 Booklet Volume by Specialists

- Admissions and Tickets
- All Year Use of Grounds
- Agricultural Exhibits
- Auto Parking
- Carnivals
- Commercial Space
- Construction Planning
- Directors Duties and Responsibilities
- Educational and Economic Values

- Entertainment
- Florical,ural Displays
- Horse Shows
- Horse Racing and Fairs
- Industry Report
- Lighting
- Livestock Judging
- Livestock Shows
- Needs
- Poultry Shows
- Prospects and Research
- Public Relations-Advertising and Publicity
- Women in the Fair
- Youth Development



SEND \$2 FOR THE SET

917 Seventh St., Sacramento, Calif.

Hitting **ALL-TIME** Highs

★ for THRILLS ★ for ATTENDANCE  
★ for CUSTOMER REACTION

**THE RIVERO TROUPE  
OF SUICIDE MOTORCYCLISTS**

CAPACITY CROWDS AT EVERY PERFORMANCE EVERYWHERE



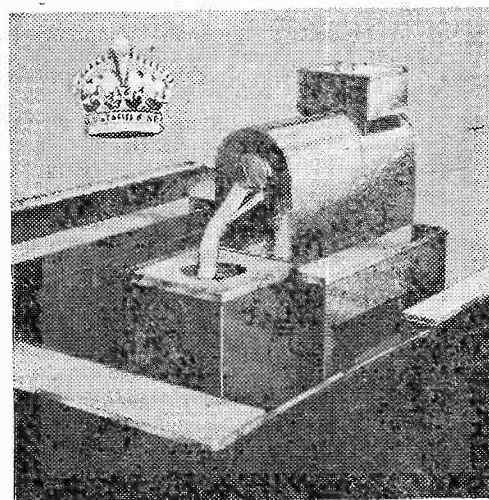
5 RIDERS

ADMISSION 50c

And their terrorizing, death-defying, near-colliding act which thrilled all of South America

NOW BOOKING FAIRS IN U. S.—WRITE OR WIRE

**BAKERMAN** 443 BEACH 44 STREET  
EDGEMERE, L. I., N. Y.



Another **CUSTARD KING** in Action

The World's Finest Continuous Frozen Custard Machine! 5 to 30 gallons per hour automatically! Highest overrun machine of its type!

Immediate Delivery!

MODEL 300-W

**CARVEL CORPORATION**

550 WEST 35TH STREET

NEW YORK 1, N. Y.

**WANTED!! WANTED!!**

**KINGSTON, R. I., FAIR**

AUGUST 27 THRU SEPTEMBER 1

RODEO—AUTO THRILL SHOW  
COWBOYS—COWGIRLS WITH STOCK  
CLOWNS—DAREDEVIL ACTS

CONTACT AT ONCE!

**ALBERT TUCKER, MGR.**

TELEPHONE OR WIRE

WICKFORD 760-R — WICKFORD, R. I.



# 1947 FAIR DATES

## Alabama

Anniston—Tri-County Fair at Oxford Lake Park. Week of Aug. 25. Billy Morgan.  
 Athens—Limestone Co. Agrl. Assn. Sept. 23-26. W. A. Owens.  
 Athens—Limestone Co. Colored Fair. Sept. 28-Oct. 4. Mrs. Odell Smith.  
 Attalla—Etowah Co. Fair Assn. Sept. 1-6. George Flanagan.  
 Birmingham—Alabama State Fair. Sept. 29-Oct. 4. R. H. McIntosh.  
 Dothan—Houston Co. Tri-State Fair. Oct. 27-Nov. 1. Mrs. L. J. Lunsford.  
 Florence—North Ala. State Fair. Sept. 15-20. C. H. Jackson.  
 Huntsville—Madison Co. Fair Assn. Sept. 8-13. Marie Dickson.  
 Jasper—Walker Co. Fair. Sept. 22-27. James D. Dickson.  
 Mobile—Mobile Co. Fair. Oct. 26-Nov. 9 (tentative). Mort L. Bixler.  
 Roanoke—Randolph Co. Legion Fair. Oct. 13-18. William A. Radney.

## Arizona

Douglas—Cochise Co. Fair Assn. Oct. 3-5. Jim Barrett.  
 Holbrook—Navajo Co. Fair Assn. Sept. 26-28. John H. Miller.  
 Phoenix—Arizona State Fair. Nov. 7-16. Paul Jones.  
 Saint Johns—Apache Co. Fair. Oct. 3-4. Neda Davis.

## Arkansas

Arkadelphia—Clark Co. Fair Assn. Sept. 11-13. Ned Burtla.  
 Ashdown—Little River Fair Co. Sept. 17-20. C. M. Lamkin.  
 Batesville—Independence Co. Fair Assn. Oct. 1-4. Mrs. Thurl Noe.  
 Bentonville—Benton Co. Fair Assn. Oct. 1-3. Lester Drake.  
 Berryville—Carroll Co. Fair Assn. Sept. 25-27. Mrs. J. C. Richardson.  
 Blytheville—Mississippi Co. Fair Assn. Sept. 24-28. Robert E. Blaylock.  
 Booneville—Logan Co. Fair Assn. Sept. 11-13. John L. Hampton.  
 Clarksville—Johnson Co. Fair. Sept. 24-27. John Dodson.  
 Clinton—Van Buren Co. Fair Assn. Oct. 1-3. Mrs. Mildred M. Thompson.  
 Conway—Faulkner Co. Fair Assn. Oct. 1-4. Senator Guy H. Jones.  
 Danville—Yell Co. Free Fair. Oct. 15-18. J. E. Chambers.  
 De Queen—Sevier Co. Fair Assn. Sept. 25-27. Ralph B. Kite.  
 El Dorado—Union Co. Livestock Assn. Sept. 30-Oct. 4. Julius Miller.  
 Fayetteville—Washington Co. Fair Assn. Sept. 9-13. James W. Holder.  
 Fort Smith—Ark.-Okla. Livestock Expo. Sept. 15-20. A. D. Murphy.  
 Gentry—Gentry Home Products Fair. Sept. 17-19. J. C. Randolph.  
 Hamburg—Ashley Co. Fair Assn. Sept. 25-27. Fred Greenon.  
 Hampton—Calhoun Co. Fair Assn. Sept. 25-27. Mack C. Owens.  
 Harrisburg—Poinsett Co. Fair Assn. Sept. 22-25. E. S. Maddox.  
 Harrison—Boone Co. Fair Assn. Oct. 8-10. L. J. Cooper.  
 Helena—Phillips Co. Fair. Oct. 1-4. David S. Barlow.  
 Hope—Third Agrl. Dist. Livestock Show. Sept. 22-27. Charles A. Armitage.  
 Hot Springs—Garland Co. Fair Assn. Sept. 17-20. Ray Owen.  
 Jasper—Newton Co. Fair. Oct. 2-4. Iris Fern Spencer.  
 Jonesboro—Craighead Co. Fair. Sept. 25-27. Elton Patterson.  
 Lonoke—Lonoke Co. Fair. Oct. 3-5. J. E. Tull.  
 Little Rock—Arkansas Livestock Show Assn. Oct. 6-12 (tent.). Clyde E. Byrd.  
 Magnolia—Columbia Co. Fair. Sept. 29-Oct. 6. W. L. Jameson Jr.  
 Mena—Polk Co. Fair Assn. Sept. 18-20. Mrs. Robert Arthur.  
 Monticello—Drew Co. Fair. Sept. 26-27. J. D. McDuffie.  
 Morrilton—Conway Co. Fair. Sept. 18-20. D. F. Newkirk.  
 Mount Ida—Montgomery Co. Fair Assn. Sept. 29-Oct. 4. Glen Hickey.  
 Mulberry—Crawford Co. Fair Assn. Sept. 29-Oct. 4. T. J. House.  
 Newport—Jackson Co. Fair. Sept. 29-Oct. 4. Chamber of Commerce.  
 Ozard—Franklin Co. Fair Assn. Sept. 11-13. J. M. Hopper.  
 Paragould—Greene Co. Fair Assn. Sept. 15-20. E. W. Little.  
 Paris—Logan Co. Free Fair Assn. Oct. 7-12. Edwin H. Floyd.  
 Perryville—Perry Co. Fair Assn. Oct. 2-4. E. E. Turner.  
 Piggott—Clay Co. Fair Assn. Oct. 2-4. James Swift.  
 Pocolantas—Randolph Co. Fair Assn. Oct. 2-4. O. A. DeClerk.  
 Prescott—Nevada Co. Fair Assn. Week of Sept. 22. G. C. Murray.  
 Russellville—Pope Co. Fair Assn. Sept. 30-Oct. 3. C. R. Turner.  
 Silver—Montgomery Co. Fair. Sept. 4-6. Morris Elder.  
 Wynne—Cross Co. Fair. Sept. 11-13. W. B. Proctor.

## California

Anderson—Shasta District Fair. Sept. 11-14. Dudley V. Saelzer. Redding, Calif.  
 Antioch—Contra Costa Co. Fair. Sept. 19-21. Norman D. Sundborg.  
 Auburn—20th Dist. Agrl. Assn. Oct. 3-5. Ray Carlisle.  
 Bakersfield—Kern Co. Fair. Sept. 23-28. George W. Wendt.  
 Boonville—Mendocino Co. Fair. Oct. 3-5. H. J. June.  
 Caruthers—Caruthers District Fair. Oct. 9-11. James L. Edmondson.  
 Cedarville—34th Dist. Agrl. Assn. Sept. 5-7. John W. Griswold.  
 Colusa—Colusa Co. Harvest Festival. Sept. 24-27. William S. Randall.  
 Crescent City—Del Norte Co. Fair. Aug. 20-24. Bob McClure.  
 Eureka—Ninth Dist. Fair. Aug. 27-31. Ralph H. Barnes, Bayside, Calif.  
 Ferndale—Humboldt Co. Fair Assn. Aug. 12-17. Dr. Joseph N. D. Hindley.  
 Gridley—Butte Co. Fair. Sept. 11-14. Joseph E. Whitaker.  
 Hayfork—Trinity Co. Fair. Aug. 23-24. J. D. Berry.

Hollister—San Benito Co. Fair. Oct. 10-12. J. M. Leonard.  
 Lakeport—49th Dist. Agrl. Assn. Aug. 30-Sept. 1 (tent.). William R. McNair.  
 Lancaster—50th Dist. Agrl. Assn. Sept. 11-14. Arthur H. Stege.  
 Madera—Madera District Fair. Oct. 2-5. J. T. O'Shaughnessy.  
 Mariposa—Mariposa Co. Fair. Aug. 30-Sept. 1. Dale K. Campbell.  
 McArthur—Shasta Co. Fair. Aug. 30-31. Frances A. Gassaway, Fall River Mills.  
 Merced—Merced Co. Fair. Sept. 9-14. W. C. Woxberg.  
 Monterey—Monterey Co. Fair. Sept. 25-28. Matthew Beaton.  
 Napa—Napa Co. Fair. Aug. 21-24. Lowell J. Edington.  
 Orland—Glenn Co. Fair. Sept. 17-20. G. F. Cantwell.  
 Paso Robles—16th Dist. Agrl. Assn. Sept. 11-14. George E. Stephan.  
 Placerville—El Dorado Co. Fair Assn. Sept. 12-14. Robert K. Woodward.  
 Plymouth—Amador Co. Fair. Aug. 22-24. Wentworth Lynch.  
 Quincy—Plumas Co. Fair Assn. Aug. 15-17. Martin W. Sword.  
 Red Bluff—Tehama Co. Fair. Sept. 26-28. George F. Blake.  
 Roseville—Placer Co. Fair Assn. Aug. 15-17. Tom J. Pugh.  
 Sacramento—California State Fair. Aug. 28-Sept. 7. E. P. (Ned) Green.  
 San Fernando—51st Dist. Agrl. Assn. Sept. 19-21. Frank Green.  
 San Jose—Santa Clara Co. Fair Assn. Sept. 15-21. Russell E. Pettit.  
 San Mateo—San Mateo Co. Fair Assn. Sept. 19-27. Norvell Gillespie.  
 Stockton—San Joaquin Co. Fair Assn. Aug. 16-24. E. G. Vollman.  
 Sonora—Tuolumne Co. Fair Assn. Sept. 11-14. Mrs. Frances M. Graham.  
 Susanville—Lassen Co. Livestock Show. Aug. 19-24. A. A. Jensen.  
 Tulare—Tulare-Kings Co. Fair Assn. Sept. 16-21. A. J. Elliott.  
 Turlock—38th Dist. Agrl. Assn. Aug. 11-17. W. Coburn Cook.  
 Ukiah—12th District Agrl. Assn. Aug. 22-24. J. P. Smith.  
 Ventura—Ventura Co. Fair. Oct. 8-12. Robert E. Stuart.  
 Watsonville—14th Dist. Agrl. Assn. Oct. 2-5. E. P. Johnson.  
 Yreka—Siskiyou Co. Fair. Sept. 5-7. Stuart B. Waite.  
 Yuba City—13th Dist. Agrl. Assn. Sept. 19-21. Reba Perry.

## Colorado

Akron—Washington Co. Fair & Rodeo. Aug. 14-16. Brandt Wenig.  
 Brush—Morgan Co. Junior Fair. Aug. 13-14. R. B. Spencer, Fort Morgan, Colo.  
 Burlington—Kit Carson Co. Free Fair. Aug. 18-20. G. M. Baxter.  
 Calhan—El Paso Co. Fair. Sept. 12-14. Fred C. Wagoner.  
 Castle Rock—Douglas Co. Fair Assn. Sept. 6-7. Charles E. Kirk.  
 Craig—Moffat Co. Fair. Sept. 1-2. Walter J. Gregory.  
 Delta—Delta Co. Fair. Oct. 1-4.  
 Eads—Kiowa Co. Free Fair. Sept. 11-13. C. E. Hightower.  
 Greeley—Weld Co. Junior Fair. Aug. 13-14. Charles F. Lane.  
 Hayden—Routt Co. Fair Assn. Sept. 12-13. Kenneth M. Carroll.  
 Holyoke—Phillips Co. Fair. Sept. 4-6. R. E. Enseminger.  
 Hotchkiss—Delta Co. Fair & Rodeo. Oct. 1-4. Jess Barrow, Paonia, Colo.  
 Hugo—Lincoln Co. Free Fair. Sept. 11-13. Robert Igou.  
 Julesburg—Sedgwick Co. Fair. Sept. 10-12. D. W. Acott.  
 LaVeta—Huerfano Co. 4-H Fair. Aug. 18-19. Charles Boyd.  
 Littleton—Arapahoe Co. Fair. Aug. 22-24. W. W. Hanson.  
 Longmont—Boulder Co. Fair & Rodeo. Aug. 21-23.  
 Loveland—Larimer Co. Fair. Aug. 14-16. Don H. Moon.  
 Montrose—Montrose Co. Junior Fair & Rodeo. Aug. 19-21. Fred Humphrey.  
 Pueblo—Colorado State Fair. Aug. 25-30. Frank H. Means.  
 Rifle—Garfield Co. Fair-Rodeo. Aug. 30-Sept. 1. James W. Hybarger.  
 Rock Ford—Arkansas Valley Fair-Rodeo. Sept. 2-4. Carl Holder.  
 Sterling—Logan Co. Fair & Rodeo. Aug. 18-20. Henry T. Overton.  
 Yuma—Yuma Co. Fair. Aug. 20-22. James Nevins.

## Connecticut

Avon—Hartford Co. Fair. Sept. 20-21. Louis L. Campbell, Torrington, Conn.  
 Berlin—Berlin Grange Fair. Sept. 12-13. Mrs. Emma Suprenant.  
 Bethlehem—Bethlehem Fair. Sept. 6-7. Mrs. Frank Devine, 22 Wales St., Waterbury.  
 Brooklyn—Windham Co. Fair. Sept. 12-14. Edmund Keane, Putnam, Conn.  
 Chester—Chester Agrl. Soc. Aug. 22-24. William G. Stark.  
 Danbury—Danbury Fair. Sept. 27-Oct. 5. John W. Leahy.  
 Durham—Durham Agrl. Fair Assn. Sept. 26-27. John A. Jackson.  
 Durham—Middlesex Co. 4-H Fair. Aug. 29-30. Eleanor Jackson, Portland, Conn.  
 Ellington—Union Agrl. Soc. Oct. 1. B. R. Grant, Merose, Conn.  
 Fairfield—Greenfield Hill Grange Fair. Sept. 13. George A. Clark, Southport.  
 Farmington—Hartford Co. 4-H Fair. Aug. 29-30. Eleanor Peckman, R. D. 5, Newington.  
 Goshen—Goshen Agrl. Soc. Aug. 31-Sept. 1. Mrs. Louise Blakeslee.  
 Guilford—Guilford Agrl. Soc. Sept. 24. Marie E. Griswold.  
 Haddam Neck—Haddam Neck Fair. Aug. 31-Sept. 1. Leonard J. Selden, R. D. 1, E. Hampton.

Harwinton—Harwinton Agrl. Soc. Oct. 4-5. M. H. Plaskett, RFD 2, Torrington.  
 Harwinton—Litchfield Co. 4-H Fair. Aug. 23.  
 Lyme—Lyme Grange Fair Assn. Aug. 27. Thomas Hewes Jr.  
 Madison—Future Farmers Fair. Sept. 13. Albert Bishop, Guilford, Conn.  
 Manchester—Manchester County Fair. Sept. 12-13.  
 Mansfield Center—Echo Grange Fair. Sept. 13.  
 Marlborough—Marlborough Grange Fair. Sept. 6.  
 Meriden—Meriden Grange Fair. Sept. 19-20. Mrs. Bertha B. Tinkham, S. Meriden.  
 North Stonington—New London Co. 4-H Fair. Aug. 29-30.  
 North Haven—North Haven Fair Assn. Sept. 5-7. Joseph C. Bartlett.  
 Norwichtown—Norwich Grange Fair. Sept. 5-6.  
 Orange—New Haven Co. 4-H Fair Assn. Aug. 22-23. Lora Sperry.  
 Riverton—Riverton Fair. Oct. 11. Mrs. Allen Seymour, RFD 2, Winsted, Conn.  
 Rocky Hill—Rocky Hill Grange Fair. Sept. 5-6. Mrs. Dorothy B. Herrick.  
 Stafford Springs—Stafford Fair. Sept. 25-28. Louise L. Benton.  
 Vernon—Tolland Co. 4-H Fair. Aug. 29-30.  
 Wallingford—Wallingford Grange Fair. Sept. 12-13. Flora E. Hough.  
 Wapping—Wapping Fair. Sept. 6. Mrs. George A. Potterton, Manchester, Conn.  
 Woodstock—Woodstock Agrl. Soc. Aug. 30-Sept. 1. Donald B. Williams, Putnam.

## Florida

De Funiak Springs—Walton Co. Fair Assn. Nov. 10-11. Mitchell Wilkins.  
 Panama City—Bay Co. Agrl. Exhibits. Oct. 27-Nov. 1. N. C. Yon Sr.  
 Pensacola—Pensacola Interstate Fair. Oct. 13-19. J. E. Frenkel.  
 Tallahassee—Leon Co. Fair Assn. Nov. 3-8. James L. Rhoden.

## Georgia

Americus—Sumter Co. Fair Assn. Week of Oct. 20. O. C. Johnson.  
 Atlanta—Southeastern Fair Assn. Sept. 26-Oct. 5. Mike Benton.  
 Augusta—Exchange Club Fair. Oct. 27-Nov. 1. O. O. McGahee.  
 Bainbridge—Decatur Co. Fair. Oct. 13-18. T. E. Rich.  
 Butler—Legion Taylor Co. Fair. Oct. 20-25. W. M. Matthews.  
 Cartersville—American Legion Bartow Co. Fair. Sept. 22-27.  
 Cedartown—Northwest Ga. Fair Assn. Sept. 22-27. Thomas Adamson.  
 Columbus—Chattahoochee Valley Expo. Oct. 6-11. Felix L. Jenkins.  
 Conyers—Rockdale Co. Fair. Sept. 21-27. A. C. Ellington.  
 Cordele—Central Georgia Fair. Oct. 13-18. J. D. Rainey.  
 Decatur—DeKalb Harvest Festival. Sept. 17-20. Dr. C. C. VonGramp.  
 Eastman—Dodge Co. Am. Legion Fair. Oct. 20-25. R. T. Ragan.  
 Eatonton—Putnam Co. Am. Legion Fair. Oct. 13-18. Maj. W. D. Candler.  
 Elberton—Elberton Fair Assn. Week of Sept. 15. I. V. Hulme.  
 Gainesville—Northeast Ga. Fair. Week of Oct. 13. Herbert H. Adderholdt.  
 Greensboro—Greene Co. Fair Assn. Oct. 20-25. C. A. Crumley.  
 Hawkinsville—Pulaski Co. Fair Assn. Oct. 27-Nov. 1. Roger H. Lawson.  
 La Fayette—Walker Co. Fair Assn. Week of Oct. 6. W. E. McKeown.  
 Macon—Georgia State Fair. Oct. 13-18. E. Ross Jordan.  
 Manchester—Tri-County Fair. Sept. 29-Oct. 4. Weiby Griffith.  
 Monroe—Walton Co. Am. Legion Fair. Oct. 13-18. H. H. Shores.  
 Sandersville—Washington Co. Fair. Oct. 13-18. Gordon S. Chapman.  
 Sparta—Hancock Co. Fair. Sept. 29-Oct. 4. J. David Dyer.  
 Summerville—Chattooga Co. Fair Assn. Oct. 15-17. Herbert Gilkinson.  
 Swainsboro—Emanuel Co. Fair. Oct. 6-11. Earl M. Varner.  
 Valdosta—South Georgia Fair. Nov. 10-15. H. K. Wilkinson.  
 Warrenton—Warren Co. Fair. Oct. 13-18. Alton W. Davis Jr.

## Idaho

Blackfoot—Eastern Idaho State Fair. Sept. 9-13. Ival H. Wartchow.  
 Boise—Western Idaho State Fair. Aug. 26-30. W. L. Hendrix.  
 Bonners Ferry—Boundary Co. Fair Assn. Sept. 18-20. James Keyes.  
 Burley—Cassia Co. Fair. Aug. 20-23. Saul H. Clark.  
 Cambridge—Washington Co. Fair Assn. Sept. 3-5. Ronald Howland.  
 Coeur d'Alene—Kootenai Co. Fair. Sept. 25-27. C. W. Neider.  
 Downey—Marsh Valley Fair. Sept. 5-6. B. M. Almond.  
 Piler—Twin Falls Co. Fair. Sept. 3-6. Thomas Parks.  
 Gooding—Gooding Co. Fair. Aug. 14-16. Robert E. Higgins.  
 Homedale—Owyhee Co. Fair. Aug. 22-23. Rodney Hawes, Marsing, Idaho.  
 Lewiston—Nez Perce Co. Fair. Sept. 3-8. J. L. Thometz.  
 Montpelier—Montpelier Fair. Aug. 28-30. Chamber of Commerce.  
 Preston—Franklin Co. Fair. Aug. 29-30. D. L. Roberts.  
 Saint Maries—Benewah Co. Fair Assn. Sept. 25-27. R. Loren Kambitsch.  
 Sandpoint—Bonner Co. Fair Assn. Sept. 11-13. M. R. Samson.  
 Weiser—Weiser Fair & Roundup Assn. Aug. 14-16. Bob Smith.

## Illinois

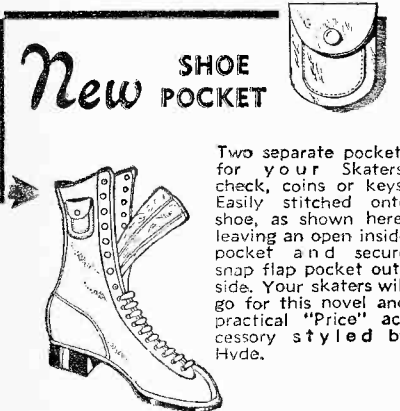
Albion—Edwards Co. Agrl. Fair Assn. Sept. 2-5. Loy L. Thread.  
 Aledo—Mercer Co. Agrl. Soc. Aug. 26-29. John McHard.  
 Anna—Anna Fair. Aug. 18-22. J. F. Norris.  
 Antioch—Lake Co. Fair Assn. Aug. 15-17. E. E. Elsbury, Gurnee, Ill.  
 Ashley—Washington Co. Fair. Aug. 12-16. O. C. Hagebush.  
 Bridgeport—Lawrence Co. Fair Assn. Aug. 25-29. G. C. Gross.  
 Cambridge—Henry Co. Fair Assn. Aug. 12-15. M. E. Werbach.  
 Carmi—White Co. Fair. Aug. 18-22. Max Endicott.  
 Carthage—Hancock Co. Junior Fair Assn. Aug. 26-29. Glenn R. Kilgore.  
 Chicago—Int'l Livestock Expo. Nov. 29-Dec. 6. William E. Ogilvie, 842 Exchange Bldg.  
 Du Quoin—Du Quoin State Fair. Aug. 25-Sept. 1. H. E. Strong.  
 Elgin—Kane Co. Fair. Aug. 19-22. L. B. DeForest.  
 Elizabeth—Elizabeth Community Fair. Aug. 27-28. Marlan Stauss.  
 Fairbury—Fairbury Fair. Aug. 19-22. George H. Decker.  
 Freeport—Stephenson Co. Junior Fair. Aug. 28-31. Roy Hefter, Orangeville, Ill.  
 Georgetown—Vocational Agrl. Fair. Aug. 25-30. Mayor C. E. Spang.  
 Greenup—Chamberlain Co. Fair Assn. Aug. 17-23. John Jenuine.  
 Greenville—Bond Co. Fair Assn. Aug. 19-21. C. H. Johnson.  
 Henry—Marshall-Putnam Fair. Sept. 9-12. R. H. Monier, Springfield, Ill.  
 Highland—Madison Co. Fair. Aug. 21-24. Pat Spencer.  
 Marion—Williamson Co. Fair. Sept. 1-5. Ray Miller.  
 Mazon—Grundy Co. Fair. Aug. 29-Sept. 1. W. F. Carter.  
 Melvin—Ford Co. Fair of Melvin. Sept. 3-6. C. D. Thompson.  
 Mendon—Mendon-Adams Co. Fair Assn. Aug. 19-22. Sidney Wright.  
 Mendota—Mendota Tri-Co. Fair. Aug. 30-Sept. 1. Paul A. Stenger.  
 Morrison—Whiteside Co. Agrl. Assn. Aug. 26-29. V. M. Dearing.  
 Mount Carmel—Mt. Carmel Fair. Aug. 10-15. E. Guy Pixley.  
 Nashville—Washington Co. Fair. Aug. 19-22. Orin Hertz.  
 Newton—Jasper Co. Agrl. Assn. Aug. 26-30. Dale Wilson.  
 Oblong—Oblong Fair Assn. Sept. 1-5. O. B. Price.  
 Odell—Odell Community Fair. Sept. 4-6. Lowell Burns.  
 Olney—Richland Co. Fair Assn. Sept. 8-12. W. H. Shultz.  
 Oregon—Ogle Co. Fair. Aug. 30-Sept. 1. E. D. Landers.  
 Ottawa—LaSalle Co. Junior Fair. Aug. 25-27. Edmund Freese.  
 Petersburg—Menard Co. Agrl. Fair. Aug. 27-29. Lloyd W. Chalcraft.  
 Peotone—Will Co. Fair Assn. Aug. 26-28. C. M. Ginter.  
 Princeton—Bureau Co. Agrl. Fair. Aug. 19-22. Wayne Stutz.  
 Roseville—Warren Co. Agrl. Fair. Aug. 19-22. E. H. Kirkpatrick.  
 Sandwich—Sandwich Fair Assn. Sept. 3-7. C. R. Brady.  
 Shawneetown—Shawneetown Fair Assn. Sept. 9-12. Charles I. Oldham.  
 Springfield—Illinois State Fair. Aug. 8-17. William W. (Jake) Ward.  
 Stronghurst—Henderson Co. Fair. Sept. 3-5. Ralph Butler.  
 Warren—Warren Fair. Aug. 21-24. J. W. Richardson.

## Indiana

Akron—Akron Agrl. Fair Assn. Sept. 3-6. J. R. Emahiser.  
 Angola—Steuben Co. Farm Assn. Aug. 11-15. John Glasgow, Pleasant Lake, Ind.  
 Argos—Marshall Co. 4-H Fair. Aug. 12-16. C. J. Umbaugh.  
 Auburn—De Kalb Co. Free Fair. Sept. 16-20. Howard E. Andres.  
 Aurora—Aurora Farmers' Fair. Oct. 3-4. Patricia A. Hill.  
 Bicknell—Knox Co. Fair Assn. Aug. 12-16. T. Perry Wesley.  
 Bloomington—Monroe Co. Fair Assn. Aug. 13-16. Guy L. Baker.  
 Bluffton—Bluffton Street Fair. Sept. 23-27. Dwight P. Gallivan.  
 Boswell—Benton Co. Fair Assn. Aug. 13-15. Lendall Lowman, Earl Park, Ind.  
 Bourbon—Bourbon Fair Assn. Sept. 17-20. H. E. Byrer.  
 Brazil—Clay Co. 4-H Fair. Aug. 12-14. R. D. McHargue.  
 Brownstown—Jackson Co. Free Fair Assn. Aug. 18-22. Richard Elliotte.  
 Carlisle—Carlisle Community Fair. Sept. 3-6. O. R. Smith.  
 Cayuga—Vermillion Co. Fair Assn. Aug. 19-23. V. N. Asbury, Newport, Ind.  
 Connersville—Fayette Co. Free Fair Assn. Aug. 12-15. W. Erb Hanson.  
 Converse—Miami Co. Agrl. Assn. Aug. 19-23. D. E. Warnock.  
 Corydon—Harrison Co. Fair. Aug. 18-22. Dr. L. B. Wolfe.  
 Crown Point—Lake Co. Agrl. Soc. Aug. 19-24. George H. Neises.  
 Elmore—Elmore Township Fair. Aug. 20-23. Leonore T. Summerville.  
 Fairview—Switzerland Co. Free Fair. Sept. 4-7. Earl Furnish, R. 1, Bennington.  
 Flora—Carroll Co. 4-H Fair. Aug. 11-15. A. P. Nelson.  
 Frankfort—Clinton Co. Fair. Aug. 17-22. O. M. Meeker.  
 Goshen—Elkhart Co. Fair. Sept. 9-13. John P. Stack Sr.  
 Huntington—Huntington Co. 4-H Fair. Week of Aug. 15. Fred Loew.  
 Indianapolis—Indiana State Fair. Aug. 29-Sept. 5. Orval C. Pratt.  
 Kendallville—Northeastern Ind. Agrl. Assn. Aug. 11-15. Clinton S. Rimmel.  
 Kentland—Newton Co. Fair Assn. Sept. 1-5. A. M. Schuh.  
 Lafayette—Tippecanoe Co. 4-H Fair. Aug. 18-20. Sarah Jane Norris.  
 La Porte—La Porte Co. Fair. Aug. 12-16. Robert Pelan.  
 (See 1947 FAIR DATES on page 118)



**New SHOE POCKET**



Two separate pockets for your Skaters' check, coins or keys. Easily stitched onto shoe, as shown here, leaving an open inside pocket and secure snap flap pocket outside. Your skaters will go for this novel and practical "Price" accessory styled by Hyde.

**HYDE ATHLETIC SHOE COMPANY**  
CAMBRIDGE, MASS.

# Mass-Produce Meal Tickets To Skate Thru a Depression

By Perry B. Rawson  
(Second and concluding installment.)

**F**ORTUNATELY, this slump was seen approaching and it was not necessary to rush wildly about and knock together a hit or miss program or curative agency for the ills of the aforementioned problem. We happened to be prepared with all the data. We know what makes a skate tick and we know what keeps a skate from ticking. We have the complete data. It is tested, tried, foolproof and factual. There are no theories, no alibis—it works. Those operators who bring their skates to the lab during the coming season will find that out. And as it is impossible to fool the skate, the operator will know whether he has the answer. He will not be guessing.

called, the three important ones come in this order: The pipeline alley way, the multiple baby walker and the Merry-Go-Round. Modestly claiming a 30-to-1 rating for the machines, they probably will do the work of 100 humans. The customers do all the work. Rigidity is essential in the machine. All rope, chain and trolley devices were discarded as unsatisfactory because they failed to control and train the shoulders, a vital item in upsetting the skate.

### System Boiled Down

As most of you know or have read, the Rawson system of effortless gliding on skates boils down to one balance, one lean, one push, one basis.

The customer is first taught the one balance. The moment your customer changes to a new balance at every stroke by reason of walking (stepping out forward) he has to find 1,000 new balances in 1,000 strokes.

Next he is cured of walking. He is then taught the difference between rolling and pitching. Then comes side push, which replaces the rear push your customers are now using. Next he is introduced to the main floor (along with others) in the multiple baby walker.

Save your professional human energy for this. A multiple baby walker holds four or five at one time and can be built larger. Falls are impossible. Up to this point a large part of the training has been done with both feet on the floor. Now they use one foot at a time and cultivate the roll. They practice rolling versus pitching, skating versus walking, side push versus rear push—all in absolute safety—and soon are ready to be taken individually around the rink a few times and then turned loose.

Then comes leaning (side lean) and edges. The Merry-Go-Round takes care of this advanced technique easily. It is no trick to introduce beginners to real edges right in their first lesson if they are on the right skate adjustment. Propulsion while in the pipeline alleyway is done with the arms. Now the customers propel with the feet. Why use arm propulsion in the early stages? Because the natural human foot propulsion is anti-skate—it has to be changed. There you have the main reason why your customers are not getting anywhere skatingly. On the baby walker and the Merry-Go-Round correct foot propulsion comes to life.

### Specialized Professionals

The simplicity of the scheme must not delude an operator into thinking that any untrained person can teach on the gadgets. As with medicine and surgery, specialized professionals are required. While it is true that the customers do most of the work, the trained professional directs and assists. He must have proper knowledge, a watchful eye, a trained eye and must have the know how.

Not one factor of the Rawson system can be slighted or omitted or the system will not work. It is a closely-integrated system. Pull out one of the half dozen props and it collapses—reverts to scooting.

Many professionals are starting to look into the possibilities of training for plain skating and beginners' classes with the idea of specializing. They also are looking at it from a box-office standpoint.

It is needless to repeat that correct plain skating leads right into skate dancing; in fact, is part and parcel of skate dancing.

### Six Promises

The stuff this system is made of is so factual and so foolproof that I can stick my neck out fearlessly on some promises. The specially-trained professional (they have to be specially trained for this work), if given proper skate equipment and the co-operation of the boss, can produce the same results on cash customers of any age who can stand up and walk. The following are only a few of the promises the system holds out, but they are the most important from a slump standpoint: (1) Misery for the mass public can be turned into joy. (2) Danger can be eliminated and replaced by safety. (3) Skating can banish scooting. (4) Fear can be overcome. (5) Perfect balance (instead of partial balance) is swiftly mastered. (6) The four out of five who do not come back can be converted into five out of five who come back and bring others with them. And all of this with special emphasis on the adult who has mortal fear of the first aid room.

### The Revolutionary Technique

Make no mistake, the technique is revolutionary but safe, but fast, but simple, but inexpensive. It starts right in the kindergarten and grade classes for both raw beginner and cash customer who already is scooting about. As the operator has a box office to maintain, he has to make money. So he may as well mechanize his beginners' room at once and be done with it. He will come to mechanized training sooner or later for many reasons. Human aid is too costly in lugging them around. It is too slow. It is inefficient. The customer rarely gets his skating balance, and balance is the kingpin of the whole works. He leans on and steals the professional's balance—hence he will not stick very long with the game.

### Gadgets for All

The mechanizing apparatus is inexpensive. There are no patents. I copyrighted the release for rink operator's protection, but they are free for all to use. The release was made in *Skating Review*, October, 1944. Reprints are available for those who missed it. Send a stamped, addressed envelope to The Rawson Associates, Box 310, Asbury Park, N. J., asking for Rawson Bulletin No. 60. Of the Rawson gadgets, as they are now

**Attention, Rink Operators**

**SPECIAL SALE**

New Chicago Rink Skates with Rink Fibre Wheels ..... \$4.85 Pair  
Special Fibre Wheels ..... 4.95 Pair  
Precision Bearings, All Types ..... 30 Up  
Chrome Steel Balls ..... 2.50 Per M  
Stainless Steel Balls ..... 3.00 Per M  
Men's High Leather Lined Shoes ..... 7.00 Pair  
Ladies' White Shoes ..... 5.00 Up  
Laces, Assorted Colors and Sizes, 54" and 63" ..... .90 Doz.  
72" and 81" ..... 1.00 Doz.

**ALL GENUINE CHICAGO PARTS ARE AVAILABLE FOR 24-HOUR DELIVERY. 1/3 down, bal. C. O. D. Send for our price list.**

**JACK ADAMS & SON, Inc.**  
1471 Boston Road BRONX, NEW YORK  
Tel.: DAYton 9-3403

**Portable Roller Rink**

Near Miami, now open year round business, lease on building at \$20.00 per month, ideal location; floor Northern Maple, 40'x100', roof floor; 200 pr. skates, good equipment, complete. Mortgage on this Rink for \$2,500.00. Buy this small mortgage and the business is yours. First offer gets it! I have another Rink that takes all my time. If you pass up this opportunity of getting into the skating biz, you're a sucker!

**FRED GAGNE**  
512 N.W. 48th St. Miami 37, Fla.

**SKATE CASES** **STEEL CASES**

ALL-ALUMINUM CASE \$36.00 Dozen  
"The Featherweight Champion" Satin Finish Former O.P.A. \$6.50. Samples, \$3.00

\$29.64 Dozen  
Asst. Color Combinations  
Sample, \$2.47

**L & L PRODUCTS**  
7019 Glenwood  
Chicago 26, Ill.

**SKATING RECORDS**

with STANDARD DANCE TEMPOS  
Write for Complete List

**SKATING RHYTHMS RECORDING CO.**  
P. O. Box 1838 Santa Ana, Calif.

**NEW AND BETTER SKATING RECORDS**

We feature "Live Organ Quality." All records unconditionally guaranteed. Send for Complete List.

**MIDWEST RECORDED SPECIALTIES**  
111 LARCH, ELMHURST, ILLINOIS

Hit the Profit **BULLS-EYE** with **ARROW SKATES**

ARROW PRODUCTS MFG. CO.  
HOLLAND, BUCKS COUNTY, PA.

WRITE FOR ILLUSTRATED FOLDER

**RINK MEN WHO USE "CHICAGO" SKATES ARE SUCCESSFUL**

**There's a Reason!!**

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St. CHICAGO, ILL.



# AOW Plans 500G Allentown Spot; 3 Are in Works

ELIZABETH, N. J., Aug. 9.—America on Wheels Company, operator of a chain of seven roller rinks in the East, continues to expand, having purchased land on Union Boulevard, Allentown, Pa., as site for a \$500,000 rink which is expected to be the finest in the State, it was announced this week by AOW General Manager William Schmitz from his headquarters here.

A 175 by 300-foot building having a 100 by 200-foot unobstructed plastic floor will be erected on the tract which has frontage of 250 feet and depth of 650 feet. The land was purchased thru Lee R. Kahler, Allentown real estate broker.

Currently, America on Wheels has under construction the National Arena, Washington, scheduled to open October 15; Alexandria (Va.) Arena, to open about November 15, and Bladensburg (Md.) Arena, which is expected to open January 1, 1947.

At present, AOW operates rinks in Mount Vernon, N. Y., and Bayonne, Perth Amboy, Elizabeth, Trenton, Passaic and Hackensack, N. J.

AOW also owns and operates St. Nicholas Arena, New York, said to be the second largest sports arena in the city.

**The First Best Skate**



**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3318 Ravenswood Ave. Chicago, Ill.  
**The Best Skate Today**

**SKATING RINKS**

We buy and sell New and Used Skating Rinks.  
Write, Phone 2443-W.

**GOLD'S PORTABLE RINKS CO.**  
409 North 5 St. LONGVIEW, TEX.

**FOR SALE—PORTABLE ROLLER RINK**

50x122, Northern hard maple sec. floor. Sub floor consisting of 177 four square cut, kiln dried fir. 2x6's fit perfectly in T's and L's. Skates like permanent floor. Tent used 4 months. Concession Tent, 150 pr. Chicago Skates and all other equipment. Now operating at Hebron, Ind. Health compels me to sell.

**JOHN B. FOX, Box 94, Valparaiso, Ind.**

**FOR SALE**

**BEAUTIFUL NEW 40X100 PORTABLE RINK**

Flameproof tent, maple floor. Fully equipped with Chicago skates, music, counters, etc. New location, business excellent, priced right. Don't fail to see this one.

**O. L. WISEMAN**  
UVALDE, TEXAS

**A BARGAIN**

Brand-new 40x100 Portable Rink. Northern Maple Floor, 4x8 sections. Everything was new 60 days ago. Priced to sell. Come look it over.

Phone 69915 or Write  
**WIGWAM ROLLER RINK**  
1710 Geo. Washington Blvd. Wichita 10, Kans.

For information about  
**CURVECREST "RINK COTE"**

THE PLASTIC RINK SURFACE  
Write  
**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor.

**ORGANIST WANTED**

Experienced Organist for first-class rink in metropolitan Pennsylvania area. Vibratone Organ and Novachord. Write age, experience, salary, etc.

**BOX D84**  
Billboard, Cincinnati 22, Ohio

# How Operators Can Avoid Damage Suits by Patrons

By Leo T. Parker, Attorney at Law

**DURING** the past few months the higher courts have rendered many unusually important decisions to assist proprietors of amusement enterprises in preparing to win damage suits.

It is important to know that modern higher courts have adopted the law that owners and operators of public amusements are not insurers against injuries to any person, whether invitee, patron, employee or trespasser. No liability attaches for injuries to trespassers unless "gross negligence" or willful abuse on the part of the proprietor, or his authorized employee, caused the injury.

An example of willful abuse is found in Willis, 156 North East (2d) 45. In this case it was shown that a circus policeman clubbed a boy who was sneaking into the circus. The higher court promptly held the proprietor liable in damages, altho the boy was a trespasser.

### What Is Ordinary Care?

The term "ordinary" care always is an important element in a suit filed against the owner of a public amusement by either a patron, invitee or other person who has a legal right to be on the premises. Modern higher courts consistently hold that if the testimony shows the proprietor or his employee exercised an ordinary degree of care to discover and remedy dangerous or defective conditions no liability exists.

Broadly speaking, it is safe to say the court will decide that a proprietor used an ordinary degree of care if the testimony shows he exercised the same prudent and reasonably experienced public amusement operators under the identical circumstance of the injury.

For illustration, in Thurman v. Clune, 125 Pac. (2d) 59, the testimony showed a patron was struck in the mouth by a hockey puck while watching an ice hockey match in a pavilion known as the Ice Palace. The Ice Palace contained a rink in size, construction and equipment conforming to the general custom and usage of such rinks prevailing thruout the United States and Canada.

The injured patron sued the proprietor for damages, contending he had not exercised ordinary care because she was permitted to sit in a box which was unprotected by any wire screen.

### Court Refuses

The higher court refused to hold the proprietor liable because other proprietors generally thruout the country did not post notices warning patrons of danger from flying pucks (See *How Ops Can Avoid*, page 104)

**Choice of Champions!**

Roller skaters have accepted Liberty as unquestionably the finest skate ever constructed. No other skate is used by so many present-day champions!



**LIBERTY ROLLER SKATE CO., Inc.**  
FARMINGDALE, L. I., NEW YORK

**NOW!**

turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**



**MANLEY INC., KANSAS CITY, MO.**  
The Biggest name in Popcorn  
POPCORN MACHINES AND SUPPLIES

**WANT TO BUY**

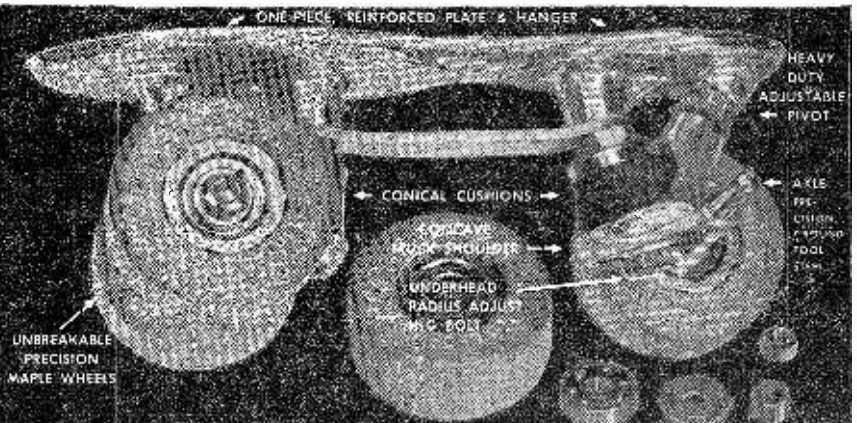
All or part of permanent Skating Rink in small city of 20,000 or 25,000 pop. within 400 miles of below address:

**J. L. ARNOLD**  
816 Lilly Street Blytheville, Ark.

**FOR SALE—PORTABLE ROLLER RINK**

Complete, 48'x108', sectional floor, new tent, 3.5 watt P.A. system, 240 pr. Chicago skates, pop cooler, cash register, skate grinder. Must be sold soon. \$6,000.00.

**WILLIAMS BROS.' ROLLER RINK**  
NEVADA, MISSOURI



ONE-PIECE REINFORCED PLATE & HANGER

HEAVY DUTY ADJUSTABLE PIVOT

CONICAL CUSHIONS

STAY-AWAY FOOT PROTECTOR

UNDERHEAD RADIUS ADJUST

UNBREAKABLE PRECISION MAPLE WHEELS

AXLE FREE-DRIFT CHROME TOOL

**ROL-O-WAY LEADS THE WAY!**

—NEW "MODEL B" DANCE SKATE—A 1948 SKATE AT 1940 PRICES!

It dances with a slick smoothness befitting its streamlined neatness and beauty.

It has rugged strength for the boys, but dainty enough in appearance to be irresistible to our girl skaters.

Order it—show it—sell it—profit by it! Available with either precision bearing or loose-ball maple wheels.

**THE ROLL-AWAY SKATE CO.**  
4533 Payne Ave. Cleveland 3, Ohio

## MANY THANKS

For the Wonderful Reception Accorded to *Dance-Tone Records*

By the Rink Operators of the Nation!

\*\*\*\*\*

We Will Show Our Appreciation of Your Confidence by Releasing Each Month

### 10 TOP FLIGHT RECORDS

5 ASCAP 5 NON-ASCAP

Recorded by PHIL REED on the Hammond Organ

The Top Flight Organist of the Nation

Send Your Order Now for AUGUST RELEASES

**ASCAP**

- #110—Ask Anyone Who Knows... That's My Desire... Fox Trot 92
- #111—Midnight Masquerade... Just One More Chance... Fox Trot 92
- #112—Two Silhouettes... If I Had My Life To Live Over... Waltz 108
- #114—Softly as in a Morning Sunrise... My Heart Remembers... Tango 100
- #114—Blaze of Glory... Army Air Corps... March 100

**Non-ASCAP**

- #115—I Want To Thank Your Folks... Come Closer To Me... Fox Trot 92
- #116—Nephew Polka... Happy Boy Polka... Polka 100
- #117—My Pretty Girl... Deep Down in Your Heart... Two Step 92
- #118—Tango Des Roses... Sorrento... Tango 100
- #119—I Wonder Who's Kissing... Play Me an Old Fashioned Her Now... Waltz 108

Write Us for Stock Listing of Previous Releases

### Dance-Tone's Monthly Service

Don't try to select by titles. You may not recognize new hit songs. Subscribe to DANCE-TONE'S monthly service and receive the finest in recordings each month. You can have all ten records or 5 ASCAP or 5 NON-ASCAP. It saves time, bother and money. They come to you Parcel Post.

**PLEASE NOTE OUR NEW AND STARTLING PRICES**

- 5 Records (10 Sides), \$4.75 per set, plus tax\* and postage
- 10 Records (20 Sides), \$8.50 per set, plus tax\* and postage
- Less Than 5 Records, \$1.00 each, plus tax\* and postage

\*Government Tax is 10% of Selling Price.

**Dance-Tone Record Co.** P. O. Box 85  
Medford 55, Mass.

### A NEW SENSATIONAL AID FOR THE SKATER

**THIS**



IT'S NEW. IT'S REVOLUTIONARY

**Bruno's Magic Toe Stop** is a Real "Masterpiece" created by the master who makes this skate shoe. Bruno's Magic Toe Stop can be put on any skate shoe. You can't be without it.

**NOT THIS**



GONE FOREVER

No more broken down soles or worn off toes when you get the Skate Shoe with the Metal Innersoles and **Bruno's Magic Toe Stop** which gives Triple Life to the Skate Shoe. You'll never go back to the ordinary skate shoes when you try Bruno's Ultra Modern Skate Shoes.



**IT'S A SMASH HIT FOR THE SKATER**

The NEW ULTRA MODERN Skate Shoe is the shoe the entire skating world has been looking for. Its very lines tell you, here is ruggedness and power a plenty. It presents features never before offered on any skate shoe.

(1) A heavy duty metal sole which will insure Triple Life of the shoe. No more broken down soles. This is a vital step forward for this Skate shoe.

(2) BRUNO MAGIC TOE STOP is made of White Flexible rubber. It protects the toe of the shoe from becoming worn out and shabby looking. BRUNO MAGIC TOE STOP is put on to stay for the life of the shoe. Two metal screws go through the rubber and fasten on the metal sole which prevents Toe Stop from becoming loose. BRUNO TOE STOP is built to stand the Gaff. It has what it takes.

Also Manufacturers of Ice Skate Shoes

**BRUNO** MANUFACTURERS  
324 E. NINTH ST., CINCINNATI 2, O.



Rink Skaters who like to 'lean', jump, dance, and figure-skate with trouble-free performance, will want the best...

*Superb Gloria Nord Skates*

**CLEVELAND SKATE CO.**  
6800 Denison Ave. Cleveland 1, Ohio

Write for descriptive brochure & price list



## Price To Maritime; Cody in Film Field

SAINT JOHN, N. B., Aug. 9.—George N. Price, veteran Broadway actor and native of this city, is spending the summer in his home territory. Price will remain indefinitely because of the illness of his sister. He is acting as treasurer for Maritime Theater Players, a 16mm. roadshow outfit headed by W. E. Dan Ross, who has temporarily abandoned live shows for films. Ross does, however, plan a return to showing his original plays soon. Included in the company are Charlotte MacCormack and Laura F. Ross.

J. A. Cody, also associated with the Ross group as service manager and relief projectionist, has entered the short film field. He recently photographed a one-reel color film to be released nationally. Cody soon will produce a number of Canadian advertising reels and will use players in the Ross unit in the dialogue.

## ROADSHOWMEN

Inquire for showing latest **COMMERCIAL FILM**

Roadshow — Fairs — Parks  
**WE PAY FOR EXHIBITION**

Write for Sunray's complete Illustrated Catalogue and Supplement.

**OHIO SHOWMEN:** Ask for late listing of films with **OHIO CENSOR SEAL**  
**INQUIRE ABOUT SPECIAL PROMOTIONS**



2108 Payne Ave.,  
Cleveland 14, Ohio

**\$19.50 PUTS YOU IN SHOW BUSINESS**

We supply you complete 16MM Sound Projector and Films. Everything ready for showing. Be your own boss. **EARN BIG MONEY.** Write **SOUTHERN VISUAL FILMS, 66 Monroe (Dept. BB), Memphis, Tenn.**

## CLEARANCE SALE

Rare Bargains 16mm. Sound.  
Annual Summer Clearance.

**F C PICTURES**  
FREDONIA, N. Y.

16 MM. **RELIGIOUS SUBJECTS** 35 MM.

Westerns, Actions, Selected Shorts.  
Wanted: 16MM. Sound Projectors.

**OTTO MARBACH, 630 Ninth Ave., N. Y. City**

## DRIVE-IN AND THEATRE EQUIPMENT

Complete new 35MM Sound and Projection Equipment for Drive-Ins, \$2974.00; for Theatres, \$2280.00. Small Theatres and Tent Shows, \$1345.00. Also 16MM Films, Projectors.

## ACE CAMERA SUPPLY

116 N. Dargan St. FLORENCE, S. C.

## FLAMEPROOF TENT SALE

150x60, khaki, used 9 months, 9 ft. wall, well made, push pole. Trucks, Blues, Chairs, Light Plant, Marquee, etc.

**McEwen Tent Theatre**  
McEWEN, TENN.

## TEX ORTON & CO TENT THEATER

Calling Lloyd Black; wire me at once.  
203 1/2 W. Main St. OTTUMWA, IOWA

## Rep Ripples

**H**OWARD HALLEY will promote amateur minstrel shows in New England the coming season. . . . R. E. Rainey has a pic outfit around Moscow, Idaho. . . . Hale's Vaude-Pic Show is around Chattanooga. . . . A. W. Martin will book his Virginia Players, five people, out of Baltimore instead of Richmond, Va., the coming season. Org includes Martin and wife and will play sponsored dates. . . . Old State Colored Minstrels, 10 people, again will be active around Montgomery, Ala., playing sponsored dates after the middle of September. . . . Renny Players, four in cast, will operate around New London, Conn., the coming season. . . . George Afton, Seattle, will have a five-people semi-pro trick in that area later. . . . Zack's Comedians are in the Paris, Tenn., area. . . . Polard Players, four in cast, will operate around Easton, Pa., this fall. . . . Watch City Players again will be in Middlesex County, Massachusetts, this fall. . . . Kinsley's Vaude-Pic Show has been having good returns around Sherbrooke, Que. . . . Doss & Mae Show has films and short-cast bills around Logan, Utah. . . . Landow Four have been presenting short-cast bills in Northern New York resort towns. . . . Northampton Players, four people, are readying for their usual winter circuit, opening the middle of September. Org, which will play its established New England sponsored dates, will use E. F. Hannans' *On Vacation*. . . . Dimond's Pic Show is having good returns in the Clearfield, Pa., sector. . . . John W. Walters and mother recently visited the Cryders at the Riviera Club, Columbus, O. The latter were formerly with Billroy's Comedians. . . . Billy and Marion Wehle are spending the summer at Sylvan Beach, N. Y. Billy has some concessions at the park there. . . . Cal and Bonnie West are still with USO Unit No. 12, playing Texas hospitals at army posts.

**T**ROMBELL'S Tent Show, with short-cast bills and pix, is in the Beaumont, Tex., area. . . . Franklin Morret has 16mm. films around Boulder, Colo. . . . Clayton Players are in their 11th week at resorts in New York and Vermont. . . . G. K. Flagg has a tent pic show in the Flagstaff, Ariz., sector. . . . B. H. (Bernie) Martin will promote amateur minstrels around Albany, N. Y. . . . Coast Players, four people, are on the last end of Maine resort towns. They soon will add 16mm. pix and go into Canada. . . . F. K. Lemoine is mapping a circuit around Fort Wayne, Ind., for a semi-pro flesh unit to play sponsored dates. . . . Gates Show, now in Eastern Iowa, has added 16mm. films.

## Tent and Hall

By E. F. Hannan

**I**HAVE always thought that the tent had some drawing power for small traveling tricks but after talking with a dozen or more film roadshowmen I may have to take back some.

One describes his experience as follows: "We find that halls in smaller places are best for us. If we strike a dirty hall we go at it and clean it up a bit. We carry some fans and try to blow what air we can thru and there is always sufficient parking space around halls that are mostly centrally located. We throw open the windows and tickle the piano or start some musical noise and the fact that we are right on top of whatever biz there is in the place, the townfolks soon get on that there is a show in town. When we were under tent we would have them telling us the last day or two of our stand, 'Oh,

## How Operators Can Avoid Damage Suits

(Continued from page 103)

or furnish screens to protect spectators in case a puck should be driven above the railing surrounding the rink. The court said:

"The practice in other places relative to the safeguarding of ice hockey rinks is evidence which is admissible and is entitled to consideration. . . ."

Therefore, since patrons in this ice hockey rink were protected by the same safeguards generally utilized in other rinks in the United States and Canada, the higher court decided this proprietor was not liable because he exercised ordinary care to safeguard the injured woman who sued for damages.

### Never an Insurer

While a proprietor or manager of a place of public amusement is held to stricter account for injuries to patrons than the owner of private premises generally, the rule is he is not an insurer of the safety of patrons, but owes to them only what is ordinary and reasonable care.

In other words, a proprietor of an amusement is obligated to guard patrons only against dangers of which he has actual knowledge or which he should reasonably anticipate.

For illustration, in *Dahna v. Clay Fair*, 6 N. W. (2d) 843, it was disclosed that a patron sued to recover damages for injuries received when she was pushed down by boys who were climbing over seats in a tent show instead of using the aisles. She contended the proprietor should pay her for injuries because he did not stop the boys from climbing over the seats.

The higher court refused to allow the patron any damage, saying:

"The evidence expressly shows the injuries received by the plaintiff were caused by the acts of some third person who pushed against her, causing her to fall, and these acts were the proximate cause of the injury and there is no showing whatsoever that there was an act of negligence on the part of the defendant (proprietor) which was the proximate cause of the injury."

### Boy Injures Patron

Also, see *Hawkins v. Maine Company*, 132 Me. 1, where a patron was injured by a boy shooting a BB shot in a sling shot at some toy balloons. In refusing to hold the proprietor of the place of amusement liable, the higher court said:

"The proprietor was under no obligation to provide an attendant for every child or to anticipate the isolated, willful and sudden act of one boy, the natural tendency of which was to inflict serious harm upon another. There is no evidence such an incident ever had happened before or that the defendant (proprietor) had any warning whatsoever it was likely to take place. It was not a danger which he was bound to have foreseen or to have guarded against."

## Rotarians Hear Bill Holland

BRIDGEPORT, Conn., Aug. 9.—William (Bill) Holland, operator of Skateland here and one of the leading point scorers among automobile racers in the country, was guest speaker at a recent meeting of the local Rotary Club in the Stratfield Hotel. Holland related highlights of his career.

has there been a show in town?' We took the reason to be that we were on some lot away from the center." Take your choice but here you have one man's opinion.

## Sadler Personnel Visits Beatty Org At Plainview, Tex.

HEREFORD, Tex., Aug. 9.—Members of the Harley Sadler Company motored to Plainview, Tex., July 30 to visit with showfolk on the Clyde Beatty Circus. Joe McKennon, who has numerous friends on the Beatty show, reported a highly enjoyable time, as did C. A. Munde, of Munde & June. Marion McKennon returned from California, bringing her son, Leigh Cross, for a month's visit.

Hereford is the home of Brunk's Comedians. At one time eight of the boys were members of the Hereford Brass Band, and most of them started their trouping from this point. It also is the home of Ralph Smith and family, formerly with Sadler. Ralph, for 15 years musical director at the local high school, is county service officer. Harley Sadler's brother, F. W., and his wife, and other relatives, Mrs. Lloyd Stone and son, and Mr. and Mrs. Tom McNeil and daughter, Patsy, motored from Dexter, N. M., to visit Harley and Billie.

## Plan 350G Rollery For Pontchartrain

NEW ORLEANS, Aug. 9.—An air-conditioned skating rink and ballroom, expected to cost \$250,000 to \$350,000, is being planned at Pontchartrain Beach here, according to Manager Harry Batt. Connected with the structure will be a soda fountain and confection department.

The proposed rink represents an outlay in addition to a \$500,000 construction project started this week that will expand the amusement park to almost eight times its present size.

## Court Okays Ohio Rollery

CINCINNATI, Aug. 9.—When John Jordan, of Lincoln Heights, near Lockland, on the outskirts of Cincinnati, showed that he had received a permit to build a skating rink in Lincoln Heights July 3, four days before a local zoning ordinance was passed restricting such structures, Judge Alfred Mack, of Common Pleas Court here July 29 denied an injunction sought by John Clark, of Lincoln Heights, against Jordan. Lincoln Heights is a village heavily populated by Negroes and has all Negro officials.

Russell Light opened his portable rink July 4 in Legion Park, Steelville, Mo., to a capacity crowd, reports Landrus, the magician. Rink has a 30 by 60-foot Masonite floor, sound system and soft drink stand.

## THE VILLAIN, THE DRUNKARD, THE FARMER'S DAUGHTER

Or any Acts like it. To send price, when available. How many in Act? For Night Club work, 5 and 6 nights.  
**WILKS THEATRICAL AGENCY**  
184 MOODY ST. BRISTOL, CONN.

## EXCLUSIVE MOVIES

Select Films, 8 and 16mm. For Sale.  
Write for FREE List and Discount Coupon.  
Buy Now—Save Money.

## HOME PIX

1674 BROADWAY NEW YORK 19, N. Y.

## FOR SALE

Victor Model 40, 16mm. Sound Projectors  
Government Agency Surplus. Supply limited. Ideal for roadshows. Cash or terms.  
**SELECT MOTION PICTURES**  
2818 Wyandotte, Kansas City 8, Missouri

**FAIR SPECIALS**

CHINESE PAPER SNAKES	Gr.	\$12.00
Chenille Monkeys	Gr.	21.00
Fur-Tail Monkeys	Dz.	2.40
Jumbo Fur Monkeys	Dz.	6.25
R.W.B. Batons w/ Bells	Gr.	14.50
De Luxe Yellow Flying Birds,		
Special	Gr.	11.00
Long Lash Whistle Whips	Gr.	16.00
6 1/2" Composition Dolls (Movable Arms)	Gr.	15.00
Featherbacks for Dolls	Gr.	8.50
Key-Chain Puzzle Pups	Gr.	12.80
Spike Jones Saxophones	Gr.	23.00
Plastic Shepherd Flutes	Dz.	1.75
Swagger Sticks	Gr.	8.00
4 1/2" Comic Buttons	Per 100	8.50
46 L. Comic Buttons	Per 1000	9.00
Composition Green Snakes	Gr.	7.00
22" Plastic Kiddie Canes	Gr.	8.50
Bomber Airplane Whistling Propeller	Gr.	14.50
Tri-Motor Airplane	Gr.	8.00
Single Propeller Airplane	Gr.	4.00
Rubber Daggers	Gr.	9.00
Rubber Jack Knives	Gr.	14.40
White Sailor Hats, Stitched Brim	Gr.	18.00
Sail-Boat Ash-Trays, Chrome Sails	Gr.	16.80
Doll, Clown and Uncle Sam Toss-Up Balloons w/ Feet	Gr.	11.00
Humpty-Dumpty Toss-Ups	Gr.	8.00
#11 Animal Print Balloons	Gr.	6.50
Nosey Joe Balloons	Gr.	6.50
Balloon Reed Sticks	Gr.	.75
36" Balloon Sticks	Per 1000	10.00
Rubber Come-Back Balls	Gr.	3.50
Plastic Horses	Gr.	8.50
Large Gun Holsters	Gr.	13.20
Assorted Key Chains	Gr.	2.75
Rabbit's Feet Key Chains	Per 100	5.00
Plastic Scotty Dogs, Pin Back	Gr.	3.50
50 L. Buttons—Welcome Buddy, Comics, Rodeo, Flag	Per 1000	15.00
6" Gilted Rifles—Fixed Bayonet	Per 100	6.25
R.W.B. Ribbon #5	Per Roll	2.25
R.W.B. Ribbon #9	Per Roll	3.75

1/4 Deposit With Order.

**SCHATTUR NOVELTY CO.**

142 Park Row New York 7, N. Y.  
Phone: Cortlandt 7-8078

**OPPORTUNITIES**

A Display-Classified Section of Business, Sales and Employment Opportunities

**RATES:** Display 70c an agate line . . . . . Minimum 10 lines  
Classified 12c a word . . . . . Minimum \$2.00

**IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full**

**FORMS CLOSE THURSDAY NOON IN CINCINNATI**

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

**ACTS, SONGS & PARODIES**

A GREAT SONG (SURE HIT)—"GEE, I WISH I Had a Man." Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9, N. Y. au16

ALL NEW PARODIES ON STANDARDS—"I've a Room," "Small Hotel," "Summer Time," "Surrender Dear" and 4 others for \$1.00. Box 1132, Cincinnati. au16

ART MUSIC CO.—POPULAR AND STANDARD Songs. Write for complete Catalog, 1658 Broadway, New York 19, John Dayfolis, Mgr. au23

NEW SONG PARODIES, DIFFERENT SITUATIONS. 1947 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. se27

NEW HIT PARADE PARODIES—"MY Desire," "I Wonder," "Linda" and others. Eight sure-fire numbers for \$1.00. Box 1132, Cincinnati, Ohio. au16

PARODIES, SPECIAL SONGS, BITS, MATERIAL for any act. 1948 catalogue free. Kleinman, 25-31 30th Road, Astoria 2, N. Y. de13

"THE LIBERTY BELL SPECIAL"—PATRIOTIC railroad song. Sample copy. Send stamps. John Storm, Sandus, Ohio.

**FELT PENNANTS**

Send 10¢ for Samples and Price List. Pennants, Banners, Emblems, Flags, Letters, Numbers, Monograms, Hat Bands, Novelties. Also Felt for all purposes.

**UNIVERSAL FELT & SUPPLY CO.**  
55 Eddy St. Providence 3, R. I.

**AGENTS & DISTRIBUTORS**

ADVERTISING SPECIALTIES—GOOD LINES, good commissions. Give references first letter. John Ray Hink, C. A. Service, Dayton, Va.

AGENTS, DEMONSTRATORS AND PITCHMEN—The Hit of the Season, Sponge Rubber Mops. Every home, store, office a prospect; makes a swell demonstration; retails \$2.50; your profit, one third on each sale. Send two dollars for sample prepaid, circulars free. J. A. Mancy, 226 Superior, W., Cleveland, Ohio.

AMERICAN MADE WATCHES—BRAND NEW. Wrist, \$2.88, \$3.07, \$3.63, \$5.97. Pocket, \$1.95. Samples C. O. D. Descriptions free. United Wholesale Watch Company, Saint Cloud 5, Minnesota. au23

BALLOONS, TOY PARACHUTES, STUFFED Toys, Rubber Goods, Plastic Balls, Custom Jewelry, Mirrors. Send for circular. Nythor, 259 West 34th Str., New York. au23

CARDMEN, HUSTLERS, JOBBERS — FO-MO Sober-Up Tablets and Vi-Vo Hangover Tablets. Big demand bars, taverns, clubs, cafes. FO-MO Sales, 4701 Sheridan Rd., Chicago.

CARNIVAL, SIDE SHOW, PITCH WORKERS—Laugh Package sells for 25c, 100 for \$5.00. Sample 10c. Ace Press, 707 1/2 S. Ft. Harrison, Clearwater, Florida. au16

CEDAR-LAC, "MAKES ANY DRAWER A Cedar Chest." Just paint it on. Strong cedar odor lasts for years. Women wild about this new product. 50c seller. Distributors, jobbers, demonstrators cleaning up. Low jobbers prices. Mission, 2328-C West Pico, Los Angeles 6, Calif.

(Continued on next page)

**HONOR SCROLLS**

AMERICA'S FASTEST \$1.00 ITEM

Get set for spring and summer sales. SELLS FOR \$1.00 YOUR PROFIT 80c AND UP  
New lower wholesale prices  
1 to 50 Honor Scrolls — 20c ea.  
51 to 100 " " — 19c ea.  
101 to 200 " " — 18c ea.  
201 to 500 " " — 17c ea.  
1001 to 5000 " " — 15c ea.  
5001 to 10000 " " — 12c ea.  
10001 up " " — 10c ea.  
Size 12"x16". Six blended colors. Space for name & photo. 13,000,000 prospects. Every home wants 1 to 10. "Be the man with lots of cash."

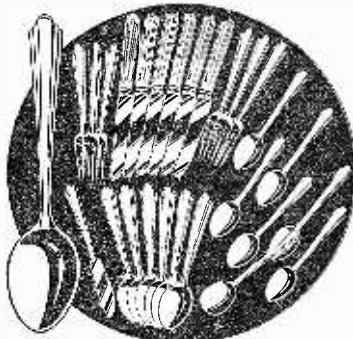
SAMPLES AND DETAILS FREE TO THE FIRST 500 REPLIES

AGENTS EARN \$20 DAILY — CREW MANAGERS EARN \$50 DAILY — JOBBERS EARN \$100 DAILY — YES, YOU TOO CAN EASILY DO THAT WITH HONOR SCROLLS  
Prepaid anywhere. Sent C. O. D. if desired. Self selling Display Card included FREE. If you wire money you may deduct charges.

Canvassers, Streetmen, Pitchmen, Demonstrators, Crew Managers, Jobbers, cut yourself in on this veritable landslide of easy dollars. A Sample, of course, is free. But write air mail or wire your order for a moderate supply and be convinced. Or, better yet, WIRE YOUR ORDER "COLLECT" for Honor Scrolls and same will be SHIPPED C. O. D. Hire a sales crew and clean up big profits.

R. F. BURNS COMPANY, DEPT. B.B., 743 LUZERNE STREET, JOHNSTOWN, PENNA.

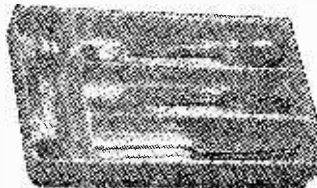
**SENSATIONAL PREMIUM VALUE**



RETAIL VALUE \$8.95

OFFERING A COMPLETE 26 PC. SET GENUINE STA BRITE STAINLESS TABLEWARE

and FREE Plastic "San" TRAY



**AMAZING BUSINESS STIMULATOR**

TRADE CARD PREMIUM PLAN FOR RETAIL GROCERS, GAS STATIONS, ETC. Your customer entitled to a complete set for only \$4.98 with \$10.00 in retail purchases. Trade Cards, Window Banners and Lunch furnished, no charge. NEW ACCOUNT OPENER, Special Money Saving Offer—Only \$4.98. To open new credit or purchase account. GIVE FREE with a combination purchase deal, or give as prizes, premiums for special customer, salesman awards, or as merchandise prizes. YOUR COST—Only \$4.50 Per Set—Dozen Sets \$4.20 Set. Price includes Colored, Marbled, 4-Compartment Plastic Sanitary Tray. SALESMEN INQUIRIES INVITED. Exceptional opportunity for salesman with premium promotional experience.

**H. MEINHARDT & CO. B-8**

4138 SHERIDAN RD. CHICAGO 13, ILL.

**GREATEST BALL PEN EVER MADE**



First Time Shown! **New ROLLIT** Retractable Point BALL PEN

**NEVER STOPS WRITING**

Reloads in 2 seconds

A NEW EXCLUSIVE IMPROVEMENT

It's amazing—Squeeze, clip cartridge drops out—slip in new cartridge, squeeze clip and locks in position automatically.

- Push-pull for instant action
- No Cap or ink worries
- No stains on fingers or clothes
- Plastic barrel, gold or silver finished jacket, clip of anodized aluminum
- Cartridges come with red, blue or green ink
- Unconditionally Guaranteed against mechanical defects

\$7.20 Doz. Refills \$3 Doz.

Sample \$1.00

25% With Order—

Balance C. O. D.

Write for literature on other fast-selling merchandise.

**MUTUAL Distributing Co.**

801-S Milwaukee Ave., Chicago 22, Ill.

**ICE BREAKERS**

- Bean Shooters, asst. plastic . . . . . \$3.50 Gr.
  - Yellow Birds, top quality . . . . . 9.00 Gr.
  - Metallic Birds, best made . . . . . 12.00 Gr.
  - Pinwheels, asst. metallic . . . . . 7.00 Gr.
  - Airplanes, heavy metallic . . . . . 15.00 Gr.
  - Tri-Motor Planes, none better . . . . . 21.00 Gr.
  - Helicopters, very flashy . . . . . 21.00 Gr.
- Also Party Hats and Noise Makers in Season.

Deposit with order, balance C. O. D.

Write for list.

**NOVELTY & NOTION EXCHANGE**

125 W. FIFTH STREET, DAYTON, OHIO

**BINGO SUPPLIES AND EQUIPMENT**

- IMMEDIATE DELIVERY!
  - ELECTRIC FLASH BOARDS
  - RUBBERIZED AND WIRE CAGES
- WIRE OR WRITE FOR CATALOG

*John A. Roberts*

235 HALSEY ST • NEWARK 2 • N • J

**Big Money in Wirework**

You can learn how to make fast selling Wire Novelties: Names, Bracelets, Earrings, Swords, etc. Copyrighted instruction booklet with over 200 diagrams only \$1.00. Wire today.

**LEE BRANDYWYNE**

69 Bay 29th Street Brooklyn 14, N. Y.

**BIG SELLERS**

FOR BEACH RESORTS—PARKS—FAIRS  
Curious Novelties, Souvenirs, Cans, Sea Shell Novelties. Abalone Pearl Sea Shell Ladies' Rings, sterling silver, \$6.75 and \$12.00 doz.

**J. FLEISCHMAN**

1535 Broadway TAMPA, FLA.

**FOLDING CHAIRS**



PROMPT DELIVERY IN STEEL OR WOOD  
WRITE FOR CATALOG

**J. P. REDINGTON & CO.**  
DEPT. 28 SCRANTON 2, PENNA.

**ELGIN-WALTHAM**

RECONDITIONED MOVEMENT—  
BRAND NEW CASES  
Fancy or Round Shape 10K R. G. P. Yellow case, steel back, strap, boxed.  
7 JEWEL . . . . \$10.75  
15 JEWEL . . . . 12.75  
Minimum order, 6 watches.  
All watches guaranteed.  
25% Deposit, bal. C. O. D.

1947 Catalog Now Ready  
**IRVING BERK**  
145 W. 45 ST. NEW YORK 19

**TREE LIGHTS TRIMMINGS XMAS CARDS TOYS-GIFTS**

SUNDRIES, HOUSEHOLD ITEMS, ELECTRICAL ITEMS, AND MANY OTHER ITEMS. WE'RE HERE AGAIN WITH A LARGER CATALOG THAN IN THE PAST. SEND FOR YOURS NOW!

**LIBERTY-METRO SALES CO., Inc.**  
777 6TH AVE., NEW YORK, N. Y.

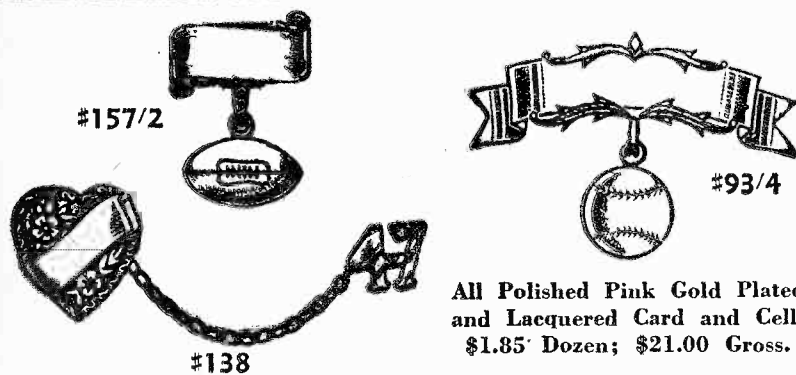


# NOTICE, ENGRAVERS

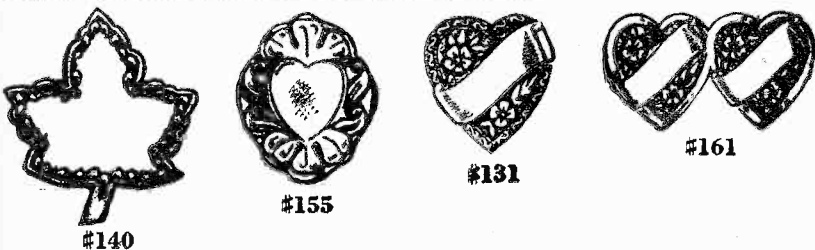
GENERAL DELIVERY BOYS, SEND FOR NEW SHEETS FOR YOUR CATALOGUE



These Pins High Polished, Gold Plated and Lacquered, \$12.00 Gross.



All Polished Pink Gold Plated and Lacquered Card and Cell. \$1.85 Dozen; \$21.00 Gross.



These Pins are high polished, gold plated and lacquered. \$9.00 gross.

## Dexter Engraving Jewelry Co.

Manufacturers of Engraving Jewelry

23 ARCH STREET

PROVIDENCE 7, R. I.

# PAINT YOUR CAR WITH WYPE

Amazing NEW AUTO ENAMEL

You WIPE ON Instead of Brushing or Spraying

Get Beautiful Mirror-Like Finish That Looks Like Spray Job!

At last! Practically anyone can now paint his car with WYPE and get a beautiful high-gloss job that gives you an expensive finish such as is sprayed on by Professional Auto Painters— at a fraction of regular cost! With WYPE you need NO BRUSH, NO SPRAY, NO MASKING! Just WIPE ON with Powder Puff—which we furnish at no extra charge. You get a brilliant, glossy finish that is truly "factory-like." No streaks. No lap-marks. Guaranteed for TWO years not to crack, peel, chip or fade, if simple directions are followed. Takes about an hour to apply. Dries dust-free in an hour. WYPE comes in eight most popular shades including those on newest model cars.



**NEW MONEY-MAKING BUSINESS!** WYPE 2 CARS DAILY for \$25.00 each—GROSS UP TO \$260.00 WEEKLY PROFIT!

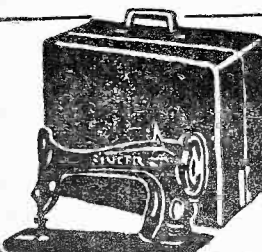
Start making BIG MONEY NOW! Sell WYPE in cans or go into business painting cars yourself (or hire others to do work). Send for FREE details of powerful money-making plan. Why wait! Start NOW by ordering one quart or more of WYPE!

**SEND NO MONEY! ORDER WYPE TODAY!**

Color	Price Per Quart
BLACK	\$3.95
GREEN (Brewster-Dark or Jewel-Light)	3.95
BLUE (Washington-Dark or Monticello-Light)	3.95
GRAY	3.95
RED or MAROON	3.95

Order one quart or more today! **SEND NO MONEY!** Mail penny postcard. Then pay your mailman for WYPE plus postal charges. Or, if you send money with order, WE pay postage. See your dealer or order direct.

**WYPE CORP.** Dept. 69-H, 2214 Dolman St. ST. LOUIS, MO.



**PRICE . . . . . \$68.50 EACH**  
**3 OR MORE . . . . . 65.00 EACH**  
**6 OR MORE . . . . . 60.00 EACH**

**REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE**, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% with Order, Balance C. O. D.

## MITCHIE GOLDMAN

5 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

### AGENTS & DISTRIBUTORS

EARN UP TO \$300.00 WEEKLY—SELLING History World War 2. Geo. Gillespie, 4503 Meadow, Norfolk 2, Va. se6

EARN MONEY IN ANY CROWD—CALL names of strangers, tell unspoken questions, professional course mind reading, spirit writing, etc., \$1.00. Norman, Box 341, San Bernardino, Calif.

ELECTRIC FANS—WHOLESALE PRICE LIST sent to dealers on request. Immediate delivery now. Several models ready. De-Mac Sales Co., Fort Smith, Arkansas. au16

ELECTRIC ROOM HEATER—NATIONALLY advertised "Cozette" at \$11.95 retail. This heater is safe. Convector type. Beautiful design, finished in rich ivory, \$7.50 each. Lots of six or more, \$7.00 each; special price on quantity, 25% with order, balance C. O. D. Elyria Electric, Inc. Department B, Elyria, Ohio. au23

EXTRA MONEY SO EASY—SELL FRIENDS beautiful 50 for \$1.00 name imprinted Christmas Cards. Extensive line assortments, 30c up. Profit to 100%. Extra bonus. Request free samples Personal Christmas Cards, Stationery and Leader \$1.00 Christmas; everyday assortments on approval. Special offers. Tom-Wat Studios, Dept. 113, Bridgeport, Conn.

FAST SELLING—NATIONALLY KNOWN CONFECTIONS. 5 and 10-cent bar goods, 1-cent items. Also: Bulk Items, Candy Deals for Punchboards. Starr Confections, 2240 N. Racine, Chicago, Ill. se6

LORD'S PRAYER, TEN COMMANDMENTS, OR Crucifixion, reproduced on a real penny, individually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkins, Dept. B, 1190 Lawrence, Chicago. se6

MAKE MONEY EASILY—SELL 50 FOR \$1.00 Christmas Cards. Cost you as low as 45c Big line Christmas and Everyday Assortments. Sell only 50c to \$1.00, your profit, 25c to 55c per box. Extra bonus. Write for free samples personal Christmas Cards, name imprinted Stationery and Leader 21 Card Christmas, 16 card feature all-occasion assortments on approval. Special offers. Elmira Greeting Card Co., M-50, Elmira, N. Y. np

MAKE QUICK CLEAN UP SELLING PERFUME Beads. Jobbers prices. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. au30

MAKE BIG MONEY DAILY TAKING ORDERS for splendid line of Books. No experience needed. Good commissions. "Interesting" details free. John's Variety House, Box 108, York 12, Penna.

NEW EXTRA MONEY PLAN—UP TO 100% profit, showing friends unusual Personal Christmas Cards, Box Assortments, Gift Wrappings, Humorous, All Occasion, Religious, Social Notes, Personalized Stationery. Extra bonus. Request free 50 for \$1.00, 25 for \$1.00, 25 for \$1.95 name imprinted Christmas Cards and personalized Stationery Folder. Special offer. Thomas Terry Studios, 60 Union Avenue, Westfield, Mass. au30

NEW INVENTION—BEL-DRI MAGIC FLORAL Cards. A continuous seller, be you merchant, specialty salesman, agent or concessionaire. 15c brings sample. BEL-dri, Century Building, Chicago 4, Ill. au23

OPERATE OUR PUSH CARD DEAL, GIVING 2 Fan Dancer Lighters and 1 Ball Point Pen for each Card sold. Takes in \$8.88. Sample deal, \$4.25. Sample Card and details, 10c. Variety Sales, 1058 N. Rockwell St., Chicago 22, Illinois.

PERFUME—EXQUISITE FRENCH ODORS. Bulk Christmas orders taken. Suite 515, 350 Lincoln Road, Miami Beach, Florida. au16

PITCHMEN—SUPER GRIP, THE HOTTEST big money making item in years. This 3-purpose kitchen utensil is selling fast at \$1.00 apiece in Atlantic City. We sell them for 25c each in dozen lots. Special offer sample, 25c. They sell themselves. Order today and start making big money. Morris Mandell, 131 West 14th St., New York City.

REAL LIVE MEXICAN JUMPING BEANS—18, 25c; 125, \$1.00; 500, \$3.00; 1,000, \$5.00. Chart with order. Extras 1c each. J. J. Frank, 525 Palm, Rockford 9, Illinois.

SALESMEN—YEAR AROUND SELLERS OF Electrical Appliances, Housewares, Furniture, Toys, Wheelgoods, Gifts, Commission basis. Write Gelber and Associates, 542 South Dearborn, Chicago, Illinois. au16

SELL PERSONAL INITIALED INDIVIDUALIZED Belts, Buckles, Cap Badges, Tie Holders, 2,000 emblems to choose. Fast profit. Repeats. Write today special outfit offer. Hookfast Specialties, Box 1425, Providence, R. I. au16

SELL OUR JOKE NOVELTIES TO DEALERS. Lowest prices. Good discount. R-R Manufacturing, Hutchinson, Kansas. au30

SOCIAL SECURITY WORKERS—WE HAVE the real Brass Plates; 146 Cases. Sample 25c. Stamps, O. Gameliser, 146 Park Row, New York 7, N. Y.

YOU MAKE \$25.00 FOR SELLING FIFTY \$1.00 boxes; 50 beautiful assorted Christmas Cards sell for only \$1.00, your profit 50c. Write today for free samples, 50 and 25 for \$1.00 and other boxes on approval. It costs nothing to try. Cheerful Card Co., 112 White Plains, N. Y. au16

YOU MAKE \$25.00 FOR SELLING FIFTY \$1.00 Boxes 50 beautiful assorted Christmas Cards, sell for only \$1.00, your profit 50c. Write today for free samples; 50 and 25 for \$1.00 and other Boxes on approval. It costs nothing to try. Cheerful Card Co., 114 White Plains, N. Y. se27

\$2.00 BRINGS YOU ALL 3—COCKTAIL RING, Leather Wallet, Sterling Double Heart Pin. Write to Stipanec, 948 41 Street, Brooklyn 19, N. Y.

\$20.00 TO \$30.00 A DAY EASY—SENSATIONAL new Raised Letter Nameplate, beautifully framed in mahogany; amazing seller to homes, stores, offices, etc. Get our tested plan. Write Raised Letter Metal Company, Dept. 206, Fox Blk., Phila. 3, Penna.

\$50.00 CASH FOR SELLING 100 ASSORTMENTS of 21 Christmas Cards at \$1.00. Complete line. Free samples 50 for \$1.00 Cards. Special offers. Write today. Heckenkamp, 343 Broadway, Dept. T-41, New York 13.

300 MONEY MAKING DEALS—FORMULAS, Plans, Ideas, Schemes, unusual Items. Success secrets. Folio free. Formico-KA, Box 572, Dayton, Ohio. au30

\$250,000.00 STOCK OF JEWELRY, NOTIONS, Novelties, etc. 50% Discount. Free Price List. Denton Products, 2212 West Vernon Ave., Los Angeles 43, Calif. au16

(Continued on page 108)

# SOUVENIR MAJORETTE



ONLY 12 1/2c EACH Including Imprinting

Something NEW in PENNANTS! Whirling Baton Action, 30" long. Your lettering in white or gold on red. 10 Days' Del. Cr. to Ctn. (Min. Order, 2 Cr.)

### FLYING BIRDS "IT'S THE GOOD ONE!"

YELLOW SINGING CANARY—LOUD INSIDE whistle; EXTRA LONG stick; Wings of REAL FEATHERS. Only \$9 Cr. (Individually packaged in glassine sack.)

### BACK AGAIN! THOSE LOW PRICED NOVELTY SHAPED BALLOONS

Improved NOW by natural Live Rubber! Small Size Assortment

KITTEN, BIRD, FISH, Gr. . . . . \$3.00

KITTEN BIRD, DACHSHUND, Gr. . . . . 4.50

SERPENTINE BALLOONS, Gr. . . . . 3.50

NO. 5, ROUND, Gr. . . . . 1.00

312 AIRSHIP, Gr. . . . . 1.00

### FOR THE FAIRS WRITE FOR LOWEST PRICES GLASSWARE • BLANKETS BINGO MERCHANDISE • SLUM

TERMS: 25% Dep., Bal. C. O. D. F. O. B. Pittsburgh.

## THE JOHN ROBBINS CO.

340 Third Ave. Pittsburgh 22, Pa.

### PITCHMEN Amber Colored Combs for Demonstrating Purposes.

### AGENTS AND DISTRIBUTORS Combs for Jobbing Trade

Attractively styled and priced.

## TAMOR PLASTICS CORP.

Box 231 Leominster, Mass.

### CHRISTMAS TREE DECORATIONS 2 1/4" Christmas Balls, assorted. \$7.00 Gross

ANGEL HAIR White, cello package . . . . . \$4.25 Gross

MICA SNOW Cello package . . . . . \$4.25 Gross

LIGHT SETS C-6, G. E. Bulbs. . . . . \$1.25 per set C-7 1/2, G. E. Bulbs . . . . . 1.35 per set Attractively boxed. Send for Christmas Catalog. 1/3 deposit with orders. bal. C. O. D.

## L & K PRODUCTS

7202 20th Ave. BROOKLYN, N. Y.

### IMPORTED SWISS WATCHES New Watches - - - Latest Designs

	<b>GENT'S</b> 8 3/4 Ligne, 10K Rolled Gold 7 Jewel S/B \$13.00		<b>Ladies' 6-8 S/B, 10K</b> Rolled Gold Raised Rock Crystal
	17 Jewel S/B \$15.50		7 Jewel \$13.50 17 Jewel \$16.00

Wholesale only. Single Samples, add \$1.00 to above Prices. All Watches Guaranteed. 25% With order, balance C. O. D.

**MERIT SALES CO., Wholesale Jewelers**  
307 S. Hill St. Los Angeles 13, Calif.

# MERCHANDISE OUTLOOK LOOMS BRIGHTER

Wholesalers' biz up as outdoor season gets into high gear . . . prices up but greater variety of items to choose from . . . accent on quality

**OWNERS**, managers and general agents of carnivals were not the only ones who developed pains all spring for a break in the weather. There was many a merchandise wholesaler doing the same thing. The wet weeks of the early 1947 season not only spelled muddy lots for the carnivals and circuses, they also meant lean weeks for the concessionaires, pitchmen and demonstrators—weeks in which reordering of stock was made unnecessary because rain kept the folks from coming to the lot, to take it home.

Since the banner July 4 week-end, however, merchandise houses report a decided upswing in the demand for good, hot items. With carnivals going into their big fair tours, with parks accelerating the promotion pace to wind up the season on Labor Day in a blaze of turnstile-clicking, in fact, with all outdoor showbiz looking forward to its four biggest weeks, all indications are that merchandise users will be making up for the lack of orders placed last spring in jig time.

### Stuffed Goods in Demand

Return of pre-war quality stuffed animals with that soft, plushy fur, has stirred up a demand for dolls, scotties, bears, fawns and other animals that is making it tough for concessionaires to keep them on the stands for long. It seems that the public forgot during the long war years how cuddly a good rayon plush toy could be and is having a fine time learning all over again. Aluminum ware also is getting a good play. Fortunately there's plenty of it to be had and the variety of items seems to increase weekly. Prices, however, are up as aluminum took a 7 per cent hike a few weeks ago.

Old man "shortage" is still present, however, especially in the textile field. Some styles and quality blankets are difficult to get delivery in quantity. Cheaper clocks and appliances are also in the tough-to-get category. In fact, one wholesaler stated only way to get clocks today is to buy some higher priced ones to get the cheaper ones—a type of buying that he thought he had seen the last of a year ago. Lamps, on the other hand, are a drug on the market. One concessionaire reported that he bought some in Chicago the last week in July for \$9 a dozen—an all-time low.

Prices in general are up over 1946 levels and wholesalers and manufacturers don't see much chance of their tapering off this year because of the

high labor and transportation costs that must be figured into cost of each item. There are exceptions, however. The lamp market, as stated above, is down. Ditto is the unbranded radio lines. Price drag here, of course, is due principally to increased production on the part of the better known brand manufacturers.

Along with other items that haven't been in plentiful supply for the six years, costume jewelry and watches are in heavy demand. Ring workers, souvenir and novelty shops are finding a ready acceptance for the new styled bracelets, watches, rings, pins, etc.

With more manufacturers vying for the balloon market, a variety of styles and shapes have appeared that are full of that sales appeal which makes daddies dig deep everytime Junior comes in eye-shot of them. There's no trouble with demand—it's simply a matter of getting the rubber globes at the right price.

### Bingo Outlook

Corn game operators on outdoor shows are reported facing a problem of whether to charge 10 cents a game or cut to a nickel. Some report there has been customer resistance to the dime-a-game charge. Most of the boys, however, still get the 10 cents for a single card and 15 cents for two. Some of the old-timers observe, however, that it won't be long before the 5-cent price will be standard again.

Operators report no trouble getting good play when the weather is with them and that a good flash of merchandise prizes is just as essential to good biz today as it was in the pre-war era; even more so because a bit of judicious shopping makes it possible to flash stand with at least a sprinkling of those "hard to get" items which women want and can't get in their stores without waiting their turn on the "list."

### Quality Important

One thing is beginning to be noticed all along the merchandise front—the close scrutiny which the public is giving every item to make sure it possesses quality—no matter what the price. As a result, public-wise showmen are buying much more cagily than two years ago when merchandise of any kind at almost any price was the rule. Fortunately, the outlook now is more encouraging than at any time since 1941. There is merchandise to be had as the advertising in this section alone proves, and the alert showmen are the boys who will put these items to work for them.

## TURIDDI ART PRODUCTS

Now Under New Owner

The same high quality merchandise now available in large quantities and at the RIGHT PRICE to all Concession Operators  
"YOU CAN'T GO WRONG ON WRIGHT STREET"



CASH IN ON THE CURRENT LINCOLNIANA REVIVAL

The recent opening of Lincoln papers makes this a NATURAL Seller.

Pack 12 To A Carton. NO LESS SOLD.

**.30** Ea.

FINEST ASSORTMENTS AVAILABLE

8 P.C. MEDIUM ASST. ALL FULL FIGURES NO FLAT BACKS

50 To Carton. No Less Sold. 12¢ Each

4 P.C. 12" Asst. Hollow Full Figures 3 P.C. 15" Asst. Hollow Full Figures

12 To Carton. No Less Sold. 30¢ Each

WE USE NEW CARTONS

Packed to be shipped anywhere.

50% Deposit, balance C. O. D.

## TURIDDI ART PRODUCTS

430 W. WRIGHT ST. MILWAUKEE 12

★ Flick the pages mister . . . . . to the coin machine section . . . and look for

DAVID ROSEN'S 1/2 PAGE AD on the sensation of the century!

**NOW!** Turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**

MANLEY INC. KANSAS CITY, MO.  
POPCORN MACHINES AND SUPPLIES

**1 STARTS YOU IN BUSINESS**

100% DELUXE TIES WOOL INTERLINING These ties are made of genuine neckwear fabrics, resiliently constructed. Each tie has a label showing construction. Rapid fire \$1.00 seller.

COSTS YOU ONLY \$7 PER DOZ. YOU MAKE PER \$5 DOZ.

SEND \$1.00 for Special Introductory Offer of 2 Deluxe Ties. Postage Prepaid. Only one offer to a customer.

PHILIP'S NECKWEAR  
20 W. 22d St., Dept. B-79, New York 10, N. Y.  
CATALOG COMPLETE LINE FREE.

## FAMOUS COCKTAIL BRACELETS

Terrific Sales Getter  
Sensationally Low Priced

ONLY **\$7.50** per doz.

With Stretch Band or Chain Band.  
Six-style assortment, Pink gold finish.

Terms: 1/3 Dep., Bal. C. O. D.

**PHILLIPS NOV. CO.**  
4007 70th St. Woodside, L. I., N. Y.

## FAIR - CARNIVAL MERCHANDISE AT NEW LOW PRICES

	Doz. Lots	
Kitchen Clocks . . . . .	\$2.75 Ea.	
Alarm Clocks . . . . .	1.95 Ea.	
Electric Mantel Clocks . . . . .	2.75 Ea.	
Large Mahogany Mantel Clocks . . . . .	6.75 Ea.	
Boudoir Dolls . . . . .	3.00 Ea.	
Metal Table Lamps & Shades . . . . .	2.50 Ea.	
3 P.C. Dresser Set (Box) . . . . .	1.35 Ea.	
5 P.C. Dresser Set (Lined Display Box) . . . . .	4.00 Ea.	
Dice Lamps . . . . .	1.25 Ea.	
Electric Sandwich Toasters . . . . .	3.75 Ea.	
Electric Irons . . . . .	2.95 Ea.	
Automatic Electric Irons . . . . .	5.50 Ea.	
Aluminum Pots (Covered) . . . . .	.75 Ea.	
Aluminum 3 P.C. Sauce Pan Sets . . . . .	.95 Set	
4 P.C. S.S. Kitchen Set . . . . .	1.35 Set	
6 P.C. S.S. Kitchen Set . . . . .	1.95 Set	
7 P.C. Beverage Set With Tray . . . . .	1.35 Set	
Pen & Pencil Sets (Asst. Colors) . . . . .	.65 Set	
Field Glasses (Binoculars) . . . . .	2.55 Ea.	
Smoke Stands (\$5.00 Value) . . . . .	2.50 Ea.	
Smoke Stands . . . . .	1.25 Ea.	
20 In. Airplane Suit Cases . . . . .	1.00 Ea.	
32 P.C. Dinner Set (Decorated) . . . . .	5.50 Set	
7 P.C. Cake Plate Sets . . . . .	1.35 Set	
8 P.C. Tourist Sets . . . . .	.75 Set	
Metal Powder Jars . . . . .	.45 Ea.	
Large Bottle Bath Salts . . . . .	.21 Ea.	
Weather Houses . . . . .	.38 Ea.	
Large Piggy Banks . . . . .	2.00 Ea.	
Medium Size Piggy Banks . . . . .	.55 Ea.	
Small Size Piggy Banks . . . . .	.20 Ea.	
China Piggy Banks . . . . .	.31 Ea.	
3-Way Zipper Wallets (Asst. Colors) . . . . .	.60 Ea.	
Wallet & Lighter Sets . . . . .	.45 Set	
Transparent Plastic Cigaret Cases . . . . .	.07 Ea.	
Ball Point Pens . . . . .	.35 Ea.	
Gilt Metal Ball Point Pens . . . . .	.60 Ea.	
Gilt Pocket Flashlights With Batteries . . . . .	.35 Ea.	
3-Way Combination S.S. Knife & Fork Set . . . . .	.60 Ea.	

LARGE ASSORTMENT OF SLUM ITEMS From 2¢ Each and Up.

NO CATALOG

SEND FOR SAMPLE ORDER

25% Deposit With Order, Balance C. O. D.

**J. C. MARGOLIS**

912 BROADWAY (Corner 21st St.)  
NEW YORK 10, N. Y. (Alg. 4-1224-5)

Headquarters for **COUNTER CARD MERCHANDISE NOTIONS-SUNDRIES**

FOR IMMEDIATE DELIVERY

**LEE RAZOR BLADES**  
Write for Price List  
**LEE PRODUCTS CO.**  
437 WHITEHALL ST. S.W.  
ATLANTA 3, GA.

**SAV-A-BLADE SHARPENER**

This is a Genuine Home Use Item

**WILL LAST A LIFETIME**

RETAIL PRICE 25¢	YOUR COST \$1.50 Per Dozen
------------------	----------------------------

- A MUST for Every Man
- "Eye-Appeal"
- Counter Display
- A Miser in Counter Selling
- Already Proven and Profitable
- Packed 12 to a Carton
- A Glutton for Selling

**SAV-A-BLADE COMPANY**  
4701 Sheridan Rd. CHICAGO 40, ILL.

**DELICIOUS SUMMER BOX CANDY**

Regular Price 35¢  
NOW CUT TO 23¢ EACH

Great big extension edge boxes 10 in. long, 7 in. wide, with glamorous cover girl picture tops filled with half pound individually wrapped delicious caramels and English toffees. Looks like a dollar retailer. Packed 26 boxes to case. \$8.28 per case, 5 case lots \$8.00 case, 3 sample boxes postpaid \$1.00. Terms: Cash with order or 1/3 dep., Bal. C. O. D.

Write for prices on our full line of Candy Bars, Penny Candies and Bubble Gum.

**CASTERLINE BROS.**  
2030 Sunnyside Dept. S, CHICAGO



**SUPERIOR SELLS BETTER!**

**SPECIAL!**

**MANUFACTURER'S CLOSE OUT**

**MATCHING STAR PIN and EARRING SET**

- 7 large brilliant rhinestones in each setting.
- Safety catch pin.
- Screw type earrings.
- Pink gold finish.

**SENSATIONALLY PRICED**

SOLD FOR \$12.00 DOZEN

**NOW \$6.75 DOZEN**

GIFT COTTON BOXES FOR PIN AND EARRING SET—75¢ DOZ.

**TOP QUALITY RINGS, THAT SPELL PROFITS!**

**SNAKE RING**  
No. 6191  
Cleverly designed White Finish

**\$1.85 Doz.**  
**\$21.00 Gross**

**WHITESTONE**  
No. 6193  
Fine Sterling Sparkling Rhinestones

**\$2.35 Dozen**  
**\$27.00 Gross**

**CHINESE GOOD LUCK RING**, No. 6213, Rhodium or Gold Finish, Adjustable.

**\$1.10 Doz.**  
**\$12.00 Gr.**

**MAN'S GAME O. RING**, No. 6214, Rhodium or Gold Finish, Double Head Design, Adjustable.

**\$3.10 Doz.**  
**\$36.00 Gr.**

**CROSS RING**, No. 6215, Rhodium or Gold Finish.

**\$1.20 Doz.**  
**\$13.50 Gr.**

**LADIES' WHITESTONE SET**, No. 6217, Wedding Band, 5 Rhinestones, White or Gold Gold Finish.

**\$2.85 Doz.**  
**\$33.00 Gr.**

**NEW CATALOGUE NOW READY! SUPERIOR JEWELRY CO. 740 SANSON ST. PHILA. 6, PA.**

**ANIMALS, BIRDS, PETS**

**ABSOLUTE GUARANTEE LIVE DELIVERY, quick service.** Now on hand, harmless Snakes for den of any size; hot or fixed Rattlesnakes, Cottonmouth, Moccasins, South America Boas, \$3.00 to \$65.00. Mexican Boas, \$1.50 per foot; giant black Iguanas, beaded Lizards, baby Crocodiles, large Alligators, tame Red Fox, \$10.00; Wildcat, \$35.00. Ross Allen, Silver Springs, Florida. au30

**ABSOLUTE SATISFACTION, LIVE ARRIVAL and immediate shipment guaranteed.** Large mixed Dens of ten assorted harmless and poisonous Snakes, \$30.00; poisonous Snakes, fixed or hot, Giant Iguana Lizards, \$7.50 each or \$6.00 with Snake Den. All types of Snake Dens, \$20.00 to \$60.00. Small Alligators and Crocodiles. Giant Blue and Yellow Bulls. Mexican Boas, all sizes, \$1.50 per foot. Extra large Reptile Den with one giant Rattler, one large Cottonmouth Moccasin, one large Copperhead, one Mexican Boa, one giant Bull Snake, one giant Iguana Lizard and five other large assorted Snakes, \$50.00. If you want first class stock, at well below present market prices, wire or write Reptile Garden, San Antonio, Texas.

**A COMPLETE STOCK OF SNAKES, ANIMALS and Birds.** Agoutis, Capabarys, Squirrels, Monkeys, assorted Snakes. Forty years of reliable service. Snake King, Box 126, Brownsville, Texas. sel3

**AFRICAN EAGLE, BABOONS, JAVA PORCUPINES, Chimpanzees, Pumas, Civets, Guanacos, Pelicans, Zebras, Curassows, Giant Jungle Rats, Owls, Opossums, with young in pouch; Iguanas, Racoons, Foxes, baby Coati Mundia.** Chase Wild Animal Farm, Egypt, Mass. au23

**AFRICAN ANIMALS, BIRDS, REPTILES** — World's largest direct importations. Also regular direct shipments from Central and South America, India, Siam, Philippines, Europe, etc. Our collectors cover the globe. Get our free wholesale price lists issued several times yearly. Meems Bros. & Ward, P. O. Box B, Oceanside, N. Y.

**CAGES FULL OF SNAKES—DENS, \$20.00, 2 for \$35.00; Rattlesnakes, \$4.00; Boas, 5 ft., \$10.00; baby Boas, \$2.00; Rhesus Monkeys, \$38.00; Sooty Marmosets and Ringtails, \$45.00; 2 extra large Northwestern tame female Racoons, \$35.00 each; Alligators, 2-3 ft., \$12.00, smaller, \$5.00. Wire money. Trails End Zoo, St. Stephen, S. C.**

**CHIMPANZEES, BABOONS, JAVA MONKEYS, Dianas, Stumptails, Pigtales, Bonnet Monkeys, Zebras, Antelope, Deer, Vicuñas, Bears, Pythons, Monitor Lizards, Flamings, Cranes, Rheas, Swans, Geese, Ducks, etc.** All for immediate shipment. Louis Rube, Inc., 853 Broadway, New York 3, N. Y. set

**DEADLY POISONOUS TROPICAL SPIDERS**—Snake showmen should feature these hairy monstrous Tarantulas, price \$5.00 ea. You will enjoy a bottle raised Raccoon "Pup." It's the best \$12.50 invested in your wild life show. With every \$20.00 "Den" or order for harmless or poisonous Snakes, we will include free, a healthy heavy clean mouthed Boa Constrictor, over 4 feet. Wild mice now available for games, \$2.00 doz. Racing Terrapins, \$1.00 ea. "Brad" Bradford is back again and can be reached by phone or wire at Davisboro, Georgia.

**GIANT BOA SNAKES, ARMADILLOS, WATER Buffalo, Iguanas, Horned Toads, Jungle Rats, Parakeets, one Caye Argentinian Flave, guinea Pig, Wolf Pups, White Doves, Rabbits, Fantail Pigeons, Wire Otto Martin Locke, New Braunfels, Texas. au16**

**GIANT FAT ALLIGATORS—OVER 8 FEET long, \$60.00 each. Immediate delivery.** Also plenty Snakes, \$25.00 dens. Trails End Zoo, St. Stephen, S. C. au16

**MEXICAN CLAY NOVELTIES—TURTLES, Alligators, Armadillos, moving the head and tail, \$8.40 gross. Mexican Oval Bamboo Baskets, three in set, \$14.00 doz. of sets. Mexican Resurrection Plants, large, \$15.00 thousand. Mexican Palm Shopping Bags, \$7.50 doz. General Mercantile Co., Laredo, Texas.**

**MEXICAN YOUNG TAME BURROS—(DONkeys) to ride on, \$40.00; tame Armadillos and Mexican Chipmunks, Whistling Squirrels, \$7.00 pair. General Mercantile Co., Laredo, Texas.**

**MONKEY FACED OWLS—\$15.00. BARY ALLigators, \$2.50; eighteen inch, \$3.00; two feet, \$4.00. Pits assorted sizes babies to 2 1/2 feet, \$20.00. Tame Ocelots, tame Kinkajous. Terms cash. Don Compton, Box 93, Mt. Vernon, Ill.**

**PAIR RHEBUS MONKEYS \$75.00—PURE white Raccoon, \$75.00; pair red Raccoon (rare), \$150.00. Young Jungle Rats, \$35.00; Chipmunks, \$6.00 pair. Charone Animal Ranch, Burlington, Wis.**

**PEA FOWL, WILD MALLARD DUCKS, PHEASants, Fancy Pigeons, Rabbits; prices on request. Jewel Game Farm, Danville, Ill.**

**SELMA KENNELS OFFER VERY FINE Pure Bred and Registered Puppies, also Cross Breeds, Pure bred German Shepherd, 4 months old; excellent breeding, black and tan, black and cream; male and female; prices \$75.00 to \$125.00. Unregistered Scottie Puppies, 3 months old, blacks; males and females, \$25.00. Brindle Terriers, 3 months old, tails docked, cross of several terrier breeds; price \$25.00. We are taking reservations on litter two weeks old, believe it or not, that are sired by a Scottie, the dam is registered German Shepherd with a perfect disposition; blacks and blacks and creams; male and female; price \$25.00. If we don't have what you want, we will locate any breed of dog or puppy you wish. Selma Kennels, W. Chestnut St., Selinsgrove, Pa.**

**CLOSEOUT!**



**Mexican Straw Horse and Rider**  
13 in. high, 8 in. long  
Dozen . . . . . \$2.95

(F. O. B. Indianapolis)  
25% deposit with order.

**KIPP BROTHERS**  
117 SOUTH MERIDIAN ST.  
INDIANAPOLIS 4, IND.

**A MILLION SALES with CIRCLINE**

**Fluorescent Fixtures**  
The greatest lighting fixture yet made.

Here's Your Big Opportunity for Big Money Making.

**LOWEST PRICES**

Direct From Manufacturer  
Write for Catalogue

**ABRAMS LIGHTING**  
MANUFACTURERS: FLUORESCENT FIXTURES  
113 No. 7th St., Philadelphia 6, Pa.  
Phone Walnut 2-6787

**BINGO AND SALEBOARD OPERATORS**

B50 Cavalcade 6 tube Radio, AC-DC, unbreakable new type plastic cabinet, bright colors. Size 8"x5 1/4" x 5" overall. . . . . Ea. \$14.50

B51 Radio Shell, plastic cabinet as above. (Dummy) . . . . . Ea. 3.50

B52 Electric Light Bow Tie, "IT'S HOT!" . . . . . Dz. 8.00

B53 New plastic Dippy Bird, moulded plastic with flock covered head. . . . . Dz. 7.50

B54 Donkey Cigarette Dispenser. . . . . Dz. 24.00

**COSTUME JEWELRY**

B55 Goldplate Cocktail Link Bracelet Sets with Rhinestone and Imitation Rubies, each in a box. . . . . Sets Dz. \$ 9.00

B56 Crown Chatelaine and Pin Earring Sets, boxed. . . . . Sets Dz. 12.00

B57 Two-Piece Dagger Brooch, with Chain, boxed. . . . . Sets Dz. 8.00

B58 Key and Crown Sets, boxed. . . . . Sets Dz. 8.00

B59 Large 2-bl. Pocket Knives. . . . . Dz. \$3.50 Dz., \$4.00 Dz., and to Dz. 36.00

B60 Leather Wallets and pass cases. . . . . Gr. 30.00

B61 Leather Wallets w/zipper all around . . . . . Dz. 7.00

B62 Alarm Clocks and Kitchen Electric Clocks. . . . . Each \$2.50

B63 Dice Lamps. . . . . Ea. 16.20

B64 Beacon Blankets, Midway. . . . . Ea. 2.75

B65 Beacon Blankets, Magnet, bound. Ea. 3.35

B66 Binoculars. . . . . Dz. 14.40

B67 Large size Jumbo Dolls, Lazy Horses, Goats, Dogs, Cats. Dz., \$30., \$33., \$36.00

B68 Heavy Maple Walking Canes. . . . . Gr. 48.00

B69 Plastic 25¢ Cigarette Cases. . . . . Gr. 10.80

B70 Washable 16" Upright Stuffed Cats, Big Scale Number. . . . . Dz. 4.20

B71 Washable 14" Stuffed Doll. . . . . Dz. 6.00

B72 Chenille Dolls, 23". . . . . Dz. 12.00

B73 Marine and Airplane Lighters. . . . . Dz., \$33.00 and 36.00

B73A Junior Cowboy Hats. . . . . Gr. 13.50

B73B Comb, Mirror and Case. . . . . Gr. 7.20

B73C Felt Firemen Hats, Red. . . . . Gr. 24.00

25% Deposit required on all orders.

**M. GERBER, INC.** 505 MARKET STREET PHILADELPHIA, PA.

**NOVELTY AND SLUM MERCHANTS**

B74 New sensational 5" Jumping Monkey, fuzzy hands, legs and tail w/stick. Gr. \$21.60

B75 Jo-Jo life-like 6" Jumping Monkey with 24" stick. . . . . Gr. 33.00

B76 Jumbo 10" Fur Monkeys, REDUCED. . . . . Dz. 5.00

B77 Mechanical Pigs, Bears, Ducks. . . . . Gr. 27.00

**COMPLETE LINE OF OAK BALLOONS**

B78 Belt Robin Hood Hats. . . . . Gr. \$10.00

B79 Hat Bands with comic sayings. 1000 . . . . . 13.50

B80 Colored plastic animals. . . . . Gr. 2.50

B81 Glass Mugs with handles. . . . . Gr. 3.50

B82 Gift Metal Badges. . . . . Gr. 2.50

B83 Metal fancy Cigarette Cases. . . . . Gr. 4.80

B84 Lancaster R.W.B. Batons w/bells. Gr. 15.00

B85 Swaggers. . . . . Gr. 8.00

B86 Medium Leis, asst. colors. . . . . Gr. 3.25

B87 Large Leis, asst. colors. . . . . Gr. 6.50

B88 2 1/2 Round Balloons. . . . . Gr. 1.25

B89 Long Balloons. . . . . Gr. 1.00

B90 #9 Cathed Balloons. . . . . Gr. 6.00

B91 #10 Cathed Balloons, animal. . . . . Gr. 7.50

B92 #12 Oak Cathed Balloons. . . . . Gr. 8.50

B93 #14 Large Cathed Balloons. . . . . Gr. 8.50

B92 Official Barts. . . . . Gr. 12.00

B93 Flying Birds. . . . . Gr. \$9.00 and 15.00

B94 Worth String Baseballs. . . . . Dz. 2.25

B95 Worth Covered Baseballs. . . . . Dz. 2.50

B96 Earrings. . . . . Gr., \$2.00 and 3.00

B97 Pocket Combs. . . . . Gr. 1.50

B98 R.W.B. 3" two-tone squawkers whist. . . . . 1.00

B99 Plastic Animals. . . . . Gr. 1.00

B100 Perfume. . . . . Gr. 1.00

B101 Metal Scissors. . . . . Gr. 3.00

B102 Plastic Police Whistles. . . . . Gr. 3.25

B103 Swiss Warbler Bird Calls. . . . . Gr. 1.00

B104 Fancy Glass Ashtrays. . . . . Gr. 3.00

B105 Imported Blow-outs. . . . . Gr. 4.80

B106 China Dolls, 3", movable hands. Gr. 2.50

B107 Large Rubber Bulb Water Pistol. Dz. 2.00

B108 Large Stone Men's Rings. . . . . Gr. 3.50

B109 All White Metal Round Charms. Gr. 1.35

B110 White Metal Bird Brooch Pins. Gr. 3.50

**BUSINESS OPPORTUNITIES**

**CABINET SHOP—WITH MACHINERY TOOLS;** also building and a nice 4 room brick home on the best street in Hot Springs, Ark. A good business opportunity. Will take house trailer, also car, in trade. My price, \$9000.00. Some terms. Must sell account of having traveling skating rink. See Mrs. Frank Boog, 229 W. Grand Ave., Hot Springs, Ark, or see Frank Boog, Skating Rink, Route 4, Airport Rd., Highway 69, Lufkin, Tex.

**DRIVE-IN THEATER—WICHITA FALLS, TEX.** as. Highly profitable. Five acres included. \$12,000 down. Lease, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

**FOR SALE—50'x120' PRE-WAR PORTABLE** Rink, complete; hard maple floor. 200 pr good Chicago Skates, Masco Sound system; doing capacity business. Contact Lewis H. Forsythe, Shelbina, Missouri. Phone 107R.

**PEN DEMONSTRATORS! COUPON WORKERS!**

Here's a New Deal That's Really Clicking



Hustlers earning up to \$500.00 per week introducing these beautifully styled, high quality Ball Point Pens. Send \$1.00 for Sample and details. Dollar refundable.

**UNITED PEN PRODUCTS**

P. O. Box 91 Charlotte, N. C.

**CARNIVAL FAVORITES**

**BACK SCRATCHERS**

\$27 per gross

**PAPER SNAKES \$18 per gross**

Attention Jobbers: Special discounts for jobbers and wholesalers!

**NANKING COMPANY**  
423 Second Ave. N.Y. 10, N.Y.

**WESTERN BRONZE HORSES**

Jobbers and Salesboard operators, our Bronze Horses are good sellers, also good for premiums, all bronze finish, not plastic, wood or chalk; at present have 4 different sizes. More new numbers to follow. We sell for less, special price to large users—immediate shipments. Mail check or money order for \$15.00 for all 4 samples. Satisfaction or refund in 10 days. Our Jobbers going to town with our horses. Be convinced.

**C. GAMEISER**  
250 West 88th St. New York City 24

**BINGO**

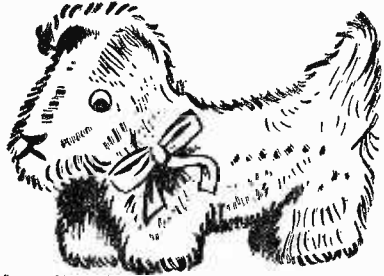
**SPECIALS ★ CARDS**

**TRANSPARENT MARKERS**

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

FUZZY WUZZY SCOTTIES and PEKES

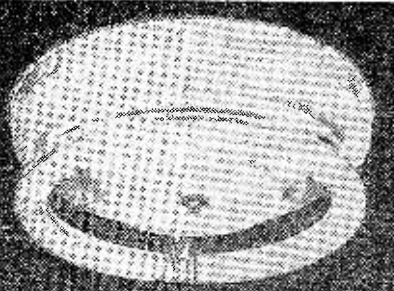


Long-Haired White Scottie and Peke Dogs 16"x20" \$54.00 Doz. Black Scottie Dog 16"x19" \$45.00 Doz. Assorted Color Fur Scottie Dogs 9x12" \$15.00 Doz. 25% with all orders, balance C. O. D. F. O. B. N. Y.

JOE END & CO. Inc

MIKE TISSER, General Manager 435 WEST BROADWAY Cor. Prince St., N. Y. 12, N. Y. Telephone WAlker 5-8280

Get in on the "BEST SELLER" of 1947



New "CIRCLINE" Fluorescent OVERHEAD FIXTURE Comes in: ALL WHITE BAKED ENAMEL TRIPLE-PLATED CHROME The newest, fastest selling Overhead Fixture in America today. The new G.E. 32-watt "CIRCLINE" lamp gives the SAME AMOUNT of light as the ordinary 100-watt Incandescent Bulb. For Kitchens, Basements, Halls, Workshops, etc. Write for Descriptive Circular. Interstate Radio & Parts Co. Utility Home Products Dept. 6367 S. ASHLAND AVE., CHICAGO 36, ILL. Distributors of Homecraft Electronic Products

MEN'S HIGH GRADE RECONDITIONED WATCHES

ELGIN AND WALTHAM 12 & 16 Sizes 18 Size 7 J. \$12.00 7 J. \$ 9.50\* 15 J. \$ 14.00 15 J. \$ 10.50\* 17 J. \$ 16.00 17 J. \$ 12.00\* FINE NEW CASES and DIALS - 25% with order, balance C. O. D., or send full amount and we pay postage. WE DO EXPERT WATCH REPAIRING AND REBUILDING. All work guaranteed. Make your old watch look like new. Send your watch for free estimate. \*Add 10% Fed. Tax to these prices. KANE WATCH CO. 104 Canal St., Dept. B-14 New York 2, N. Y.

GIFTS—REYNOLDS PENS

REYNOLDS PENS, Doz. \$4.50; Sample, \$ .65 Reynolds Pens, 2 Color, Doz. \$7.50; Sample 1.00 Drinking Ostrich, Doz. \$9.85; Sample 1.00 Drinking Duck, Doz. \$14.28; Sample \$1.75 #3 Drinking Bird, Doz. \$10.85; Sample \$1.40 Electric Bow Ties, Doz. \$9.85; Sample 1.10 CEDAR CHESTS, BLANKETS, RADIOS, ETC. DELUXE SALES CO. 220 So. Main St. Blue Earth, Minn.

SAVE MONEY CLOCKS

Appliances and Premium Merchandise at reduced prices. World Trading Corp. 37 W. 23rd St. New York 10, N. Y.

Barbecue Fireplace

7 1/2" Long, 3" Wide, 5 1/2" Tall. Made of unbreakable material, authentic Kentucky Tavern Creation. FREE, 35-Hole Push-card, takes in \$12.35. Sample, \$3.00 cash with order. Dozen, \$24.00. 25% Deposit, bal. C. O. D. MARION CO., Box 1586, Wichita, Kansas

FLAG AND DECORATING BUSINESS—Established 1902, manufacturing and distributors for flags, accessories; good rental stock and emblems for conventions, celebrations and interior decorations; machines, bolt bindings and equipment; business unlimited, without competition for hustlers. Established Mailorder Business throughout South for sales and rentals. Dun-Bradstreet Rating, bonafide firm; investigate now; retiring account age. Sacrificing for \$5000.00, including assistance and goodwill; can secure contracts and designing on commission. Prefer experienced, active partner, half cash. Centrally located. Population 270,000. Jacksonville Flag & Decorating Co., 607 Main Street, Jacksonville, Fla.

FOR SALE—ROLLER RINK IN CENTRAL Florida. Situated on beautiful lake, front facing main highway. 4 rooms and bath apartment; 2 two rooms and bath cottages. All completely furnished. Good equipment; good all year business. Skating Rink, Box 807, Eustis, Fla.

FOR SALE—PORTABLE SKATING RINK, ALL new equipment; 40'x100' flame proof, four pole tent; 125 pair Chicago Clamp Skates and parts; complete P.A. system. Also Fun Arcade, good location at Gallatin fair grounds. Price \$6000.00. For details write Bertram S. Orr, Skating Rink, General Delivery, Gallatin, Tennessee.

GET 300 MONEY MAKING TIPS, PLANS, Ideas, Formulas, Schemes, Trade Secrets, Methods. Folio free. Formico-Mil, Box 572, Dayton, Ohio. au30

HAVE 16 CONCESSION GAMES—INCLUDING Skee Roll and many top-money Stores, all completely equipped and fully stocked; now operating in well established park. Will consider partner or will sell. Do not answer unless you have 10 to 20 thousand to invest. Box C-281, Billboard, Cincinnati 22, Ohio.

MAKE MONEY BY MAIL—"PROGRESSIVE Mail Trade" tells how; send 10c for copy and get free instruction folio offer. McKittrick, Box 58, Mt. Vernon 11, Ill.

SPECIAL—INCH DISPLAY ADVERTISEMENT in "The Mail Order World," year, \$24.00. Wood's Popular Advertising Service, Atlantic City, N. J. au23

UNPAINTED WALL PLAQUES, BOOKENDS, Ashtrays, Shelves, Vases, Figures. 33 different samples, \$1.00. Complete list free. Oman, 642B, Broadway, St. Paul Minn. au16

4 MAIL ORDER MAGAZINES 10c: 6 1/2 x 9 1/2 Catalogue Envelopes, 24, 25c; 120, \$1.00, postpaid. L. J. Hawkins, Colo. Springs, Colo.

\$2,000 CASH TAKES ALL—GOLDEN OPPORTUNITY for good showman and wife. Astrology Business; 10 years in Dallas. Tells the untold, sees the unseen, tells names, answers questions without customer saying a word. All done by electrical magnets and Yogi Philosophy. Outfit in grand shape; working every day. Also special House Trailer, 2 sound proof reading rooms, furnished living quarters for two, city sewer gas, lights, water. We will teach you the business. Send stamp and birth data. Will answer all letters. Astrologer, 7166 E. Grand Ave., Dallas 10, Texas. au30

COIN-OPERATED MACHINES, SECOND-HAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 140 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ASSORTED BUNDLES OF CHORUS COSTUMES, Gowns, Trimmings, etc., \$5.00. Other Costumes and Gowns, from \$3.00 up; Bally Capes, \$7.50. C. Conley, 308 W. 47th St., New York.

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts with leis, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 75c. Rhinestone G-Strings, \$7.50. Bras, \$2.00. Used Chorus Costumes, singles or sets, \$3.00 each. Bally Capes, \$7.00. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

ATTRACTIVE GOWNS, \$5.00; RHINESTONE G-Strings; Orientals; Velvet Curtains; Red Band Coats; Caps; Wigs; Parachutes; Velvet Curtains; Chorus Costumes; Orchestra Coats; Minstrel Outfits; Clowns. Wallace, 2416 N. Halsted, Chicago.

CREATIVE PAPIER MACHE DECORATIONS—Plaster, Displays, Masks made to order. No catalog. John Praetorius, 603 W. 45th St., N. Y. City. CI-rcle 6-7672. sc6

MEN'S SUITS, \$7.00 UP; DRESSES, 25c; Coats, \$1.50 up. Uniforms, Hats, 1.00 (good) Ladies' Shoes, \$25.00. Write for circular. J. Brenker, 1568 Fulton St., Brooklyn, N. Y.

RHINESTONE SETTING PUNCHES, \$4.50. 1st grade Stones with Settings, \$1.85 a gross. Elastic Hose, \$4.50. Rubber Hats, \$1.75 pair. Theatrical Eyebrows, \$1.35. Other Accessories and Costumes. Evelyn Rowe, Box 233, Radio City Station, New York 19.

SALE OF BEAUTIFUL COSTUMES FROM THE regular stock of Lester, Ltd. Your choice of every style and type. Singles and Chorus Wardrobe. We need space. We are disposing of 1,000 Costumes. Make your selections from the entire stock of Lester, Ltd., 14 W. Lake St., Chicago, Illinois.

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. np

10,000 USED COSTUMES MUST BE SOLD—Carnivals, circuses, amusement parks—we have perfect "Bally" and Chorus Costumes, Singles and Sets. Sorry, no mail orders. Plenty of bargains. The Costume Mart, 67 E. Lake St., 3rd Floor, Chicago, Illinois. Open daily 12 to 3 o'clock.

Plastic Novelty Plaque

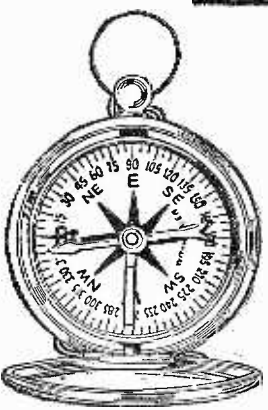
11" in length, assorted colors. 4 samples, \$1.00 postpaid. Price, \$15.00 per hundred. Best ball game and scale item on the market today. 10 GR. SLUM—\$9.00 25% deposit must accompany all orders. Merchandise shipped same day order is received. HARRY FRIEDMAN 1085 Mission Street, San Francisco, Calif.

"SHURE" Sales Getters!! A New Horn Type Musical Toy



HUM-IT HOW THE KIDS LOVE IT! FOR GROWNUPS TOO!! ANYONE CAN PLAY IT—JUST HUM INTO IT

Shiny Black Plastic Tube With Red Trim OVERALL LENGTH 13 Inches NO. BB77N110 PER GROSS \$24.00 Packed 6 Dozen to Carton. No Less Sold.



U. S. ARMY APPROVED COMPASS Wittnauer Compass by Longines-Wittnauer Company

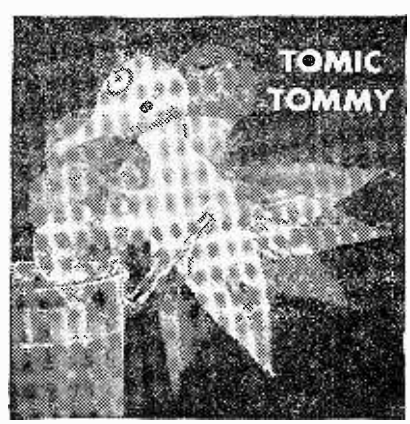
Hunting watch type case, nickel finish. Metal dial with black markings on a silver background. Compass needle is mounted on a jewel and locks automatically when case is closed. A high grade quality article throughout. Excellent for Boy and Girl Scouts and a practical gift for hunters, fishermen, autoists, etc.

NO. BB200J398 NOW ONLY 65c

TOMIC TOMMY

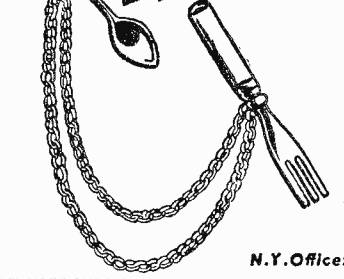
The Original Drinking Bird! Continuous Motion! Individually Boxed. Packed 12 Dozen to Carton.

NOW ONLY \$7.20 PER DOZEN No. BB 38N625



N. SHURE CO. 200 W. ADAMS ST. CHICAGO 6, ILL.

Sales Dynamite!



PITCHMEN and ENGRAVERS Novelty Chatelaines · Pins · Bracelets

Spoon and Fork Chatelaine shown — hand polished, silver or gold finish at \$21 per gross. \$24 per gross, with simulated pearl handles. Also available as single pins at \$9.00 per gross. Send \$2.00 for complete new sample assortment consisting of knife spoon and fork sets, hearts, keys, scotties, spiders, bicycles, in bracelets, chatelaines and pins.

MASON JEWELRY SOLDERING CO. N.Y. Office: 104 Fifth Ave., N.Y.C. Factory: Providence, R.I.

Gold Wire Artists Beautiful Transparent "Gem-Lite" Plates in Delicate Pastel Colors... set with Flashy Sparkling White Stones! CHAS. DEMER MFG. CO. 108 E. WALNUT ST. MILWAUKEE 12, WIS.



*Calling all Dealers...*  
**PROCEED IMMEDIATELY TO EXTRA PROFITS!**

Tune in NOW for extra, effortless profits with the most sensational 3-way radio ever built! Works anywhere, any time, on AC, DC or battery. No higher than your fountain pen, yet can hold 5 "A" batteries and 1 "B" battery!



**'Super-Mite'**  
 ONLY  
**\$29.50\***

**3-WAY PORTABLE AC, DC or BATTERY**

Small enough to be packed in a suitcase, yet has the following features:

AMAZING POWER! ★ 4 1/2" ALNICO #5 SPEAKER WITH A HEAVY-DUTY SLUG WEIGHING 1.47 OZ. ★ SELINUM RECTIFIER (NO RECTIFIER TUBE NECESSARY) ★ USES FOLLOWING TUBES: 1—LR5, 1—1T4, 1—1S5, 1—3S4 ★ FULL-SIZE 2-GANG VARIABLE CONDENSER.

FULLY GUARANTEED!

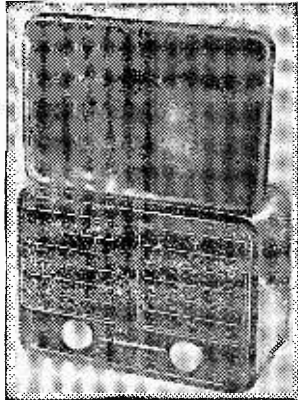
LARGE QUANTITIES AVAILABLE FOR IMMEDIATE SHIPMENT!

★ Highly polished aluminum cabinet, molded plastic front and rear ★ Super-sensitive transformer ★ Built-in Loop ★ Licensed by RCA and Hazeltine ★ Packed in air-cushioned cartons ★ Backed by National Advertising! ★ Comes in Assorted Colors ★ Size: 4" wide, 5" high, 8" long ★ Automatic Volume Control ★ Slide Rule Dial ★ 4-tube Superheterodyne ★ Uses standard, full-sized components; parts interchangeable anywhere.

WRITE TODAY FOR SAMPLE AND QUANTITY PRICES \*Less Batteries

**CARTER RADIO AND APPLIANCE, Inc.**

43-45 43RD ST., DEPT. BB-8, LONG ISLAND CITY 4, N. Y. Phone: Stillwell 4-2061



**FOR SALE SECOND-HAND GOODS**

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225.00, complete set. 50 all-electric, from \$17.00. Krispy Korn, 120 S. Halsted, Chicago, Illinois. oc18

ALL-ELECTRIC POPPING UNITS—GEARED Aluminum Kettles, Peanut Roasters, Copper Carmel Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. an23

BRAND NEW FROSTED MALTED OR CUSTARD Machine, \$400.00. Used Machines, \$150.00 up. David Henry, Spring Grove, Pa.

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianola, Iowa. oc4

ELECTRIC FLOSS MACHINE—"SUPER WIZARD" double head, one extra heating band, new; used 3 spots, \$300.00 for machine and stand. Also "Mechanical Show" on trailer, \$400.00. Harris R. Johnson, 86 W. Summit Ave., St. Paul 2, Minn.

FOR SALE—5 BOXBALL BOWLING ALLEYS. Want to buy small Steam Engine from Creators Popcorn Wagon. R. Every, Clarklake, Mich. an23

FOR SALE—SOUND TRUCK; FORD, 1930. Separate gasoline driven generator, 6 horns, indoor equipment, \$550.00. Box 51, Prattsville, N. Y.

FOR SALE—SIX USED OLD-STYLE A.B.T. Aeromatic Rifles and Gun Parts and about fifteen thousand tubes. \$135.00 F.O.B. F. A. Alexander, Box No. 522, Manitow Springs, Colo.

FOR SALE—ONE ROULETTE TABLE, complete with chips, balls, 5 cane top chairs and cover. Used three months. Write Linz and Scheer, Hayward, Wisconsin.

NEW DOUBLE HEAD FLOSS MACHINE—Used Single Head, Root Beer Barrel. Complete Carmel Corn Outfit, Eckol's Ice Shavers, 12 Ft. Concession Trailer. James Rosetter, Albany, Ohio.

POPCORN TRAILER—TEN AVAILABLE, NEW Krispy Korn, 1250 S. Halsted, Chicago. an30

**FOR SALE—SECOND-HAND SHOW PROPERTY**

BARGAIN — 10'x10' JOINT, COMPLETE. Frame, top, sidewall, \$85.00. Jack Scipiot, 3038 S. W. 8th St., Miami, Florida.

CANDY FLOSS MACHINE—GOOD RUNNING condition, \$85.00. Parts carried by Concession Supply Co. Tent Top, 4 way awning, 12x14, new, set up twice, \$150.00. Everett Lowell, Route No. 1, Farmington, Maine.

CARNIVAL GAMES, MERCHANDISE, LARGE Movie Screen, complete Key Cutting Outfit, Automatic Popcorn Machine, P. A. Systems, Cameras, Sound Movie Projector, trunk full of Magic. Other items very cheap. Write for list. Beebe, Box 260, Pontiac 13, Michigan.

COMPLETE 16MM. TENT SHOW—KBAKI push pole, truck, 2000 watt light plant, seats, Holmes projector, film and trailer. All in A-1 condition. Now operating. Can be seen in action. Yours for \$1,275.00. R. Vander Pool, 4002 Charlotte, Nashville 9, Tenn.

DRIVE-IN THEATER PROJECTION EQUIPMENT, 35mm., complete, \$2974.00. Theater equipment, \$2280.00. All new. Also 16mm. Projectors, Films. Ace Camera, 116 N. Dargan, Florence, S. C. se13

FOR SALE — ONE PAIR 16MM. SOUND Holmes Projectors; Sprocket Intermitten; good condition. Priced \$495.00. \$25.00 down, balance C. O. D. Examination Express Office, Satisfaction Guaranteed. Caesar Entertainments, Atlanta, Ind. au16

FOR SALE—COMPLETE WILD LIFE SHOW. Can be seen at Crown Point (Indiana) Fair, August 19-24. Elkhorst (Wisconsin), week August 29. Address: "S.T.S." Gen. Del., Crown Point, Indiana.

FOR SALE—HENRY CUSTARD FREEZER ON 15 ft. trailer, \$1000.00. Will take complete Floss outfit as part payment. Russell Boyer, 233 Park Place, York, Pa.

FOR SALE—20x30 12 OZ. K. TOP, 8 FT. Side Walls, 75 ft. Bally Curtain Poles, Iron Stakes. Used two weeks; \$265.00. J. Caple, 60 N. Ave., Owego, N. Y.

FUN HOUSE EQUIPMENT FOR SALE—Magic Carpet Outfit, consisting of 12 foot slide; 42 foot endless rubber belt, 48 inches wide; all rollers, pulleys, bearings, shafts and clutch ready to install. \$950.00. Kirkpatrick Bros., 7315 Montclair, Kansas City 5, Mo.

GOVERNMENT SURPLUS THEATER SOUND Projectors, Arcs, Rectifiers, Chains, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. an30

LONG RANGE SHOOTING GALLERY—Mounted on Ford Truck; in perfect shape with 6 good tires plus new 47 V-8 motor and all tools. 36 foot sidewalls are same as new. Also 6 foot Guns, \$1,800.00 cash takes everything. A. J. Frayne, 439 Temple, Detroit 1, Mich.

MINIATURE STEAM TRAIN—ENGINE OVERHAULED, 12 inch gauge, 38 kiddie passenger, hauls adults, 1300 feet of track, very attractive train, all A-1 condition. Now operating. Very reasonable. Cash only. Francis M. Briggs, 2431 South 14th St., Clinton, Iowa.

ROOT BEER BARREL—30 GAL. SIZE, 3 carbonating tanks, rocker, gauges, etc. Cups and syrup to gross \$250.00. Other business. Sacrifice, \$200.00. L. R. McNece, Silver States Shows, Deshler, Neb., then per route.

RUBBER MOLDS FOR CASTING PLASTER; Slum Knives, Cane Rack and Knife Racks, Rings, several Pitch Games; B.B. Shooting Gallery; built in Trailer. Can be seen at Marshall, Mich. Fair. Clinton Downs.

SHORT RANGE TARGETS—MADE RIGHT, priced right, 12 kinds. Free samples. Wooley, 115 Donald, Peoria, Ill.

SHORT RANGE SHOOTING GALLERY—ON trailer, with 2 new Winchester 62 guns and 1/2 case .22 shorts, \$600.00. Russell Boyer, 233 Park Place, York, Pa.

SHOOTING GALLERY—15-SHELL LOADING Tubes, 75c dozen; \$6.00 100. Deposit on C. O. D.'s. H. B. Sherbahn, Wayne, Neb.

**JOKES AND TRICKS AT WHOLESALE**

	Doz.	Gross
Anti Gravity (Bottle Trick)	1.50	\$3.00
AUTO BOMBS	1.50	16.40
BLOODY SOAP POWDER	.50	4.80
BITTER TOOTHPICKS	.50	4.80
Betty Bubbles Bust Dancer	1.20	13.90
Bride's Confession (BUZZ LETTER)	.75	8.50
Cigarette Bitters (For Chislers)	.40	3.75
Cigarette Thru Hanky	2.00	22.00
Cigarette Loads (For Chislers)	.50	4.40
Chinese Coin Illusion (METAL)	.75	8.40
Comic Radio Tickets (2 in pkg.)	.25	2.50
Electric Bow Ties (SILK)	12.00	
Famous T Puzzle	.35	3.60
Flip Tease	1.40	15.50
Great Hindoo Coin Mystery	.75	8.40
Hot Cigarette (For Chislers)	.40	3.50
HOT TOOTHPICKS	.50	4.80
HOT SEATS	.60	5.40
HOT GUM (Chickie) (ENV.)	.50	4.80
HOT GUM (Slices) (PKG.)	.60	6.75
Itch Powder	.50	4.75
Invisible Lovers' Ink	.60	5.80
JOY HAND BUZZERS	4.00	45.00
Luminous Paint (Glo in dark)	.75	7.75
Mirrors (UPSIDE DOWN)	.75	8.25
Mirrors (Pin Up Beauties)	.75	8.25
POO POO PILLARS (Very Funny)	2.50	28.00
POP UP TIE (Laugh a Second)	6.75	78.00
Racket Letter (Very Shocking)	.75	8.00
Shooting Book Matches (Best)	.50	4.40
Squirting Rings (Best)	2.25	24.00
Small Change Holders (3 Den.)	2.25	24.00
Sneeze Powder (Extra Strong)	.50	3.75
Scotch Pipes (A Honey)	1.50	17.00
Stink Perfume (Phew)	.75	7.80
Ventrillo's (BEST)	.50	5.40
Wonder Card (1 on Card)	.75	8.50

Deposit with order, balance C. O. D. Dealer's inquiries invited. Catalog Free.

**Harry Schwamm, Depl. BB**  
 237 EAST NINTH ST., NEW YORK 3, N.Y.

**NOW!**  
 turn to  
**INSIDE FRONT COVER**  
 for an important story on  
**POPCORN PROFITS**

MANLEY INC. KANSAS CITY, MO.

**TREMENDOUS VALUES**

Fountain Pens, \$3.00 doz.; Metal Key Rings and Hooks, \$2.88 Gr.; Cigarette Lighters, 15¢ Ea. (\$1.00 value); 5" Pocket Combs, \$1.10 Gr.; Silver Plated Compacts, \$3.00 Doz.; Mech. Pencils, \$21.00 Gr.; Jumbo Plastic Compacts, \$2.75 Doz. (\$2.00 value); Sun Glasses, \$3.00 Gr. (10¢ value); Large Pocket Knives, \$1.65 Dz.; Men's 7/8" Combs, \$2.15 Gr.; Earrings, \$2.88 Gr.; Lace Silk Handkerchiefs, \$9.00 Gr.; Genuine Briar Pipes, \$3.00 Doz. (\$2.00 value); Plastic Cigarette Cases, \$8.25 Gr.; 7" Green Pencils, \$1.44 Gr.; Pocket Size Pencil Sharpener, \$4.00 Gr.; Cigarette Lighters, gold plated, \$2.50 Doz. (reg. \$1.00 retailers); Ball Point Fountain Pens, \$3.75 Doz.; Gillette Type Razors, \$7.20 Gr.; Assorted Costume Jewelry Brooches, \$7.90 Gr.; Wallets, \$7.50 Gr.; Metal Lapel Flag Pins, 15¢ Gr.; Cigarette Holders, assorted colors, \$2.25 Gr.; Nail Clippers, \$8.25 Gr.; Plastic Smoking Pipes, \$7.20 Gr.; Ladies' Large Comb, Brush and Mirror Sets, \$7.20 Dz.; Men's Comb and Brush Sets, \$2.75 Dz.

**PAUL COHEN CO., INC.**  
 881 BROADWAY NEW YORK, N. Y.

**POCKET COMBS**

For Resale or Thrown-Outs. 75¢ doz. carded. With each 2 doz., total \$1.50, we give you 1 doz. FREE, thus making them cost you 50¢ doz. Half black, half colored. Half with clips, half without. We pay postage. CASH WITH ORDER. No. C. O. D.'s at this special price. Not over 10 deals to a customer while the supply lasts. Best grade.

**BOOTH NOVELTY CO.**  
 143 W. MAIN ST. HILLSBORO, O.

**PITCHMEN, CARNIVAL MEN!**

Here are demonstration items that sell easily, quickly. Prices effective for a limited time only. LITTLE GEM BEATERS, NOW, per gross, \$9.50. Has an average of 215 number of uses. SPIRAL BEATERS, NOW, per gross, \$10.50. Beats eggs, whips cream. IRON CORD HOLDERS, NOW, per gross, \$11.50. Proven seller to housewives. Terms: Net Cash F.O.B. Chicago.

**DOMESTIC PRODUCTS**  
 535 S. Franklin St. CHICAGO, ILL.

**SHOE LACES**

All sizes and colors. Direct from manufacturer. Write for price list.

**STAR SHOE LACE COMPANY**  
 682 Broadway New York 12, N. Y.

**WE SAID WE WOULD NOT BE UNDERSOLD**

**SWAN** ← NOW COMPARE → **BAMBI**

28 In. High \$33.00 Doz. Samples \$3.50 Ea.

All Plush, Well Stuffed, Assorted Colors, Pastel Shades. A Real Money Getter Priced for Action

21 In. High \$33.00 Doz. Samples \$3.50 Ea.

**ORDER NOW**

**GOTTLIEB-CUTTLER, CORP.**  
 928 BROADWAY NEW YORK CITY

**A PARING KNIFE THAT'S . . . DIFFERENT!**

**FAST SELLING! PRICED FOR PROFITS!**

Protects the thumb from unsightly marks and scratches.

**THE "THUMB-SAVER"**

WATCH THE CROWDS GATHER WHEN YOU DEMONSTRATE THE "THUMB-SAVER"!

Fine grade stainless steel, hollow ground blade . . . plastic handle and thumb-protector . . . the "Thumb-saver" is a quality item that appeals to the ladies on sight.

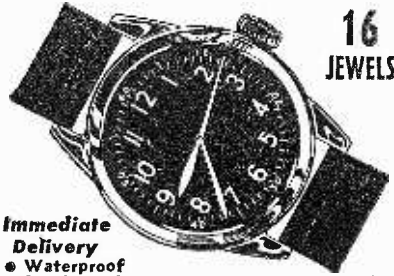
**BUENA SALES CO.**  
 77 SO. CALIFORNIA STREET VENTURA, CALIF.

25% DEPOSIT BALANCE C. O. D.

RETAILS AT \$1.00

1080 2 DOZ. BOX GROSS LOTS 58.32

10,000 GOVERNMENT SURPLUS BULOVA Wrist Watches



16 JEWELS

Immediate Delivery... \$13.95 Each... SINGLE SAMPLES—\$14.75 EACH... ALL WATCHES GUARANTEED

LOUIS PERLOFF

737 Walnut St., Dept. C PHILADELPHIA 6, PA.

BALLS — BALLOONS

HEAVY LATEX BEACH or PLAY BALLS... \$5.75 Doz.

NEW STOCK—PENNY BALLOONS

#312 Airships... 98c Gross... #418 With 3 lines, your printing... \$3.00 Gr.

Airship, 2-Tone Squawkers... \$2.90 Gr.

Why pay extra freight if nearer us?

ELLSWOOD BALLOON HEADQUARTERS LA JUNTA, COLORADO

STEEL & HARD WOOD

FOLDING CHAIRS

- STRONG! FLAT-FOLDING! IMMEDIATE DELIVERY! MANY OTHER STYLES

NON-TIPPING!

U. S. SEATING CO.

450 7th Ave. (34th St.), N. Y. 1, N. Y. Longacre 5-0028

★ FOR SALE ★

5-Fold Neckwear, Gent's, at \$5.25 and \$6.25 per doz.

Men's first quality socks \$2.65 in doz. lots

Gent's quality handkerchiefs, white silk stripe, \$2.15 doz.

Also full line of Gent's Furnishings upon request.

J. Maurice Phillips

50 W. 94th St., Rm. 553, New York, N. Y.

CARNIVAL ENGRAVERS

IDENTIFICATION BRACELETS

1927 ACH \$5.50 per doz. 1927 AA All Alum. Ident. 4.40 per doz.

THESE ARE NOT LARRIES WE'RE BOTH WITH IT.

MILLER CREATIONS H. E. HUGHES 6628 Kenwood Ave. Chicago 37, Ill. 11168 Morrison St. N. Hollywood, Calif.

MID-WEST PREMIUM SALES

Formerly R. & R. Sales, are back in the Premium Business. All our old customers write us for low prices on hot items.

MID-WEST PREMIUM SALES

P. O. Box 183, St. Louis, Mo.

SHOOTING GALLERY ON INTERNATIONAL Truck: all rebuilt with steel side walls; bargain, \$2,000.00. New rifles, pumps, \$35.00; Automatics, \$60.00. Gallery 22 Shorts, \$50.00 case. Also Arcade Machines, Wire deposit. Pops Arcade, Anniston, Alabama.

SPECIAL BUILT 20 SEAT KID CHAIRPLANE —Heavy constructed. Convertible Airplane or Flying Jennie, \$775.00. Lights, fence, R. Berkshire, 770 Birch Ave., Hawthorne, Calif.

TENT—20x30 KIIAKI, PUSH POLE; USED one week, like new, waterproof sidewall, poles and stake. Canvas in heavy bags, weight 450 lbs. \$180.00 for all. Will ship for \$25.00, balance C.O.D. subject to examination. Warren Thompson, Box 26, N. Aurora, Ill.

TENTS, BLUES, SCENERY, VELVET DRAPES, Portable Stages, Maskings, Switchboards, Ticket Booths, 350 Costumes, Footlights, Spots, Heads. Ludwig, Carroll, Iowa.

TESTED RIDE PLANS—KIDDIE AUTO (includes source of \$12.00 Autos), \$5.00; Kiddie Airplane (20 passenger), \$5.00; Kiddie Boats, \$5.00; Jeep Pattern, \$4.00; Tonerville Trolley Pattern, \$3.00; from catalog. Brill, 228-B North University, Peoria, Illinois.

THEATER SEATS, PROJECTORS, FOLDING Chairs, Screens, Tents. Sell 16MM. Film, Outdoor Seats, Fibre Cases. Lone Star Film Company, Dallas, Texas.

3 SETS OF PUNCH FIGURES, 4 VENTRILOQUIAL Figures; new. One Special Mystery Escape Trunk. Foy Brown, 1713 Miss., Lawrence, Kansas.

16MM. FILM BARGAINS—SIX 360 FT. NEW "Amusement Park," \$30.00; six "Baltimore," travelogues, \$30.00. Oriole Films, Box 942, Baltimore 3, Md.

35MM. SOUND ON FILM, TWO 7-REEL MYSTERY, 4 cartoons; best condition; \$90.00 F.O.B. L. Manley, 200 S. Ave. 56, Los Angeles 42, Calif.

1947 MILLS MASTER FROZEN CUSTARD Machine. Air cooled, 15 gal. hour. Ten Seat Kiddie Elephant Ride, all new this season. R. Horn, 615 Crown Ave., Scranton, Pa.

HELP WANTED

ACCORDIONIST, FIDDLES, TENOR SAXES, doubling Fiddle and Rhythm Guitar, for hotel society-commercial band. State lowest minimum. Send photo, references and full details. Billboard, Box C-279, Cincinnati 22, Ohio.

ACCORDIONIST—MELODY AND RHYTHM. Sax or Horn, doubling fiddle for Western hoodlums. String Bass. All must fake. Salary \$50.00 weekly, \$10.00 more if you can play parts in state plays. This is a radio show and dance combination. Write Harry "Ike" Evans, Radio Station KOTA, Rapid City, South Dakota.

GIRLS, A-1 ADVANCE AGENT ON PERCENTAGE ONLY. Big 2 hour Magic Show. 5 people, 101 wonders, 2 tons paraphernalia, valued \$10,000.00. 40c and \$1.25 adm., \$2,000.00 weekly gross. Circus billing, strong auspices, bonus. Horace Rose, mgr., 412 Reservoir Ave., Meriden, Conn.

LEAD ALTO—FOR 8 PIECE COMMERCIAL band; permanent location, 6 nights. Write, giving experience. Graydon Miller Orchestra, 1810 Ferris Ave., Lawton, Oklahoma. au16

MUSICIANS!—MONTANA, IDAHO, NEAR-BY. Union or non; 20-30. Band to be formed; booked by top agency. Like to contact hot tenor, trumpet, trombone, bass, piano. Few double vocals. Details, contact Tom McCabe, 312 Cherry, Anaconda, Montana.

NEED PIANO MAN IMMEDIATELY—POPULAR territory band. Good salary, no characters. Others write to set name on file for future openings. Fats Carlson, 1308 South Glendale, Sioux Falls, South Dakota.

TENOR SAX, DOUBLING BARTONE, CLARINET. Good reader, vocal or violin double preferred. Established organization; location work. State experience, lowest salary, when available. Box C-276, Billboard, Cincinnati.

VIOLINISTS—FOR ESTABLISHED DANCE orchestra. Must be good readers, play in tune and with section. Vocalist preferred. State experience; lowest minimum. Box C-277, Billboard, Cincinnati, Ohio.

VIBE MAN—PREFERABLY DOUBLING PIANO, for recording cocktail trio. Solid bookings, \$90.00 up. Must sing harmony. Box C-274, Billboard, Cincinnati, Ohio.

WANT TENOR AND ALTO SAX FOR COMMERCIAL band, all others write. No characters or drunks. Collins Booking Service, Grand Island, Nebraska. au30

WANT—YOUNG, SOBER, SINGLE, COMMERCIAL minded musicians for replacements in established, road, "sleeper-bus" band. Salary \$50.00 per week. Playing one-nighters out of Omaha, Nebraska. Write all details to Box C-280, Billboard, Cincinnati 22, Ohio. au30

WANTED—MUSICIANS FOR REPLACEMENTS in territory band. Carl Colby, Farwell, Minn. au23

WANTED — EXPERIENCED PIANO MAN. Must read, fake; no characters. Also good Drummer. Contact Orchestra Leader, Hotel Tybee, Savannah Beach, Ga.

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalogue, 10c. Balda Art Service, Oakshosh, Wis. au16

QUICK LANDSCAPE PAINTING IN OILS—Complete course, book form, many large illustrations in full color. \$3.95 postpaid. New Era Studio, 2925 Cass, St. Louis 6, Mo.

BOOKS AT 2 1/2c UP FOR HEALTH, MAGIC, Crime, Narcotic, Astrology, Athletic, Minstrel, Fun, Snake, and other shows. Stock and special editions. Write your business; 20 different samples. \$1.00 postpaid. Stein Publishing House, 521 S. State, Chicago, Ill.

CANDY

"Big Hot Weather Number"

Attractive Pound Boxes of Nut-Fruit CHOCOLATE FUDGE (Not Coated)

Small blocks, each piece in bon bon cup. \$3.84 Doz. Freight prepaid. 3 doz. to case. Barbara Fritchie Chocolates, Frederick, Md.

THE GREATEST VALUES OF ALL TIME

From Your Dependable Source of Supply!



M-151 Ladies' Gold Plate on Sterling imitation Onyx center surrounded by Whitestone cluster \$27.00 Doz.



G-163 Men's Heavy 1/30 14K RGP imitation Star Sapphire with 2 White side stones \$27.00 Doz.



M-860 Ladies' Gold Plate on Sterling, genuine Cameo surrounded by cluster of Whitestones \$27.00 Doz.



U-291 Men's Heavy 1/20 12K Gold Filled all Whitestone or Ruby center \$27.00 Doz.



M-961 Ladies' Gold Plate on Sterling, imitation Star Sapphire surrounded by cluster of Whitestones \$24.00 Doz.

Sample of 2 Men's Rings as illustrated \$4.50

25% Deposit—Balance C. O. D.

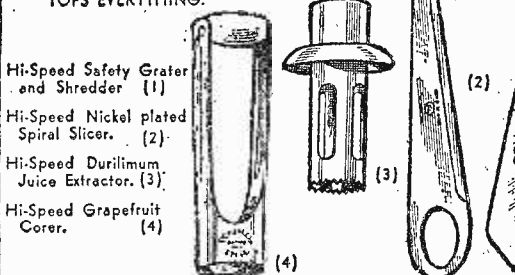
Write for New Catalogue

TUCKER LOWENTHAL CO.

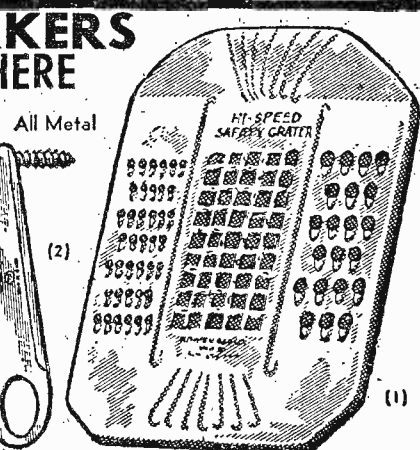
5 S. WABASH AVE. CHICAGO, ILL.

GADGET-WORKERS LOOK-WHAT'S-HERE

THE SENSATION OF ALL TIMES EACH PIECE BEAUTIFULLY BOXED THE FOUR PIECE SET THAT TOPS EVERYTHING.



other pieces to choose from are Twin curl cutters, Grapefruit Knife Magic Veg. parer and slicer and Brand new Veg. Tonge.



Wire or write for information direct to our factory N.K. MORRIS Mfg. Co. 708 — 10th AVENUE, BELMAR, N. J.

Advertisement for 'Mr. and Mrs. Engraver' featuring 'Hand Made Cedar Wood Pins' and '100 PER DOZEN'.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Sium, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

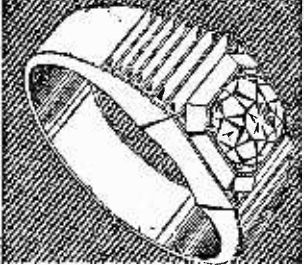
Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

Advertisement for ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.



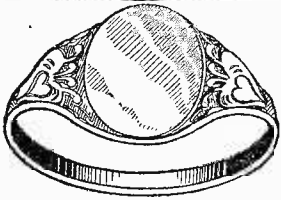
**IF IT'S RINGS . . . WE HAVE IT**



#3101 Men's 1 Ct. White Stone Rings. (Ill.) \$6.00 Doz.  
 #8921 Ladies' Engagement style Ring, Solitaire White Stone, \$24.00 Gr.  
 #1003 Ladies' 1 1/2 Ct. size, openback, finest made, 5 Stone Engagement Ring, \$9.00 Doz.  
 #3144 Kiddie Rings, assorted, with Sim. diamonds or colored stones, \$24.00 Gr.



#3111 (Ill.) Snake Rings, three heads, with green or red stones. \$21.00 Gr.



#9036 Men's Ruby Stone Rings, fine finish. \$42.00 Gr.  
 #3151 (Ill.) Signet Rings, gold plated, many different designs. \$21.00 Gr.

Any many others. Samples \$10.00 or \$20.00. Don't buy till you see our samples. RINGS—\$3.00 per gross and up.  
**FIFTH AV. JEWEL CO.**  
 Dept. B-816  
 415 Lexington Ave. New York 17, N. Y.

**MAGICAL APPARATUS**

**A BRAND NEW CATALOG—MINDREADING, Mentalism, Spirit Effects, Magic Horoscopes, 1947 Forecasts, Crystals, Palmistry, Graphology, Facial Charts, Books. 148-page illustrated Catalogue plus Magic Catalogue, 30c. Wholesale. Nelson Enterprises, 336 S. High, Columbus, O. se20**

**HYPNOTISM — RAPID STAGE METHODS!** Used by J. R. Olney Jr., one of World's Fastest Hypnotist, by which he hypnotizes new subjects in a few seconds. Previously secret methods, known to very few, may be learned by anyone. Results or money back. Course, \$5.00. Olney School of Hypnotism, 7022 Garrett Rd., Upper Darby, Pa.

**MAGIC CIRCUS BOOKS, TRICK CARDS, LOOK** Backs, Novelties, etc., samples, 25c. Also Bingo Supplies, Blowers, Automatic Motorized Cages. List free. Warpess, Conimicut, R. I. au16

**MAGIC WONDERS—BIG CATALOG** Containing over 300 Magic Tricks for parlor, party, club or stage. Interesting, profitable Hobby or Profession, fully illustrated, only 10c. The Magician, BB-2463 Kensington Ave., Philadelphia 25, Pa. au30

**MAGICIANS KIT OF ADVERTISING AND** Publicity Portfolio. Actual samples Folders, Novelty Cards, Booklets, everything personalized to exploit your act. Deposit one dollar, deductible first order. Gordon Advertising, 106 N. 4th St., Richmond, Virginia. au30

**NEW SUB-MINIATURE RADIOPHONE FOR** Mentalists, Mindreaders, Horoscope pitch. Each unit weighs less than pound, easily concealed. Write for brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. au30

**SELLING OUT—HANDCUFFS, ESCAPE** Apparatus, Books, etc. Complete lists and copy "Side Show Tricks," 10c. Trudel, B-170-E Meadow, Lowell, Mass. au23

**SPIRIT CABINET, TALKING SKULL, DRIVER-**less Automobile. Anything operated from distance without connection. Better than magic, good as spirit. Baughman, 1831 Adams, Toledo, O.

**VENTRILOQUIST FIGURES—MADE TO YOUR** order. Illustrated catalogue, 25c. Frank Marshall, 5518 S. Loomis Blvd., Chicago 36, Ill.

**WORLD'S LARGEST MAGICAL MAIL ORDER** House. Illustrated professional list, 30c. Genoves, C.O.P. 217-B, N. Y. 1, N. Y. se6

**MISCELLANEOUS**

**FLASHY 3-COLOR DESIGNS 14x22 WINDOW** Cards: Carnivals, tent shows, rodeos, fireman's celebrations, outdoor movies, dances, roller rinks, auto races, homecoming celebrations, festivals, sports, \$6.50 per hundred. Tribune Press, Box 551, Fowler, Indiana.

**LONG RANGE LEAD SHOOTING RANGES—** Portable or stationary. R. Schmidt, 518 Linden, Bellwood, Illinois. se13

**OVER 100 16MM. SOUND SUBJECTS—AVER-**age length 100 ft. Musicals, burlesque, strip tease, hot numbers, etc. for Panorams. Thayer, Box 98, Gassaway, W. Va. au16

**WANTED TO SELL ON ROAD IN WESTERN** States, complete line Gaming Equipment: Dice, Cards, Chips, etc.; Roulette Wheels, other Tables, and all types Gaming Equipment. Have operated all types and kinds. Would be familiar with everything I'm selling. Box 723, Blackfoot, Idaho.

**WHETHER YOU NEED A NEW TRAILER—** Coach—large or small—or a used one, we can serve you. We do our own financing and can offer liberal terms. Also Accessories, Insurance and Repairs. Rogers Trailer Ranch, Rantoul, Illinois. Phone 393. au16

**MUSICAL INSTRUMENTS, ACCESSORIES**

**FOR SALE—LEEDY MONARCH MARIMBA-** Xylophone No. 317; perfect condition. Complete with two trunks. Phone Oliville 2-0047, Turner, 3381 Oliville Ave., Bronx 67, N. Y.

**HAMMOND NOVACHORD—IN A-1 SHAPE,** mahogany finish. Fifteen Hundred Dollars cash. H. E. Harris, R. R. No. 3, Ft. Wayne, Indiana.

**PARTNERS WANTED**

**WANTED—PARTNER WITH CASH, TO PUR-**chase 1/2 interest in going carnival. Must be sober and reliable. Address inquiries to: 442 E. Jefferson St., Ft. Wayne 2, Ind.

**PERSONALS**

**NEW YORK MAIL ADDRESS—YOUR MAIL** received and forwarded. Confidential. Free details. Arlington, 131-T W. 42nd St., New York 18. au23

**NEW!—EXTRA MONEY FOR YOU. SPARE** time work, no selling. Write now for plan. Consteads' Agency, 3353 1/2 Larga Ave., Los Angeles 26, Calif.

**WILMER (MICKY) MCGOWAN—WILL YOU** please get in touch with Julia immediately in Dubuque, Ia. Very urgent.

**NOVELTY STORES**

Tricky Dogs (best make), \$1.80 Doz.; \$15.00 Gr. Rubber Daggers, complete with Holster and Belt, \$2.00 Doz. Birthday Candles, Pink, Blue or White, 36 in a box to retail at 10¢, cost you 70¢ Doz. boxes. Real Toilet Soap, moulded in form of a toilet seat, \$2.00 Doz.; \$21.00 Gr. Dennison Brunswick Crepe Paper, 80¢ Doz. Many other items. All F. O. B. our shipping point. Immediate delivery. 25% deposit, bal. C. O. D.

**BOOTH NOVELTY CO.**

Dept. N. 143 West Main St., Hillsboro, O.

**BALLOONS**

74 Rd.	Gr.	741 Rd.	Gr.
75 Rd.	\$ .95	315 Airship	\$2.25
76 Rd.	1.00	418 Airship	1.40
77 Rd.	1.40	422 Airship	1.80
78 Rd.	1.80	424 Airship	2.00
79 Rd.	2.00		

AUTOMATIC EAST IRON CAP PISTOLS		STEVENS		HUBLEY	
"Peacemaker"	572.00	"Texas"		"Senior"	\$129.00
"Bango"	60.00	"Texas Junior"		"Junior"	\$86.40
"Spirit"	62.80	"Army 45"		"Army 45"	\$6.40
"25-50"	65.20	"Rodeo"		"Rodeo"	\$6.00
"Junior 25"	40.00	"Hub"		"Hub"	\$7.90
"Hi-Ranger"	42.80	Roller Repeating Caps			\$3.25
"Scout"	33.00	(5 Gr. Min.)			
"Helo"	27.00				
"Echo"	21.00				

Special quantity discounts on all Stevens Guns. 25% Deposit with order.  
**MAXWELL KIRSCHNER**  
 1886 McDonald Ave. Brooklyn 23, N. Y.  
 Nightingale 3-9844

**AIR SHIPS**

Big Silver Balloon with Cabins, Fins and Cord in a Red, White and Blue Envelope.  
**Now \$9.00 Per Gross**  
 25¢ for Sample.  
 A-1 Workers, 40¢ Ea.  
 We print anything you want on workers free (5 days' notice.)  
 Printed Balloons, individually packed \$1.00 per Gross extra.  
 25% Deposit, Balance C. O. D.  
**S. & L. SALES**  
 840 BROADWAY NEW YORK CITY

**FAST SELLERS!**

<b>MAGIC LIGHT BULB</b> Mysteriously lights while held in hand. No visible connection. Every demonstration a sale! \$7.80 Doz. Sample \$1.50	<b>ELECTRIC BOW TIE</b> Complete with battery, wire, colored bulbs. Individually boxed. \$9.60 Doz. Sample \$1.50	<b>ROLL-UP NECKTIE</b> Fun Novelty! A necktie that ROLLS UP and hits your chin whenever desired. \$9.00 Doz. Sample \$1.50
---	--	---

TERMS: Remit 1/2 With Order, Balance C.O.D. Remit in Full for Samples.  
**D. ROBBINS & CO.** 152-B W. 42nd St. New York 18, N. Y.



"Baby Monkey"

**Genuine FUR MONKEYS**  
 Exclusive Manufacturers

- Hand Made ● Protected Action
- Unbreakable Wood-Composition Head
- Real Fur in Bright Pastel Shades

8" Baby Monkey  
 12" Daddy Monkey

ALSO Rabbit Feet with Key Chain, cellophane wrapped.

Bushy Fox Tails with wire and streamer.

Ask Your Favorite Supply House

For Better Made Fur Novelties By

**CHARLES BRAND NOVELTY CO.**

154 West 27th Street

New York 1, N. Y.

**PITCHMEN! DEMONSTRATORS!**

**Back Again—Perfected PUNCH NEEDLES!** One of the biggest free-wart sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-plated Steel Needles. . . \$22.00 per hundred sets. Sample set, \$1.00—Cash with order.  
 Terms: 25% Deposit, balance C. O. D., P. O. B. Chicago. We also carry a complete line of Muslin Patterns, Embroidery Hoops and other accessories.

**HOME ART and NOVELTY CO.**  
 1160 Farwell Ave. Chicago 26, Ill.

**SLUM**

Bingo & Premium Merchandise  
 WRITE FOR OUR 1947 PRICE LIST.

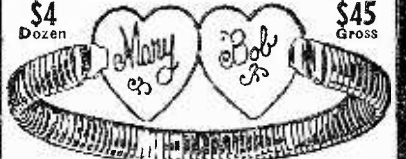
**M. A. SINGER CO.**

2125 COMMERCE

DALLAS 1, TEXAS

**STAINLESS STEEL E-X-P-A-N-S-I-O-N**

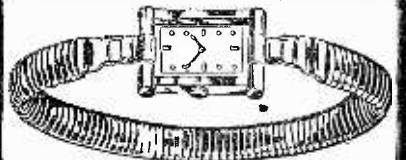
Double-Heart Bracelets



18 KT. YELLOW GOLD FINISH, \$6 DOZ.

LADIES' EXPANSION WATCH BANDS

STAINLESS STEEL, \$4.00 DOZ.  
 18 KT. YEL. OR PINK G. P., \$5.50 DOZ.



ORDERS SHIPPED SAME DAY

Will not tarnish or rust. Selling Like Adjustable • Smart • Flexible. Wildfire, 25% Dep. With Order, Balance C. O. D. or Send Full Amount and We Pay Postage.

**THE SALPRO CO.**

3824 W. Arthington Chicago 24, Ill.

**Free! New Catalog Free!**

Write for our latest catalog containing many tested money making, fast moving items, and information about how our dealer aids can help increase your business. Write today. EXPORT INQUIRIES INVITED.  
 Proven Sales. Big Profits. Fast moving items. Sample Dozen Gross

Men's Expansion Watch Bands	\$.25	\$2.50	\$4.00
Ladies' Expansion Watch Bands	.50	5.00	36.00
8-Column Adding Machines	9.70	92.50	1035.00
Swiss Watches	5.00	48.00	540.00
Stencil Duplicators	7.48	72.00	732.00
Fluorescent Fixtures	3.89	43.98	462.00
Sun Glasses, ground and polished	3.00	33.00	324.00
Eversharp CA Pens	2.96	30.80	341.00

**ART SPECIALTIES, MANUFACTURER**  
 DEPT. BB-20A  
 820 W. Sheridan Rd. Chicago 13, Ill.



**NEW! P.D.Q. AUTOMATIC PHOTO MACHINE!**  
 Today, Big Money Makers!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.  
**NO EXPERIENCE REQUIRED**  
 NO FILMS—NO DARK ROOM. Direct Positive Photos, size 2 1/2 by 3 1/2 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this interesting, BIG MONEY business—anywhere—indoors or outdoor, you will make BIG MONEY with the P. D. Q. . . . A real "Portable Photo Studio." Write or wire

**PDQ CAMERA CO., Dept. B**  
 1161 N. CLEVELAND AVE. CHICAGO 10, ILL.

**BALLOONS**

Large Size First Quality  
**\$1.25 PER GROSS**  
 Also full line of Novelties and Sundries. 25% deposit required on all C. O. D.'s. Write for circular.

**LONDON MERCANTILE COMPANY**  
 682 Broadway New York 12, N. Y.

**GOLD-PLATED POCKET KNIFE**

2-Bladed, with Shackle, 2 3/4" Closed. Richly engraved, individually carded. Now only  
**\$8.40 Doz.**  
 (Sample \$1.00)  
 For other offerings get our Free Catalog.  
**S. Rabinowitz Co.**  
 108 Neptune Ave. Brooklyn 24, N. Y.

**XMAS CARD AGENTS! WHY SELL \$1 ORDERS**

when you can sell large orders to stores? Multiply profits. Get full commission for reorders. Write  
**Castlecraft Cards**  
 175 A Fifth Ave. NEW YORK, N. Y.

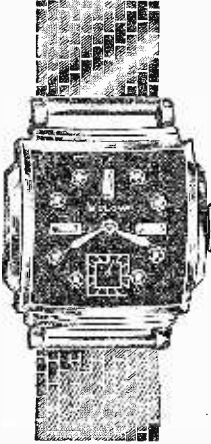
**CARTON CARDS & FOLDERS**

Sample Assortment—\$1.00  
 \$1.00 refunded with first order  
**CHESHIRE'S FUN HOUSE**  
 602 Gravier New Orleans 12, La.

NATIONALLY FAMOUS ELGIN, WALTHAM, BULOVA, GRUEN AND BENRUS WATCHES

ONLY 12.95 7 Jewel

Reconditioned and Guaranteed 15-Jewel... 17-Jewel... Stone set dial... Mesh or stretch band...



MIDWEST WATCH CORP. 5 S. WABASH CHICAGO 3, ILL. EXCLUSIVELY WHOLESALE

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION, DIRECT POSITIVE OPERATORS Write for 1947 catalog announcing new line medium priced Metal Frames, also Glass Frames, Folders, Chemicals, Hand Painted Backgrounds, Comic Foregrounds, Paper, and our new Double Unit Photo Machine, Hanley Photo Supply Co., 1414 McGee, Kansas City, Missouri. au23

BARGAINS - 8-16-35MM. PROJECTORS, Films, Cameras, Screens, Lists, Trades accepted, bought, Catalogue, Mogull's Camera & Film Exchange, 68 West 48th St., New York 19 (Radio City).

CLIX DE LUNE CAMERA-FILM SIZE NO. 127, \$2.95; guaranteed. Post card brings C. O. D. Sheriff Specialty, Box 3278, San Francisco, Calif.

COMIC FOREGROUNDS AND BACKGROUNDS -Large Assortment in stock. Complete Eastman Direct Positive Supplies, Photo Mounts, Rings, Novelties, Free Catalog, Miller Supplies, 1535 Franklin, St. Louis, Mo. au16

COMPLETE LINE OF EASTMAN AND MARL Direct Positive Supplies. Write for price list. Marks & Fuller, Inc., 70 Scio Street, Rochester 4, N. Y. au30

DIME PHOTO OUTFITS CHEAP-ALL SIZES. Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. au30

FOUR DIFFERENT STYLES OF PHOTO Lockets. All hold two pictures for 1 1/2 x 2. Also leatherette folders. All samples, \$1.00 and wholesale prices. C. Gameiser, 146 Park Row, New York 7, N. Y. au16

ONE MINUTE STREET CAMERAS-NEW, portable, compact, latest features; makes three size photos. No competition, biggest money getter. Camera complete with lens and shutter, \$60.00. Also Booth Cameras. Glosick Mfg. Co., 544 Monson St., East Peoria, Ill. au16

THREE GENUINE MAHOGANY PHOTO MACHINES. Used. Perfect. Must move. 1 1/2 x 2 to 3x4. \$175.00 each. Full details. Federal, Box 3586, Oklahoma City, Oklahoma. au30

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$1.50 postpaid. Samples. Dickover Printing 5233 Cleveland, Kansas City 4, Mo. se6

AUTO BUMPER CARDS-FOR FAIRS, PARKS, celebrations. 100 5"x28", \$9.00; 250, \$20.00. Fold-over 7"x22", 100, \$9.00, cash. Wire ties included. Also 5"x36" parafined-other types. Solidays Rapid Sho-print, Knox, Indiana. au16

100 LARGE ENVELOPES-100 8 1/2 x 11 Letterheads, \$1.75 prepaid; 200 each, \$3.25. 100 Cards, 75c. Crown Print, Adelphi, Ohio.

1000 BUSINESS CARDS, \$1.95. RAISED Printing, \$2.50 prepaid. P. Kerian Press, 40 W. 17th St., New York City. au16

200 BUSINESS CARDS, \$1.00; GIANT Pencil Sharpener, \$2.00; 100 Sheets Carbon Paper, 8x10 1/2 size, 75c. Savar, 707 Poplar Street, Philadelphia, Pa. au23

250 LETTERHEADS, 8 1/2 x 11, AND 250 6 1/2 Envelopes, \$2.95, postpaid. Postcard brings free samples. Valley Print Shop, St. Elmo 2, Tenn. au23

SALESMEN WANTED

QUICK PROFITS-SELLING PERSONAL Initialed Buckles with Belts, Cap Badges, Tie Holders, Emblems, Uniforms, Shirts, Caps, Ties, etc. Sure repeat orders. Easy selling outfit offer. Write Hook-Fast Company, Dept. 10, Roanoke, Virginia. au30

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS-Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. au23

FLASHY BANNERS FOR SIDE SHOWS-Quick service. Also new Walk-Thru Shows. 25 years' exp. Chas. T. Buell & Co., Newark, Ohio. au23

TATTOOING SUPPLIES

TATTOOING AND DIAMOND POINT EN-graving Outfit. Also supplies. Complete information free. William Moore, 412-B South Green, Chicago 7. se13

TATTOOING MACHINES AND OUTFITS -World's finest. Latest design Sheets, Colors, Rheostats, Supplies. Also Engravers. Free catalog. Owen Jensen, 126 W. 83rd St., Los Angeles 3. au23

TATTOOING OUTFITS, SUPPLIES-MODERN Tattoo Machines, \$7.50; new Liner Tubes, \$1.50; hook on Tattooing, \$1.00. Milt Zeis, 728 Lesley, Rockford, Ill. no1

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mac Postal, 6750 N. Ashland, Chicago, Ill. au16

COLLECTOR WANTS MUSIC ROLLS FOR Wurlitzer Concert Pian Orchestra and Wurlitzer Paragon, is interested and wants Wurlitzer Mandolin Quartette or Sextette and Old Musical coin operated Instruments or Music Rolls. A. C. Raney, RFD 3, Box 371A, Whittier, California. au23

WANT TO BUY-RIDES OF ANY KIND FOR cash. Give complete details, also useful carnival equipment, no junk. Jolly Shows, 2235 First St. N.W., Washington 1, D. C. au23

WANT TO BUY-DuGRENIER "S" MODEL Cigarette Machines. L & H. Vending, 4907 Foster Ave., Brooklyn, N. Y. au16

ANNOUNCEMENT

M. G. R. COMPANY

HAS BEEN DESIGNATED BY NATIONAL CONVENTION AS EXCLUSIVE DISTRIBUTORS OF OFFICIAL AMERICAN LEGION MERCHANDISE AND LICENSES

for the NATIONAL AMERICAN LEGION CONVENTION NEW YORK CITY, AUGUST 26 TO 31

SOUVENIRS

Novelties • Badge Boards • Canes • Dolls • Pennants, Etc.

Obtainable Exclusively at

MARSHALL VOGT GOLDFARB NOVELTY CO. 147 PARK ROW NEW YORK CITY 34 EXCHANGE PLACE JERSEY CITY, N. J.

RIFKIN & ZAITCHICK

1482 BROADWAY NEW YORK CITY

MANUFACTURERS: Contact us immediately for distribution of your merchandise!

STREET MEN: Contact us for licenses as they are going fast and we have limited supply!

WE ARE THE ONLY OFFICIAL DISTRIBUTORS OF OFFICIAL AMERICAN LEGION MERCHANDISE FOR THIS CONVENTION

Any infringement on our rights will be prosecuted to the fullest extent of the law.

PHOTO MACHINES (all types) Original Ansco means more profits. Fastest delivery. Plenty supplies. New - Used, Beautiful, durable, portable. Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mfg. Co., Dept. 816, 1132 W.N. 2, Oklahoma City 4, Okla.

SOCK-A-ROO! PUNCHING BALLOON GEE! IT'S A SOCK-A-ROO! SOCK-A-ROO is one of the liveliest novelty items shown today. SOCK-A-ROO has action as speedy as little fists can make it go. SOCK-A-ROO sounds as thrilling as raindrops on a tin roof when it rebounds from the punches. Priced Right for Quick Profits! \$8.40 5 Gross Lots \$8.64 1 Gross Lots

PHOTO MACHINES Shipped in 2 days! Big profits. Exclusive features-easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes-single, double or triple. Write-phone \$495

Federal Identification Co. Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

PITCHMEN, THEY'RE TERRIFIC CONCESSIONAIRES, THEY'RE HOT Novelty Costume and Ceramic Costume Jewelry. Nothing tarnished. Each piece worth \$1.00 to \$3.00 retail. Packed for you in 5 to 10 Dozen assortments. \$2.00 per Dozen. Cash with order. While they last. Order now. MARJO CO. 909 COMMERCE DALLAS, TEX.

CANDY In Glass and Metal Toys for Throw-Outs, Give-Aways or Resale. Regular 15¢ sellers. Fire-truck, Locomotive, Phone and Scotty Dog. Ideal for Concessions. Plenty of Cash. 60¢ Doz. F. O. B. our shipping point. No less than 12 Doz. sold. No C. O. D.'s. Full Cash With Order, at this price, while they last. BOOTH NOVELTY CO. Dept. C, 143 W. Main St., Hillsboro, O.

JEWELRY CHAINS & FINDINGS IDEAL FOR NECKLACES, ANKLETS, BRACELETS, & CHATELAINES GOLD FILLED CHAINS, BRASS CHAINS, STERLING SILVER CHAIN. Send \$1.00 for complete new sample assortment of chains and findings. Originalities, Inc. 104 FIFTH AVE., NEW YORK

MOUSE WORKERS PITCHMEN Attention! MADE BY EMIL, WELL KNOWN MOUSEWORKER They are perfectly balanced, every one a worker, natural looking. No more trouble in hot weather. None glare wire. Plenty of extra gimmicks with every shipment. Choice of 3 colors, gray, black or white. Packed in attractive 3 colored boxes. Prompt shipment. Send \$1.00 for sample dozen. \$7.20 per gross 25% deposit, balance C. O. D. EMIL SEIBOLD 97-36 63rd Dr., Forest Hills, N. Y. Tel: Havemeyer 3-5861

Hand Made CUTOUT WOODEN PLATE PILLS 300 GIRLS NAMES \$22.50 PER DOZEN CHAS. DEMEE



# FIRECRACKERS

FINEST QUALITY CHINESE IMPORTS  
AVAILABLE NOW AT NEW PRICES

- 1-11/32 inch length (200-50)  
Bundle 21c Case \$42.00
  - 1 1/2 inch length (14-80-16)  
Bundle \$3.60 Case 50.40
  - 1 inch length (10-250-6)  
Bundle \$4.80 Case 48.00
  - 1 inch length (10-250-8)  
Bundle \$6.40 Case 64.00
- Case lots only. Shipments C. O. D.

### PENCILS

Hexagonal rubber erasers.  
Black lead #1, 3, 4  
\$3.60 per gross

## M. M. JOHNSON COMPANY

26 O'FARRELL STREET  
SAN FRANCISCO, CALIF.

It's here!  
OUR  
Latest  
CATALOG



- NOVELTIES
- DECORATIONS
- PREMIUM GOODS
- LEATHER SPECIALTIES
- HOUSEWARES
- APPLIANCES

FEATURING THOUSANDS  
OF ITEMS AT PRICES YOU  
WILL LIKE!

### MERCHANDISE GALORE

- Mechanical Toys—Wheel Goods—Dolls
- Games—Tree Light Sets—Xmas Deco.
- Hallow'een Goods—Sporting Goods—
- Scales—Alarm Clocks—Elec. Mixers—

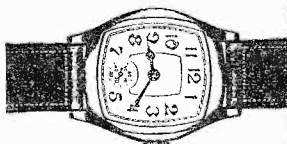
WRITE FOR YOUR COPY TODAY!  
OVER 384 PAGES OF REAL VALUES

PLEASE STATE YOUR BUSINESS!  
AS WE SELL WHOLESALE ONLY.

### GENERAL MERCHANDISE COMPANY

233-243 North Water Street  
Milwaukee, Wisconsin

Nationally  
Known  
American  
Made



## Wrist and Pocket Watches

For Ladies and Gents  
Reconditioned like new.  
Guaranteed like new.

Prices  
From \$7.25

- Elgin
- Waltham
- Hamilton
- Bulova
- Cruen

SEND FOR OUR FREE 1948 WHOLESALE  
CATALOGUE OF WATCHES, DIAMONDS and  
JEWELRY IMMEDIATELY!

## ARPEL JEWELERS

316 Washington Square Building  
7th and Chestnut Sts. Philadelphia 6, Pa.

## SLUM

(GIVE-AWAYS)

Novelties, Toys, Brooches, Pins, Kids'  
Necklaces, Jewelry, Cosmetics, etc.  
3,000 Pieces, Asst.

\$25.00

SOME ITEMS RETAIL UP TO 25¢ EACH.

### NEW ITEM!

LUCKY NOVELTY PRIZE BOXES  
ASSORTED NOVELTIES OF ALL KINDS

\$4.50 Gr. Boxes  
5 Gross Lots—\$4.00 Gr.

25% Deposit, Balance C. O. D.

## Mdse. Distributing Co.

19 E. 16 ST. NEW YORK, N. Y.

# At Liberty—Advertisements

5c A WORD, MINIMUM \$1, CASH WITH COPY

### AGENTS AND MANAGERS

BOSS CANVAS MAN AT LIBERTY—DISAP-  
pointment the cause of this ad. Circus Murphy,  
Missoula, Mont. au28

TWO YOUNG MEN TO TAKE OVER MAN-  
agement of entertainment enterprise. Experi-  
enced in management, promotion, exploitation.  
Both now employed. Box 231, Billboard, N. Y.  
City. au16

### CIRCUS AND CARNIVAL

CIRCUS-THEATRICAL AGENT, BOOKER-  
Contractor, Publicity Director; 25 years' circus,  
musical comedy, minstrel experience; join on wire;  
state salary; leave car. Robert Saul, 113 W. But-  
ler St., Adrian, Mich. au23

FAT BOY AT LIBERTY AFTER AUGUST 16th.  
C. W. Hicks, Box 19, Warren, Ill.

FAT DWARF WOMAN—AGE 40, 4 ft, tall, 125  
lbs., wants to join other dwarfs or midgets. I  
play a small guitar and harmonica combined.  
Blanche Ober, c/o Pinnell, 3721 Townsend St.,  
Fresno, California.

JOE TREE—STILT WALKING, OUTDOOR  
Entertainment. Joe Tree, 2528 S. Homan Ave.,  
Chicago 23, Illinois. au16

### MISCELLANEOUS

FEATURE ATTRACTION—RELIABLE PAR-  
ties only. As extra attraction to theaters or  
any shows. Will draw them in. Also midnight  
Spook Show. Boscart, 320 West 49th St.,  
N. Y. City.

SKATE MECHANIC—EMPLOYED AT PRE-  
sent (2 years), wish to make change. Can be  
great help to someone new at the business. Box  
C-278, Billboard, Cincinnati 22, Ohio.

TROMBONE-ARRANGER—SING AND COACH  
vocal group; dependable. Will travel. B. Alex-  
ander, 64 Park End Place, East Orange, New  
Jersey.

YOUNG VETERAN—21, ATTRACTIVE,  
clean-cut, sober, nice personality, desires position  
as disc jockey on some radio station. Will consider  
any offer. Write Luther Wren, White Bluff, Ten-  
nessee.

### MUSICIANS

AVAILABLE IMMEDIATELY—A-1 COLORED  
Organ Stylist, desires position in Metropolitan  
New York. Lounges, bars, theaters and A-1  
rinks. Doesn't vocal, doesn't own organ. Very  
large modern library. Have 802 card. Reginald  
Smith, 105-14 32nd Ave., Corona, L. I., N. Y.  
Illinois 7-3218. au16

AVAILABLE—TENOR SAX, DOUBLING CLAR-  
inet, bass clarinet, flute; no jazz; age 26, single;  
travel anywhere. Write, wire, Frank Pronio, Box  
314, Cecil, Pa. Phone Bridgeville 4622R3. au16

BASS MAN AVAILABLE IMMEDIATELY—  
Do scat vocals and novelties; can play Vibes,  
but have no Vibrabarp at present. Single, union;  
cocktail unit and small band only. Write or wire  
Musician, 735 West Matthews, Jonesboro, Ark.

COMMERCIAL MUSICIANS DESIRE CHANGE  
—Bass Man, 8 years' experience with large and  
small units. Read, fake. Pianist, 10 years with  
varied size bands. Read, fake, arrange. Will work  
together, singly. Box C-282, Billboard, Cincin-  
nati 22, Ohio.

DRUMMER—AVAILABLE IMMEDIATELY, 14  
years' thorough experience, ear for music and a  
sense of rhythm. Solid, steady beat. Fine equip-  
ment. No boozier. Boat or location. E. P. Lee,  
New Helda Hotel, 2nd Street, Louisville, Ky.

DRUMMER—AVAILABLE AFTER AUG. 21,  
for combo, traveling or location orchs. Lanny  
Scott, c/o 848 Ins. Bldg., Omaha, Nebr.

DRUMMER AT LIBERTY—SOBER AND DE-  
pendable; would like to work with hotel unit;  
can play very soft. Two beat or four beat. Just  
finish playing with M-C-A unit. Can play all Lat-  
in music. Can leave at once. Wire or call  
Musician, Hillsboro Hotel, Room 864, Tampa,  
Florida.

DRUMMER—AVAILABLE IMMEDIATELY,  
due unexpected breakup. Play commercial, all  
Latin, cut any show. MCA reference. Prefer hotel  
type band, any style. Have Cadillac sedan. Write  
or wire complete details, Stan Hotaling, Warwick,  
N. Y.

DRUMMER—AVAILABLE SEPT. 1. SEMI-  
name and name experience. Commercial so-  
ciety. Have name references; age 28. Musician,  
Apt. No. 27, Coronado Courts, Galveston, Texas.  
au23

GUITARIST—MODERN SOLOS AND RHYTHM.  
Name experience; read, fake, appearance, age 30.  
Write or wire Stacy McKee, c/o H. M. Lepore,  
3485 Trabue Rd., Columbus, Ohio. au23

HAMMOND ORGANIST—WITHOUT ORGAN,  
available for club, cocktail lounge or dine and  
dance location; requests a specialty; union, de-  
pendable, good mixer; doubling piano; Florida pre-  
ferred. Barney Cookin, Penn. Ct. D-3, Bristol,  
Tenn.

PIANIST-ORGANIST—COMMERCIAL STYLIST.  
Experienced, young, read. Fills, solos, arrange.  
Bob Stevens, 617 North 12th Avenue, Pensacola,  
Florida. Telephone 5328.

GUITARIST—AVAILABLE TO DANCE BAND  
Sept. 1st. Write: Musician, Box 124, Dallas  
City, Ill. au23

HAMMOND ORGANIST—YOUNG LADY, DE-  
sires position in hotel lounge, restaurant or  
lounge of better class. Have no organ. Available  
after September 3d. Address: Organist, c/o 553  
S. W. 2d St., Miami, Florida. au16

LEAD ALTO—DOUBLING CLARINET AND  
Tenor. Arranger, union. Read, fake and cut  
shows. Play commercial or jump, no micky.  
Steady, reliable, not a character or lush. Prefer  
large bands on location but will work with small  
combo. Semi-name experience. Wire Art Claw-  
son, 1735 Hubbard St., Jacksonville, Florida au16

STRING BASSMAN AND BARTONE VOCAL-  
ist. Hotel band exp.; 25, union, dependable. Bob  
Fischer, 1318 Secord St., La Porte, Indiana. au16

STRING BASS—DESIRE CHANGE. HOTEL  
or club; sober, appearance, read well, fake; good  
beat. Prefer Southeast. Box C-275 c/o Bill-  
board, Cincinnati, Ohio.

STRONG CORNET—54, LONG EXPERIENCE  
all types music, especially circus. Travel or  
locate; sober, union. Reason for add, band section  
shift. Musician, 107 1/2 N. Main, Sioux Falls,  
S. Dakota.

TENOR, CLARINET—READ, RIDE, FAKE RE-  
quests; 20 years' experience, union, sober, re-  
liable, agreeable. Can bring piano man. Musician,  
20 S. Carlen St., Mobile, Ala. Phone 6-3430. au23

TOP FLIGHT RING ORGANIST—AVAILABLE  
for progressive rink, any location. Give details,  
salary first letter. Box C-283 Billboard, Cincin-  
nati 22, Ohio.

TROMBONE—HEAD OR SECTION; EXPERI-  
enced dance, theater. Available Sept. 1st. No  
panic. Roy Carpenter, 446 Oakley Ave., Lynch-  
burg, Va.

TROMBONE, DOUBLING VALVE TROMBONE  
—Prefer combo, transpose trumpet or sax parts,  
tone, take-off. Have car; like to hear from South-  
west. Also have bass trombone. Harley "Slim"  
Wilber, 1057 Park Ave., Apt. 10, Omaha, Nebr.

TRUMPET MAN—WONDERFUL TONE; READ,  
fake, take off, cut fast shows. Commercial or  
jump. Prefer small unit on location in West, but  
will consider all offers. Must be \$90.00 or better.  
Reliable, sober, no character, neat appearance, age  
24. Available after Sept. 25. Contact, Musician,  
4135 N. Attn, No. 16, Portland 3, Ore.

TRUMPETER—DOUBLING BASS DRUM,  
wishes to locate where there is industrial or  
municipal band. William E. Brooks, 169 Lake  
Morton Drive, Lakeland, Fla.

VIOLIN, TROMBONE MAN AVAILABLE—  
Name, semi-name experience. Prefer small  
combo. Musician, 1212 Government, Mobile, Ala.  
Phone 31944. au16

VIOLINIST—LEADER OR SIDE, HAVE LI-  
brary tops. Dance, symphony, stage, concert,  
hotel. Do not drink. Wire or phone Coraopolis,  
Pa. 2040. 85 Main St. au23

### PARKS AND FAIRS

AVAILABLE—ONE OF THE BEST WELL-  
known standard attractions. Capt. Earl Mac-  
Donald's High Fire Dive. 465 Lamplier Place,  
Warren, Ohio. Tel. 45337. au16

BALLOON ASCENSIONS—PARACHUTE  
Jumping. Modern equipment for fairs, parks,  
celebrations. Always reliable. Claude L. Shaffer,  
1041 S. Dennison, Indianapolis 21, Ind. selt

CLOWN COP "CORRIGAN"—ALWAYS SAT-  
isles for fairs, celebrations, Labor Day and  
some time open. Jake Disch, 4562 Packard,  
Cudahy, Wis. au16

OUTSTANDING PLATFORM TRAPEZE ACT—  
Available celebrations, fairs, etc. Attractive  
equipment. For literature, particulars, address  
Charles La Croix, 1304 South Anthony, Port  
Wayne 4, Indiana. oc18

THREE TOMLINSON BROTHERS—ONE  
hour's entertainment: singers, dancers, musicians,  
jugglers, ropetrickster, ventriloquist, Punch-Judy.  
162 North State, Chicago, Illinois. Dearborn  
2734. au30

### VAUDEVILLE ARTISTS

HOTELS, COCKTAIL LOUNGES, CLUBS, ETC.:  
Contact Harvey Thomas, 162 N. State St.,  
Chicago, Ill., for Singers, Dancers, Ventriloquists,  
Magicians, Jugglers, Ropetricksters, Accordionists,  
Pianist. Available now. np

STRAIGHT MAN—AGE 39, FOR MED. SHOW.  
Fake show piano, guitar. Specialties for week  
including dancing, musical novelty; wife, non-per-  
former, to run popcorn concession. Two children  
that are controlled. Have car, living facilities,  
luggage trailer. Write best offer and percentage  
wanted for popcorn privilege. Gilbert Boyd, Alma,  
Ill.

### VOCALISTS

MALE VOCALIST—22, LYRIC BARITONE;  
night club experience, would like to work with  
band. Willing to travel. Recording and photos  
available. Frank Cray, 2441 Ocean Front, Santa  
Monica, Calif.

NOW AVAILABLE  
OUR OWN  
FLOOR STAND  
FANS  
with 24" Blades.  
110 Volt, AC, 1140  
R.P.M., G. E. Motor.  
Also available in 18",  
20", 30" sizes.

NEW STYLE  
BINGO BLOWER  
Immediate Delivery

SEND FOR  
FREE  
CATALOG

P. A. Systems  
and Complete  
Line of Bingo  
Supplies.

FOLDING CHAIRS  
Send for Price Lists

MORRIS MANDELL, Inc.  
Dept. B  
131 West 14th St.  
New York 11, N. Y.  
Chelsea 2-3064

ATTENTION!  
GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities.
- Stone-set and plain bangles as follows: • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc.
- Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls.
- 3-stone ring top of beaded stock.
- Beaded band wire.
- Plain findings, such as crosses • anchors • bowknot pins • springings • jumpings • swivels • chains • plain and twisted hoops • earwires • earrings, etc.
- Hoop earrings • earrings for pierced and unpierced ears.
- Hand-made adjustable bangle bracelets.
- Wire knot rings of rolled gold plate.
- Pearl plates of snail shell.
- Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

EMROW JEWELRY CO.  
Box 93, North Station, Providence 8, R. I.  
Buy Direct From Manufacturer and Save

DEALERS! ARRANGE NOW FOR  
FIREWORKS  
FOR THE HOLIDAY TRADE!

We are distributors for  
every kind of fireworks; cater-  
ing to jobbers and retail out-  
lets. WHOLESALE ONLY.

ACME SALES CO., Inc.  
Dept. 2, 781 Marietta St.  
ATLANTA, GA.

POCKET KNIVES  
2 Blades, plastic Stag Handle, 3 1/2 inches closed,  
\$7.00 PER DOZEN  
Postpaid in U. S. A. Sample \$1.00.

Also with wood handle.  
EDGERITE Razor Blade Strop; E-Z-Way  
Automatic Strop; Razor Stropps.

E. P. FITZPATRICK  
304 N. Adams St., Wilmington 42, Del.

FUR COATS  
JACKETS  
LOWEST FACTORY PRICES

Buy direct and  
save. New 1948  
styles. Popular  
variety of genuine  
furs. Superb  
quality and craftsmanship.  
Satisfaction guaranteed or  
money refunded. Prompt  
shipment.

Also AGENTS WANTED to  
sell to neighbors, friends.  
Write TODAY for illustrated  
FREE 1948 Catalog.

KENT FUR CO. DEPT. B  
11 W. 29th St.  
New York 1, N. Y.

CHAIRS

Folding, non-folding  
Many Styles  
Steel, Wood,  
Bridge.

Write requirements  
Minimum order—two dozen

ADIRONDACK CHAIR CO.  
Dept. 5, 1140 Eway, New York 1, N. Y.

ATTENTION, JOBBERS  
Quality Sellers for Quantity Sales

No. 904—All Around Zipper Wallets in genuine top grain pigskin, also top grain genuine pigskin, has large change pocket, 4 identification passes, \$10.80 per dozen. Ind. Boxed.

No. 400E—All Round Zipper Key Case, genuine calf embossed design, 6 swivel hooks; has pocket. \$45.00 per gross. Boxed 2 dozen to box.

Immediate Delivery—20% Deposit, Balance C. O. D.

Supreme Leather Products Company, Dept. D  
78 FIFTH AVENUE NEW YORK 11, N. Y.



# THE MOST SENSATIONAL MONEY-MAKING OFFER IN PEN HISTORY!

By *Everlast* (One of the Oldest and Largest Fountain Pen Manufacturers in the U. S.)

You'll be amazed at the beautiful, expensive look and performance of these exquisite pen masterpieces. We defy you to find a pen, 10 times the price, to equal these superb new EVERLAST creations!

Only EVERLAST'S tremendous mass production methods and the fact that EVERLAST is one of the few pen manufacturers who not only assembles its own product but actually fabricates every item, cap, barrel, and ball pen writing unit. Only because of this can they offer these quality writing instruments at such incredibly low prices, and you buy direct from manufacturer—no jobber in between—you make that profit.

There may be cheaper pens, but why pay a few cents less and endanger your customers' good will? . . . EVERLAST writes better. Writes smoother, on any surface, continuously, right down to the last bit of ink.

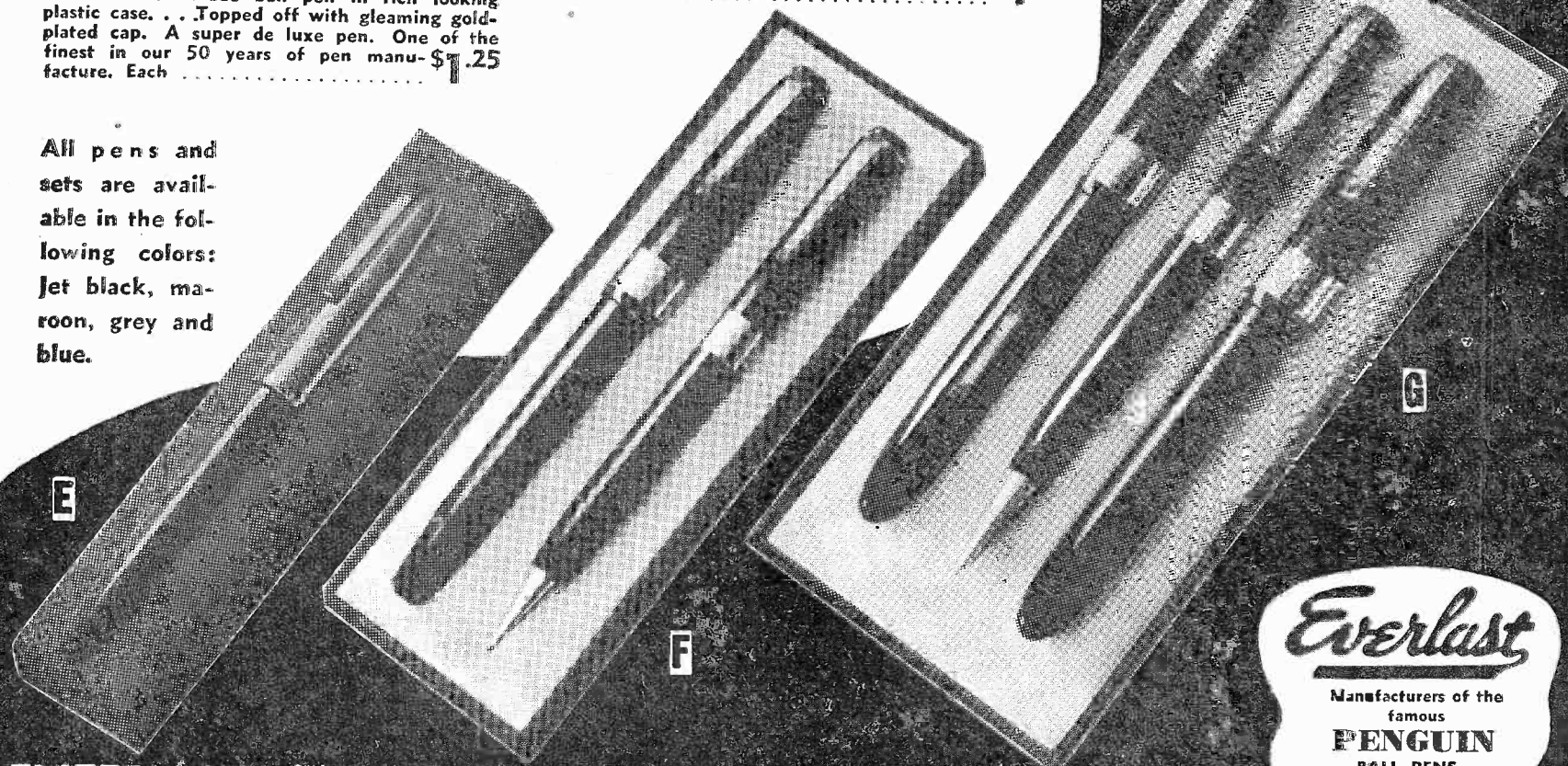
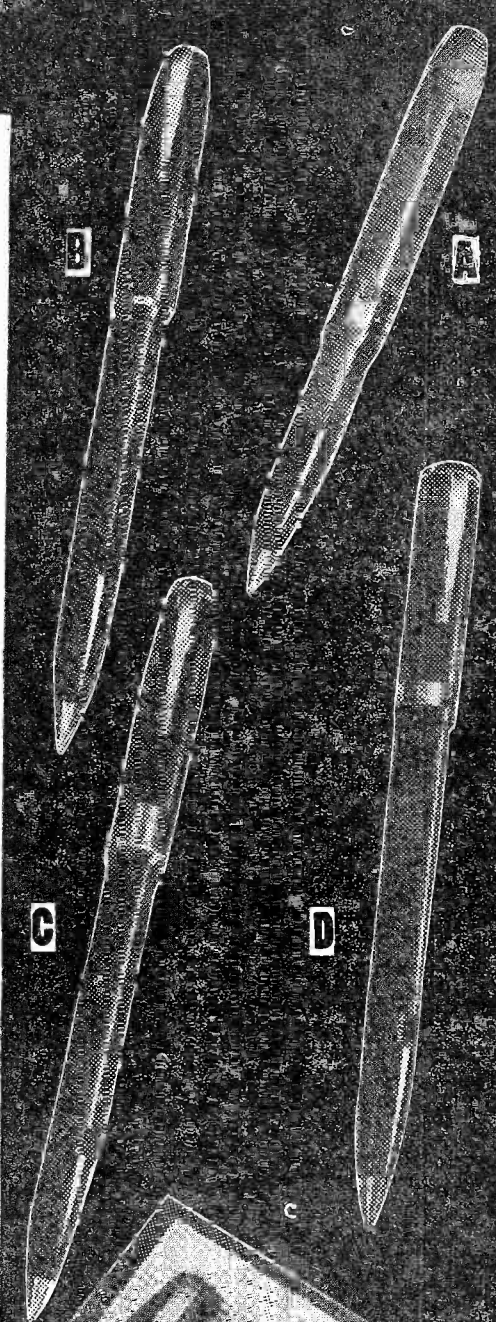
The EVERLAST BALL PEN, a completely new writing instrument, of unsurpassed excellence, has the new STOP and GO flow, a writing convenience unobtainable in even the most expensive ball pens, because it is an EVERLAST patented feature. Your customers will recognize the excellence of these superb ball pens from the first writing stroke. . . . They can't clog, they write easily, through 6 to 8 carbons, up to 3 years without refilling. Proven favorites, not molded, but precision built to 1/10 of 1/000th" tolerance, made to SELL, and SELL and SELL.

Remember, because you buy DIRECT FROM THE MANUFACTURER, you add to your profits many times. . . . All prices quoted are for minimum quantities of one gross of each number. 25% cash with order—balance C. O. D. For quantities less than one gross, add 20% to the above prices. All prices are F.O.B. N. Y. Minimum sample orders accepted not less than \$5.00—cash with order. MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED.

- (A) 120T. A beautiful ball pen, designed to fit a woman's purse . . . Not too long to interfere with a sportsman's freedom of action. Not too short for writing comfort. Each . . . **45¢**
- (B) 120BP. A man's sized ball pen that embodies all of the latest know-how that Everlast craftsmen can put into a writing instrument. Each . . . **45¢**
- (C) 79BP. Features a wide gold-plated band—same precision construction and smooth flow writing ease. Each . . . **40¢**
- (D) 1350BP. Screw button military type clip. Featured at a price to defy competition. Has gold-plated band of medium width. Each **35¢**
- (E) 200P. Custom-made ball pen in rich looking plastic case. . . . Topped off with gleaming gold-plated cap. A super de luxe pen. One of the finest in our 50 years of pen manufacture. Each . . . **\$1.25**

- (F) 791BP Set. Consists of a smooth writing ball pen with gold-plated trimmings and clip, and a precision built mechanical pencil that propels, repels, expels. Packed in attractive gift box. Per set . . . **75¢**
- 791HP Set. (The 791 set can also be supplied with a hooded point lever type fountain pen instead of the ball pen.) Per set . . . **75¢**
- (G) 333 Set. A TRIO OF WRITING INSTRUMENTS—A richly styled ball pen, plus a smooth writing, hooded point lever fountain pen and a propel, repel, expel, mechanical pencil, ALL IN ONE SET. In rich looking matching plastic, with gold-plated trimmings. Designed and packaged like the most expensive set on the market. **\$1.25** Per set . . .

All pens and sets are available in the following colors: Jet black, maroon, grey and blue.



EVERLAST PEN CORP. 644 Broadway, New York 12, N.Y.



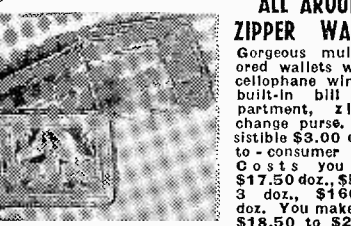
NEW AND EXCLUSIVE FISH-TAIL ENGAGEMENT RING WEDDING BAND TO MATCH



Gold Filled No. 993 \$9.00 Doz. Sterling No. 994 \$7.50 Doz. Band \$6.50 Doz. Band \$6.00 Doz. No Catalog, No Pictures. Send for Samples. See the Rings. Compare quality. Yes what you get for your money. 34 Newest Styles in Men's and Ladies' Sterling and Gold Filled Finest White Stone Rings. Fancy dinner and engagement rings from \$4.50 to \$45.00 per doz. If you want fine quality merchandise we have it. SEND \$1.00 TO COVER C. O. D. Samples are returnable for full credit on order. Money returned in full if no order. Visit our showroom and see the largest variety of costume rings in America. America's Exclusive Ring House

HARRY MAHREN RING CO. 116 W. 34th St., Room 257, Herald Square Hotel Bldg., New York 1, N. Y.

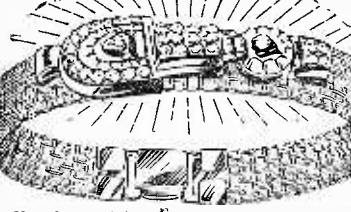
EASY SALES - BIG PROFITS HAND PAINTED - GENUINE LEATHER ALL AROUND ZIPPER WALLETS



Gorgeous multi-colored wallets with 4 cellophane windows, built-in bill compartment, zipper change purse. Irresistible \$3.00 direct to consumer seller. Co's ts s you only \$17.50 doz., \$50.25 3 doz., \$160 10 doz. You make from \$18.50 to \$20 per doz. Send 25¢ dep., bal. C. O. D. Sample, \$1.50

2 WAY SALES PLAN Sell Stores and Direct. Write today for FREE wholesale catalog of other sensational big value leather Wallets, Belts, Novelties—all new, different. GOLDEN NOVELTY CO. 648 Broadway, Dept. B-4, New York 12, N. Y.

MFR. SLASHES PRICES!



Very latest styles. NOW \$8.00 Doz. Czechoslovakian stones. \$7.50 Doz. in Gross. Polished 14K gold Lots. (Add 50¢ per plate. dox. if individual box- mesh or expansion band. ing desired.) Sample, \$2.00. 1/3 Dep. with order, bal. C.O.D. New Styles Coming Soon! Chatelaines, Pin and Earring Sets and Bracelets. STAR IMPORT NOVELTY CO. 535 Eighth Ave. New York 18, N. Y.

ELGIN-WALTHAM

Reconditioned Movement—Brand New Cases Chromium case, boxed.

7 Jewel \$9.75 15 Jewel \$11.75 17 Jewel \$13.75 All Watches Guaranteed. Minimum order, 6 Watches. 25% Deposit, Balance C. O. D. 1947 Catalog Now Ready. IRVING BERK 145 W. 45th St. New York 19, N. Y.

THE NEW CLIP TYPE EARRINGS IS OUR SPECIALTY

Our new styles are money getters. White stones, Initials, Dangles. Send \$5 or \$10 for samples and prices. Manufacturer of Gold Wire Jewelry. ALL NEW CREATIONS 579 Lafayette Ave. Hawthorne, N. J. Pat. Pend.



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Fern, Tommy 30c Ross, Pee Wee. 35c

- Abbott, Russ & Sue Copley, Harley
Ahl, E. Corey, Joe
Able, Ernie Cornell, Walter
Whiskey Costa, Steve
Ackley, William Crauner, C. E.
Adams, Dewey P. Crawford, Richard M.
Aldicos, Mrs. Alexis Alexander.
Crawley, Rufus
Cronin, Dennis J.
Crossett, Thelley
Crouch, Floyd
Crumb, Julia
Alloway, Jack Curtis, Mrs. Martha
Anderson, John Ankrin Jr., George
Aracick, Geo. Dalesto, Michael
Armstrong, W. C. Dalton, Paul Henry
Arnold, Mae Jo Daly, Edw.
Arrington, James Davidson, Jimmy
Davis, D. (Custard)
Ashley, Thomas W. Davis, Frank C.
Atkins, Homer W. Davis, Frank C.
Austin, Ruth (Aunt) Davis, Ike
Autry, Doug Davis, Mrs. Jean
Ayers, Douglas Bacon, Wm.
Bacon, Wm. Dawson, Melvin
Bagwell, James Dawson, Wm.
Bakin, Larry "Curly"
Balsam, Casper Dayberry, Louis A.
"Col."
Dean, Vernard
Balson, Anthony Deabour, Thna
Delaney, Sam
Barbee, Mrs. Kay Dell, M. E.
Barfield, Helen Dell, Tommy
Barnes, Floyd Demetro, Archie
Barrickman, Floyd Demetro, Tom
Basha Jr., J. C. Denman, Mr. Gall
Baumfalk, Fred'k Edw.
Beard, Powder Puff Dennis, Frank
Beck, Bob Dennison, Homer
Beer, Earl Derisike Family
Beltrou, Mrs. DeWitt, T. B.
Virginia DeWitt, Mrs. T. R.
Benjamin, W. Dickerson, Joe
Reinett, Melvin Dicorte, David
Rensou, A. W. Dilworth, Vernon
Berry, Carol (Tent Show) Dixon, Betty
Beshears, Bob Dukes, Daniel
Bilz, Geo. C. Dunn, Mrs. Harry
Bishop, Harry Du Vall, Martin
Blair, Joseph Eaves, G. T.
Blais, Fannie Eddels, Harry
Blankenship, Elliott, Sunshine
Ellis, B. E.
Gertrude Emswiler, Albert
Engerger, Ernst
Bloch, William Enlehart, Royal
Roehm, Joseph J. English, Walter H.
Bond, Mrs. J. H. Everts, Mrs. Geo.
Boone, Rockey Farvell, Miss Jay
Booth, Wm. H. Fay, E. J.
Bom, R. H. Feathers, Mrs.
Bower, Marie Fin, Tohe
Brady, Bill & Mrs. Fisher, George
Brady, Mrs. Marie Kitzgerald, Eddie &
Brasfield, Boob Ina
Brizgin, Gerald Flood, James
Andrew Edwin
Brock, Julia Forest, Geneva
"Ruddy" Forikum, Chas.
Bronson, Steve "Tex"
Samuel
Brooks, R. S. Forrester, Chas.
Brown, H. C. Foster, R. K.
Brown, Mrs. Ray Fowler, Mrs.
Brown, Wm. E. De Vona
Brown, Wendell S. Fowler, Mrs.
Brownell, Mrs. H. Gladys Erway
Bryant, Mrs. Eliza Fox, Thomas J.
Bryant, Robert E. Frakers Wildlife Exhibit
Buchanan, Tom Freeman, Arthur
Buckholz, Mr. & Mrs. E. Freyman, Arthur
Mrs. L. Frick, Mrs. Jack
Buckingham, Robert Frost, Ray E.
Fuller, Eugene
Burd, Sam Gail, Abbie
Burdick, Edmund Gardner, Orville
Burke, Alfred W. Garner, Mrs. J. H.
Burke, Leroy W. Garrett, Vangie
Burns Sr., Robt. Garrison, Ray
Bush, John T. Gatewood,
Bush, Willie A. (Rodeo)
Butler, Mrs. Wood "Colonel"
Buxbaum, Feltz Roy
Caldwell, J. E. Edw.
Candee, Louis Garder,
Cantara, Charleton Garrison, Ray
Caply, Harly Gatewood,
Carpenski, Mrs. Al (Rodeo)
Carpenter, Clifford "Colonel"
Roy
Carpenter Jr. Gardino, Mrs.
Frank Helen
Carroll, Archie C. Gentry Helen
Carroll, Tommy Geroffo, Baby
Carter, Billy Gibbons, Harry W.
Carter, Robert L. Giffin, James W.
Carter, Robert L. Gilbert, John E.
Carter, Wray W. Gillespie, C. A.
Casselton, Johnnie Glover, T. E. Doc
Casson, Mrs. H. T. Goodman, Frank
Celton, Arnold W. Goodrum, Bob
Chandler, Wanda Goodwin, Mickey
Chang Lee, Princess Gooch, Bill
Cherokee Rodeo. Gorcin, Ar J.
Graham, Mark
Chilton, Bob "Curly"
Chizem, Jack Gratiot, M. J.
Chomack, Michael Graves, Jack
Chabornne, Honey Gray, Clifford H.
Clark, Jimmy Gray, Mrs. Howard
Clark, R. L. Gray, Jonnius
Clotfelter, Mrs. (Minstrel Show) Green, H.
Leon Grems, Eddie
Clove, Bob Griffith, Mrs. Elsie
Cole, Rex (Wild West Show) Griffith, Wm. J.
Collins, Carlton Griffiths, Wm. E.
Collins, Ernie Grooms, Lucile
Cooley, Glenn M. Haddix, Benny

- Haggerty, Mickey
Hall, Forrest
Hall, Phillip L.
Hallidin, Tase
Hamilton, C. W.
Handley, Fred E.
Handy, Frank
Hangerster, Allan
Hanlon, George
Hanson, C. L.
Hansen, John
Hardin, Mrs. Viola
Harlinger, Mrs. Chas.
Harris, Babe
Harris, Mrs. Bess
Harrison Jr., Frank
Hart, Patricia
Hartzell, Bones
Hartzell, John
Hastings, Miss M.
Hathaway, Amparo
Healy, Jack
Healy, J. S.
Heep, Mrs. L.
Heinricks, Harold
Henderson, Billy
Hester, Ray
Hicks, Lee
Hicks, Wm.
Higgins, Raymond
Hildebrand, Mrs. Letha
Hileman, Mrs. Myra
Hill, C. D. Pvt.
Hill, Stacey E.
Hill, Wm.
Hill, Wm. D.
Hoctor, David
Holmes, Jimmie D.
Holt, Leroy
Hood, Mrs. Evelyn
Hood, Hollis
Hopkins, Horace
(Horse Collar)
Hopper, Lucille
Horne, Cleo
Horton, Lewis
Hos, Marcel P.
Howard, Frank A.
Howard, Lorey Phil
Howisher, Robert D.
Hoyt, Doc
Hoyt, Kay
Hulbert, Stanley M.
Humphrey, Charles
Hutchins, Earl
Hynes, A.
Irvin, O. V.
Irwin, Mrs. Flo
Ivey, Apt.
Jackson, Willie B.
Jansen, Harry
Jensen, Harold
Jermyn, William
Johansen, Frederick
Johns, James A.
Johnson, Mrs. A. F.
Johnson, Mrs. Charlston Mae
Johnson, Prof. & Mrs. Tom
Jolly, Elmer C.
Kay, Pis
Keith, Midg
Keenan, Ben
Kerhis, Harry
Kibler, Harry L.
Kinerbault, Earl
King, Little Shorty
Kirkwood, Eugene
Kiser, Mrs. Dorothy
Kiser, E. K.
Kiser, Carl
Klebsch, Karl
Kolb, Jessie
Kraemer, Ralph A.
Kurtz, Ellwood S.
Kory, Joe
Ladd, Wm. H.
Ladue, Eui.
Lafkas, Jim
Lankins, Mrs. Emma
Landford, Walter
Lands, Bob
Laswell, Mrs. Martha
Latina, Sam
Lazella, Phylis
Leedy, Robt. W.
Levine, Ben
Lewis, Mrs. Dick
Lefenber, Jack
Lento, Tony
Leslie, Bert
Lewis, Edgar
Little, James
Arthur
Lider, Geo.
Littlefield, Norman
Llewellyn, Mrs. J.
Loffis, Cloud
Lovell, Agnes
Loyd, Johnnie
Lucas, Mr. Lyn
Luck, Viola
McCarthy, Scottie
McCreut, Fred E.
McGee, Fred
McDonald, K. J.
McDonald, Martin
(Doc)
McDonald, P. L.
McGill, Frank
McGill, L. J.
McGinnis, Mrs. Anes
McGrath, Leo
McGrath, Mrs. Phillip A.
McIntosh, Dave
McLaughlin, Bill
McSpadden, John
McWright, Paul
Macolly, Paul N.
Mallory, Thomas
Maloney, James M.
Mann, James H.
Mapes, Mildred
Marchies, Mrs.
Marchion, Harry
MacAllister
Marks, Mrs. Pearl
Marlowe, Sam
Marshfield, Artie
Martin, Richard
Martinkus, Jack
Mason, Harry F.
Maynard, E.
Mcates, Henry E.
Merritt, Ray
Messelt, Alva
Messelt Jr., Wm. J.
Meyers, Clint V.
Miller, Betty
Miller, Chas. J.
Miller, Irvin C.
Miller, L. C. Ted
Miller, Roy E.
Mitchell, Jack
Mitchell, Larry
Mitchell, Mike
Mitchell, Miller J.
Modell, Mrs. Helen
Modesta, Vito
Monroe, Mrs. Helen Pearl
Montgomery, Mrs. M. M.
Moore, Bob
Morgan, Evelyn G.
Morgan Sr., Joe
Morris, F.
Morrison, Harry
Morton, Almalee
Morton, Carlton V.
Moudry, Harry
Moyle, Eddie
Mullisan, Bill
Munro, Russell R.
Murray, Fred
Nathanson, Sidney
Nelson, Zeb
Nicholas, Base
Ludar
Nicholas, Joy
O'Dair, Jack
O'Malley, J. G.
O'Riley, Jimmie
Odom, F. T.
Oszewski, Walter
Orman, Frankie
Page, L. C.
Paige, Chas.
Palfrey, Stanley
Paradise, Jas.
Parker, Betty
Parker, Curtis M.
Parker, Harry
Parnell, Esther
Parroff, Harry &
Parr, Irene
Parsons, Geo.
Paul, Edmund L.
Peternell, Frank
Peterson, Mrs. Gladys
Peterson, Mrs. Mary Lee
Petit, Arthur
Phillips, Mrs. Beatrice
Phillips, Frank (Blackie)
Pierce, Carl
Piper, Prof. A. F.
Pope, Carl V.
Powers, Miss Jay
Powell, Junc
Price, Mrs. Arthur
Price, Fay
Prickett, Anita
Pruce, Buster
Pyrdum, Carl S.
Rae, Ginger
Raun's Circus
Kawe, W. G. (Doc)
Ray, H. E. (Happy)
Reed, James A.
Reid, James A.
Francis
Reid Sr., J.
Reinhardt, Jack
Renfro, Curly
Russell, John I.
Reubens, Harry
Rhodes, Curley
Rhyne, Pat
Richard, Mrs. Goldie
Richey, Luther
Riley, Mrs. F. A.
Ritzleimer, Elmer
Rouch, J. W.
Roberts, Miss Boots
Robinson, Linda Ann
Robinson, Ruby
Rodeo, Inc.
Rodgers, Frank T.
Rody, H. B.
Romona, Ray
Rooks, Harry
Rorabaugh, H. E.
Rose, C. J.
Rose, Mrs. Glenda
Rose, Larry G.
Rose, Wm. J.
Ross, Jay Harry
Rossi, Eveline
Rosson, Geo. T.
Roy, Miller
Rubins, Si
Rush, Alice Leslie
(Collins)
Rush, E. F.
Russell, Paul
Ryan, Mrs. Marie
N.
St. Jermain, Thomas O.
Scanlon, Bill
Scanlon, Mrs. Robt.
Schaffer, Capt. Billie
Schultz, Grace
Servant, Jack
Seydell, Dick B.
Shapiro, Mrs. Marie
Shaver, J. S.
Shban, Chas.
Shell, Harry
Shiner, Joseph E.
Shoenthaler, I. E.
Shore, Jack
Sibull, Frank
Simms, Raul O.
Simon, Miss Tex
Simpson, Wilfred
Singer, E. H.
Smith, Ercel L. &
Smith, Katherine
Smith, Earl
Smith, Honor
Stack, P. G.
Smiley, Harry
 Snyder, Carl
Sorsen, Hannah
South, Earl
South, Mrs. Luttie
Spencer, Clyde E.
Stachowiak, John
Stancil, Needham
Stanley, Clarence
Stanley, E.
Star, Hedy Jo
Starbuck, Harry G.
Stevens, Dennis
Stevens, Geo. &
Stevens, Jolly Bill
Stevens, Mrs. Minnie
Strayer, Bob
Streets, Bill
Strode Jr., J. P.
Sturdivant, C. W.
Summons, Warren F.
Swaney, Ed.
Switzer, Jas. D.
Taylor, Marion
Taylor, Robt.
Thompson, Dudley
Thippy, Ray
Thomas, Demetro
Thompson, Mrs. D. S.
Tisky, Walter
Towe, Paul
Troxell, Anna B.
Underhill, Howard (Buddy)
Urich, Miller
Vick, Al
Vogue & Vanitier
Wages, Jackie Lee
Wagner, Jerry
Walker, Andy
Wallendun, Carl
Walker, Lee
Wamsley, Edward
Ward, Robt. H.
Ward, Travis C.
Wasso, Joe
Wasso, Ralph
Warren, G. L.
Webb, Owen
Webb, Mrs. R. L.
Webster, Mrs. Bab
Welch, Mrs. Peggy
Wells, Ben L.
Wells, Gill
Weintraub, Michael
Wells, Pvt. Melvin
Wendt, C. E.
Wents, Geo.
West, Geo.
West, Sandy
Werderman, Wm. A.
Whalen, Thomas
White, Earl E.
White, G. S.
White, Mrs. Mae
White, Nick
White, Richard
Whitcrow, Miss Taboo
Willard, Truworth
E. & Katherine D.
Williams, John or Zola
Williams, Samuel
Willis, Mrs. J. W.
Wood, Johnnie J.
Woods, Jr. Larry
Woodward, R. W.
Work, Marshall
Wortley, H.
Wright, Frank D.
Wyatt, Lubie
Yarner, Robt. A.
Yolan, Bill
Yout, W. T.
Zabisk, Irving
Zarlinston, Mrs. Romee
Zeidman, Wm.
Zimmerman, Mrs. Elka P.
Zimmerman, W. M.
Zomp, Paul F.

FAMOUS ELECTRIC ENGRAVING PENCIL

Favorite of 5 and 10's, pitelmen, libraries, industries. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Sold on 5-day approval, guaranteed one year. "Just with a twist of the wrist," engraves fine, medium or big lettering in gold, silver, colors on almost any material. We originated the practical electric pencil in 1931. Our pencils are used in stores of Kresge, Kress, Grant, Newberry, Murphy, Green, Woolworth (St. Louis district, 200 stores) and thousands of others. Famous professional model No. 3, a switch on 5-foot safety asbestos insulated resistance cord with exclusive aluminum heat dissipater assuring safe, comfortable, profitable, continuous use all day long. \$7.25, including 6 rolls, 1 inch by 400 inches, superior first quality gold foil. Postpaid Cash with Order. Extra rolls gold, silver, waterproof, permanent—black, blue, white, red, green, etc. 6 rolls, \$2.50; 12 rolls, \$4.80 postpaid. Cash with order. ORDER NOW BEFORE TOO LATE. JEWELRY ENGRAVERS—We now have a few Burgess Vibro Engraving Tools. Price \$7.50 with needles. Delivered prepaid on receipt of P.O. money order. A hard Carbide Needle for long wear on even hardest metals, \$2.00 extra.

R. E. STAFFORD 2434 N. Meridian St. Indianapolis 8, Ind.

COMIC Greeting Cards



CHRISTMAS & EVERYDAY Like They've Never Seen Before! Snappy, Colorful, entirely Different! Boxed assts. of 25 diff. cards. \$1 or more profit on every box. Terrific sellers. Write for FREE samples.

NOVO PRODUCTS, Dept. 108 922 Diversey, Chicago, Ill.

LAMPS COMPLETE WITH SHADE

\$1.00 Each Gross Lots \$13.20 Doz. 2 Doz. to Carton. Sample, \$1.50 Postpaid. 25% Deposit, Balance C. O. D.

BUD PALMER CARNIVAL SUPPLIES 1433 2nd Ave. DALLAS 10, TEXAS Phone: Harwood 9339

BROOCH PIN

freshwater pearl gold rolled plate wire attractively carded STOCK NAMES \$25 Per Gross (Mother, Sister, Sweetheart, Wife) ASSORTED NAMES \$27 Per Gross (1/3 deposit on order, Special Rates 5 gross lots and up) DELITE NOV. CORP. 168 South 9th St. Brooklyn 11, N. Y.

WANTED TO BUY FROM MRS. ONLY

Ball and Bubble Gum, 5¢ Candy Bars, Zircon and Cheap Diamond Rings, Cheap Wrist Watches, First Grade Nylon, New Gadgets, Novelties, Reynolds Ball Pens, New Toys and other Pitch Items.

Box 641 Huntington Park, Calif.

ADVERTISING BALLOONS

WRITE TODAY for our new low prices and samples on advertising balloons with your name of business. Carnivals, Special Events, Fairs NATIONAL SALES CO. 2805 East 79th St. Chicago 49, Illinois

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.

Adams, Billie Ayers & Rene (Deshon) Alberta, Alberta

Allou, Carl  
Bollon, Mrs. Louis E.  
Bernd, Milton J.  
Blair, Carl (White)  
BlaKstone, Nau  
Breen, Viola  
Brown, Chick  
Busch, Joseph M.  
Camerlin Sr., Steve  
Camerlin, Tim A.  
Cappello, John  
Caranzo, Gublio  
Casella, Charles  
Conti, Joe  
Conway, Rose  
Dantini, (Clerks Vincent)  
Dav, Jean  
De Lenz, Al  
Donohue, Al  
Dyer, Blarke (Dance-Devil)  
Eans, Archie  
Fein, Murray  
Goley, L. B.  
Golden, George  
Grauer, Ernie  
Gragan, Walter N.  
Harris, Helen  
Harris, Jan  
Hughes, Allan  
Hunter, Le Roi  
Jackson, James  
Kavell, Marie  
King, Virginia  
Kingen, C.  
Kramer, Rose  
Kroll, Mr. H.  
Lafkar, Jim  
La Mar, Ethel  
Lindberger, Davy  
Lyons, Bayne  
Mansfield, Frank  
Mac Alex, Norman

Mosibov, Sid  
Neill, James S.  
Norris, Albert John  
Norton, Clarence  
Oakey, Joe  
O'Rourke, Texas  
Pasco, Betty  
Provencher, Lucian  
Ramsey, J. S.  
Raymond, Emma  
Rogers, Kenneth  
Rutherford, Doug  
Sacklemire, Jerry  
Schubert, Edwin  
Shitzen, Ova  
Smyth, Garnett  
Spiritual Advisor  
Richard  
Stewart, Arthur  
Thomas  
Stewart, Slim  
Sudnoek, Larry  
Thompson, Ted  
Tol, Bill  
Trudell, Miss B.  
Tricker, Sammy  
Trich, John  
Trich, Tony  
Walker, Tim  
Wallace, Proolad  
Waltz, M.  
Wahgrub, Michael  
Weiss, S.  
Wheatley, Al or Arthur  
White, Patterson  
Wilcox, Tom  
Wolf, M.  
Woodard, Jackie  
Woods, Mae  
Wright, James  
Wright, Sam  
Yaocoh, Mrs.  
Yvonne, Bubbles  
Zangaro, Irma

Caloian, Carl A.  
Carlaud, Buck  
Carson, Nick W.  
Carter, William M.  
Chambers, Ingram E.  
Chick, Bruce H.  
Clemmons, Richard  
Cole, Chas. A.  
Cooper, Raymond  
Cornwell, Sammie  
Daley Jr., Bill  
Davis, Max  
Davis, N. E.  
DeLap, James E.  
DeLap, Robert  
DeWitt, Mrs. Mary P.  
Doney, Edward P.  
Drake, Mrs. Bob  
Dosa and Goodman  
Duffy, Roy T.  
Dumont, W. R.  
Edwards, John M.  
Evans, Mrs. Belle  
Evans, Joe E.  
Foster, Gus & Mary  
French, Mary Jane  
Fotino, Mrs. Ada  
Fotino, Russell  
Fotino, George E.  
Gale, Glenn E.  
Glenn, Red & Lauky  
Gordon, Buster  
Gowdy, Mamie  
Gowin, D. R.  
Gray, Lee  
Green, Mrs. Clois  
Greene, Wilbur  
Griffin, Harold  
Hall, Mrs. Bettie  
Hammond, Walter  
Hanski, Mrs. Frank  
Hand, Leonard  
Hammell, Beverly  
Harrick, William  
Harrison, James R.  
Harger, Henry  
Hastings, G. L.  
Hathaway, Raymond  
Herman, Al H.  
Holt, Clayton  
Howard, John  
James, Mrs. E. P.  
Jeruigan, J. W.  
Jo-Ann  
Johnson, C. J.  
Johnson, William  
Jones, Marie  
Keller, Richard B.  
King, Floyd  
Kennedy, Charles B.  
Knapp, Robert  
Kohrs, Raymond  
Kraus, Mrs. Marie

Lanning, George  
Wesley  
Lafka, Jim  
Leach, Loren  
Levine, J. B.  
Levine, Sam  
Lieberknecht, Mrs. Tony  
Littler Sr., James L.  
McCarter, Herman  
McCarter, Ruby  
McCoy, Miss Norma  
McDonald, Reid  
McGee, R. E.  
McGregor, Harold  
McMitchell, Daniel  
Mock, Harold  
Molino, Joseph P.  
Morrison, Lloyd  
Moyer, Andrew  
Miller, Jean  
Miller, Paul  
Monroe, Robert  
Allen  
Munor, Ernest  
Morgan, Willard C.  
Morrison, Pender  
Munro, Russell  
Murphy, Art  
Neil, Versie  
Nelson, John B.  
Nestrup, Ray  
O'Connor, John J.  
Ory, L.  
Patrick, Thomas W.  
Percy Jr., Mr. & Mrs. Jimmie  
Perkins, Roy L.  
Pernicaro, Ignatius B.  
Prall, Abe  
Pricke, Mrs. O. E.  
Rambo, Wesley  
Reeves, Stanley H.  
Richards, Alma  
Richardson, Leggy  
Am  
Hammond, Walter  
Hanski, Mrs. Frank  
Hand, Leonard  
Hammell, Beverly  
Harrick, William  
Harrison, James R.  
Harger, Henry  
Hastings, G. L.  
Hathaway, Raymond  
Herman, Al H.  
Holt, Clayton  
Howard, John  
James, Mrs. E. P.  
Jeruigan, J. W.  
Jo-Ann  
Johnson, C. J.  
Johnson, William  
Jones, Marie  
Keller, Richard B.  
King, Floyd  
Kennedy, Charles B.  
Knapp, Robert  
Kohrs, Raymond  
Kraus, Mrs. Marie

Richmond, F. W.  
Biley Jr., Eddie D.  
Biley, Hollis  
Roberts, Maxwell  
Robertson, Charles  
Benson  
Rosier, Roy  
Ross, Glen  
Schemel, Mr. & Mrs. Lloyd  
Schneider, Henry  
Seitz, James E.  
Sewell, Charles  
Shannon, Wilburn  
Shimley, C. W.  
Shell, Mrs. Ann  
Shive, Robert  
Small, Ethel E.  
Smith, William D.  
Sralets, Vincent J.  
Steele, Bob  
Steele, Mrs. Verna  
Steffen, J. O.  
Stephen, C. E.  
Star us, George W.  
Steward, Arthur  
Thomas  
Stewart, Ruble  
Allen  
Sudduth, Forest  
Sundstrom, John E.  
Sutton, Win.  
Terrell, Robert  
Tiffin, A. E.  
Turner, Leonard D.  
Villemarie, Joseph R.  
Walker, Paul  
Ward, Mrs. Roots  
Weiss, John C.  
Wells, Jack  
Westman, Ray  
Weston, Alvin  
Williams, Barney  
Williams, Mr. & Mrs. Walter  
Wilson, Rhoda  
Wither, Howard  
Wray, Velma  
Woody, Mrs. June

## FAIR & CARNIVAL SPECIALS





### Whips...

Jo-Jo Monkey, Doz. \$2.75	Med. Hawaiian Leis, Gr. \$3.25	-9 Balloons, Gr. \$3.50
Flying Birds, Gr. 9.00	Lge. Hawaiian Leis, Gr. 6.75	-9 Kat Balloon, Gr. 6.50
Crook Canes, Gr. 24.00	Comic Hat Bands, M. 15.00	-14 Kat Balloons, Gr. 9.50
Comp. Dolls, 4 Gr. 15.00	83-1 Worth Balls, Doz. 2.25	-9 Favorite Asst. Prints, Gr. 7.50
Feather Dresses, Gr. 10.50	Mexican Hats, Doz. 2.00	Mickey Mouse Toss-ups, Gr. 15.00
Doll Sticks, 100 7.00	Spanish Hats, Doz. 3.25	Police Whistles, Gr. 4.50
RWB Batons, w/Beils, Gr. 15.00	Lge. Cowboy Hats, Doz. 3.00	Police Badges, Gr. 4.50
Gr. 15.00	100 Cuddly Doll, Doz. 4.50	50-L. Comic Buttons, 100 1.75
Lancaster Swaggers, Gr. 3.00	Jumbo Plush Bears, Ea. 3.00	
Cowboy Lash Whips, Gr. 12.00	Dart Balloons, Gr. 1.50	

25% deposit with all orders, balance C. O. D.

## MILTON D. MYER COMPANY

THE UNDERSELLING SUPPLY HOUSE

332 THIRD AVENUE
PITTSBURGH 22, PENNA.

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg., St. Louis 1, Mo.

Adams, M. E.  
Abbott Sr., William  
Aldrich, Dee E.  
Aldridge, Jack  
Ames, Mrs. Jack  
Anderson, James  
Clifford  
Anderson, Virgil  
Anthony, Marvel L.  
Eckisson, Tula  
Bahr, Ernest  
Baldwin, C. M.  
Barbour, Charles E.  
Barbour, Eleanor E.  
Barker, Clara M.  
Barker, Gerald  
Barker, Lawrence  
Barn, Mary

Bateman, Mrs. Lola  
Baum, R. E. & Thelma J.  
Bell, Vern M.  
Benmet, Morris  
Bloom, Carl C.  
Bock, Frank  
Bowling, Joseph H.  
Boydston, A. L.  
Braconier, H. L.  
Bradley, Lee  
Brown, Irvin F.  
Bryer, Mr. & Mrs. Ollie  
Buddha, Prince  
Buck, Mrs. Lulu  
Butler, L. H.  
Burns, Lawrence R.

**MAIL ON-HAND AT CHICAGO OFFICE**  
155 No. Clark St., Chicago 1, Ill.

Arons, William M.  
Ayers, Mrs. C. W.  
Beard, Albert J.  
Bradley, Al  
Collins, Carlton A.  
Dukes, Daniel  
Fisher, F.  
Gasca, Pete  
Hardman, Mrs. Pat  
Hoff, Mrs. Dixie  
Hutches, Ramona  
Jarvis, Mrs. Lloyd  
Grady

James, A. G.  
Kanlan, Morris  
Laffas, Jim  
Lumpkin, Herman E.  
Phillips, Ina  
Roach, Charles  
Simmons, W. F.  
Thomas, Cecil M.  
Whitacre, Phil  
Wilson, Mr.  
Woody, Mrs. June

**PRICES ARE DOWN**

**PRE-WAR PRICES  
CAP GUNS—ROLL CAPS**

**NEW LOW PRICES**

**"PEACEMAKER" Repeater, 8 Inches Long. Doz. \$7.20**

**"BANG-O" Six Shooter Repeater. Doz. 5.90**

**"SPITFIRE" Automatic Repeater. Doz. 5.25**

**"25" JUNIOR Popular Priced Repeater. Doz. 3.60**

**"HERO" SINGLE SHOT. Doz. 2.75**

**ROLL CAPS (60 Boxes to Carton). Ctn. 1.65**

**GIANT SINGLE Shot Caps, 72 to Pkg. Gr. Pkg. 3.00**

**G-BOY AUTOMATIC. Doz. 7.50**

**G-BOY FLIPPO—AUTOMATIC. Doz. 9.00**

**ORDER TODAY!—IMMEDIATE DELIVERY**

F. O. B. Chicago. Net 10 days to Rated Firms, or deposit and balance C. O. D.

## BANNER NOVELTY COMPANY

729 W. MADISON ST.
CHICAGO 6, ILL.

FOR MAIL ORDER HOUSES—JOBBERS—WHOLESALE—CHURCHES—CLUBS—BANKS—BUREAUS—OFFICES—RESTAURANTS—HOME ENTERPRISES.

## PRINT YOUR OWN

CIRCULARS—LETTERS—BULLETINS—FORMS  
MENUS—HAND BILLS—PROGRAMS—PRICE LISTS, Etc.

### PRINT-O-PRESS

Amazingly Low Priced . . . \$32.50 F. O. B., N. Y. C.

COMPLETE WITH STENCILS, INK and Instructions

Print-o-Press Rotary Stencil Duplicator prints post card to large legal size, 8 1/2 x 14". Uses standard size stencil. 25% Deposit With Order. Balance C. O. D.

## Philkay Products

30 IRVING PLACE—N. Y. 8, N. Y.  
GRAMERCY 3-0340

**Our GIANT PIG SAVINGS BANKS are still the fastest and most profitable sellers on the market**

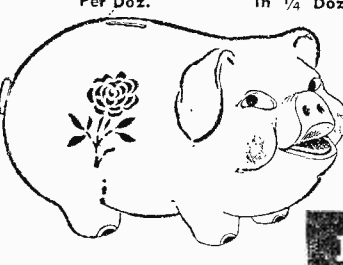
Two sizes and two finishes. Beautifully colored throughout.

#4952K—Retail for \$3.00. 15x7 inches.	#4953K—Retail for \$2.00. 9 1/2 x 5 3/4 in.
<b>\$19.50</b> Per Doz.	<b>\$12.00</b> Per Doz.
<b>\$21.50</b> Per Doz.	<b>\$15.00</b> Per Doz.
In 1/4 Doz. Lots	In 1/2 Doz. Lots

**DELUXE FINISH**

With handpainted flowers all over, from head to tail. Simply gorgeous looking.

#5030K—Retail for \$5.00. 15x7 inches.	#5031K—Retail for \$3.00. 9 1/2 x 5 3/4 in.
<b>\$33.00</b> Per Doz.	<b>\$21.00</b> Per Doz.
<b>\$36.00</b> Per Doz.	<b>\$24.00</b> Per Doz.
In 1/4 Doz. Lots	In 1/2 Doz. Lots



Agents wanted to sell to stores. Our agents are making \$200 weekly, as re-orders are tremendous.

**LEO KAUL** IMPORTING AGENCY, Inc.

333 & 335K South Market Street Chicago

**JOBBERS: Write for jobbers' setup**

## Most Realistic TOY PISTOL Made!

The Crown-up kids (men) will go for it as well as the Youngsters! Nothing like it! Every boy will want one!

**It's a Wow! • It's Sure Fire!**

● Revolutionary! ● New ● **"75 SPECIAL"**

**A Cash Register Bell Ringer!**



Exact duplicate of Colt .45 1/2 size.

**\$5.40 Doz.**  
**\$60.00 Gross**

F.O.B. Newark

## WATER PISTOL

FIRE 150 TIMES ON ONE FILLING.  
MADE OF STRONG, STURDY PLASTIC.

## DAN CAR NOVELTY COMPANY

494 Broad St., Newark 2, N. J.  
Market 2-5737

SEND FOR OUR NEW 1947 CATALOG

ILLUSTRATING A COMPLETE LINE OF CONCESSION GOODS AND NOVELTIES, INCLUDING:

Beacon Blankets — Aluminumware — Electric Clocks and Appliances — Chromeware — Dolls — Stuffed Toys — Plaster — Balloons — Whips — Games — hundreds of other fast selling items too numerous to mention. You can't afford to miss the hundreds of "money making" values to be found in this truly money saving "Buyer's Guide" which is now available.

**SEND FOR YOUR FREE COPY TODAY**

## GELLMAN BROS. Inc.

119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.



# 1947 FAIR DATES

(Continued from page 101)

Lyons—Lyons Community Club Fair. Aug. 27-30. Arthur Foster.  
 New Bethel—Marion Co. Fair Assn. Aug. 11-16. Harry C. Roberts, Wanamaker, Ind.  
 Princeton—Gibson Co. Fair. Aug. 25-30. Charles A. Steele.  
 Rensselaer—Jasper Co. Fair Assn. Aug. 26-29. Robert E. Conley.  
 Rising Sun—Ohio Co. Farmers' Fair Assn. Aug. 13-16. Paul L. Rump.  
 Rockville—Parke Co. Fair Assn. Aug. 12-16. A. K. Noblitt.  
 Salem—Washington Co. Farmers-Merchants' Fair. Aug. 13-15. Raymond R. Tash.  
 Spencer—Owen Co. Fair Assn. Aug. 20-23. Lois K. Long.  
 Sunman—American Legion Fair. Aug. 29-Sept. 1. E. W. Howrey.  
 Terre Haute—Vigo Co. Fair. Aug. 19-24. E. J. Acree.  
 Valparaiso—Porter Co. 4-H Fair. Aug. 18-19. John Boron.  
 Wabash—Wabash Co. Draft Horse Assn. Aug. 19-23. W. K. Delaplane.  
 Warsaw—Kosciusko Co. Fair Assn. Aug. 26-30. Ross W. Sittler.  
 Winamac—Pulaski Co. 4-H Fair. Aug. 12-16. Archie Hiatt, Star City, Ind.

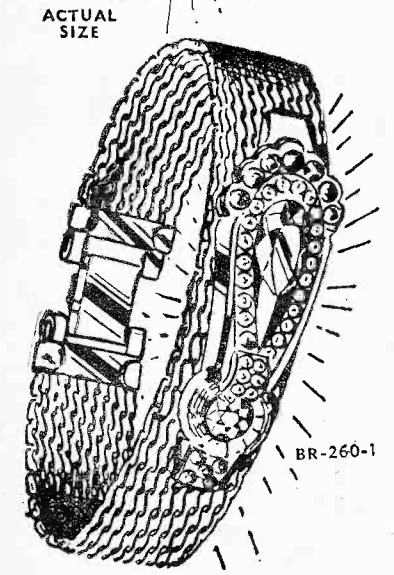
## Iowa

Ackley—Four-County Fair. Dec. 1-3. Joe W. Coble.  
 Adel—Dallas Co. Fair Assn. Aug. 14-16. Harold H. Beane.  
 Albia—Monroe Co. Fair Assn. Aug. 14-15. Paul D. Peterson.  
 Algona—Kossuth Co. Fair. Aug. 19-22. A. L. Brown.  
 Atlantic—Cass Co. 4-H Fair. Aug. 13-15. Cliff Hardie.  
 Audubon—Audubon Co. Agrl. Assn. Sept. 8-12. D. C. Perley.  
 Avoca—Pottawattamie Co. Fair Assn. Aug. 18-21. R. F. McKinley.  
 Bedford—Taylor Co. Fair Assn. Aug. 11-16. Sid P. Webb.  
 Bloomfield—Davis Co. Fair. Aug. 12-15. C. C. Wagler.  
 Boone—Boone Co. Agrl. Assn. Aug. 18-20. T. N. Nelson.  
 Brooklyn—Poweshiek Co. Agrl. Assn. Aug. 18-20. L. D. Brown.  
 Cedar Rapids—All-Iowa Fair. Aug. 10-16. C. D. Moore.  
 Clarinda—Page Co. Agrl. Fair. Aug. 12-14. Forest Wynn.  
 Colfax—Jasper Co. Agrl. Soc. Aug. 18-21. Leslie Doak, R. 1, Newton, Ia.  
 Columbus Junction—Louisa Co. Fair. Aug. 12-15. H. M. Duncan.  
 Coon Rapids—Four-County Fair. Aug. 18-22. Joe King.  
 Corning—Adams Co. Fair Assn. Aug. 18-21. A. L. Gauthier.  
 Corydon—Wayne Co. Fair. Aug. 17-20. O. K. Engene.  
 Cresco—Howard Co. Fair. Aug. 25-29. C. C. Nichols.  
 Davenport—Mississippi Valley Fair. Aug. 12-17. Frank Harris.  
 Decorah—Winneschick Co. Agrl. Soc. Aug. 14-17. Leon R. Brown, Gresco, Ia.  
 Derby—Derby Dist. Agrl. Assn. Sept. 3-5. Lewis O. Ryan.  
 Des Moines—Polk Co. 4-H Fair. Aug. 13-15. Edward Adamson, 202 Royal Union Bldg.  
 Des Moines—Iowa State Fair. Aug. 20-29. L. B. Cunningham.  
 De Witt—Clinton Co. Club Show. Aug. 12-15. Lyle Harting.  
 Eagle Grove—Eagle Grove Dist. Junior Fair. Aug. 18-21. Gerhard Hanson.  
 Eldon—Wapello Co. Agrl. Fair Assn. Aug. 18-21. L. W. Hall.  
 Eldora—Hardin Co. Fair. Aug. 11-15. C. W. Haase.  
 Elkader—Elkader Fair. Aug. 12-15. E. F. Schiert.  
 Emmetsburg—Palo Alto Co. Fair Assn. Aug. 18-20. H. E. Barringer.  
 Estherville—Emmet Co. Agrl. Show. Aug. 17-19. Robert C. Fincham.  
 Fort Dodge—Webster Co. 4-H Achievement Show. Aug. 12-14. Floyd Huling.  
 Greenfield—Adair Co. Fair Assn. Aug. 18-21. H. W. Crooks.  
 Guthrie Center—Guthrie Co. Fair. Sept. 2-5. M. L. Branson.  
 Hampton—Franklin Co. Fair. Aug. 16-19. Glenn D. Craighton.  
 Harlan—Shelby Co. Fair Assn. Aug. 12-15. J. H. Frederickson.  
 Hartley—O'Brien Co. 4-H Show. Aug. 18-19. Kenneth B. Kramer.  
 Humboldt—Humboldt Co. Agrl. Soc. Aug. 18-21. Levi W. Olson.  
 Independence—Buchanan Co. Fair. Aug. 12-15. B. O. Gates.  
 Jefferson—Greene Co. Fair. Sept. 2-5. D. E. Lyon.  
 Le Mars—Plymouth Co. Agrl. Soc. Aug. 18-20. H. H. Jones.  
 Lorimor—Lorimor Agrl. Fair. Aug. 18-21. Clyde Thompson.  
 Malvern—Mills Co. Fair Assn. Aug. 13-16. D. M. Kline.  
 Manson—Calhoun Co. Fair Assn. Aug. 28-31. Sara S. Klotz.  
 Maquoketa—Jackson Co. Fair Assn. Aug. 14-17. L. S. Lein.  
 Marshalltown—Central Iowa Fair. Sept. 9-12. George A. Price.  
 Mason City—North Iowa Fair Assn. Aug. 28-Sept. 1. M. C. Lawson.  
 Missouri Valley—Harrison Co. Fair Assn. Sept. 3-6. Fred C. Behm.  
 Monticello—Jones Co. Fair Assn. Aug. 20-22. Ross Baty.  
 Mount Ayr—Ringgold Co. Fair Assn. Aug. 12-16. Stuart W. Hoover.  
 Moville—Woodbury Co. Fair Assn. Sept. 3-6. P. H. Rebsky.  
 Nashua—Big 4 Fair Assn. Aug. 18-22. Norton Bloom.  
 National—Clayton Co. Agrl. Soc. Aug. 25-28. Arthur Seeland, Proelich, Ia.  
 Nevada—Story Co. 4-H Fair Assn. Aug. 11-14. Glenn Z. Randau, RFD 2, Ames, Ia.  
 Osage—Mitchell Co. Agrl. Soc. Aug. 14-17. Max Katz.

Postville—Big 4 Fair. Aug. 29-Sept. 1. A. S. Burdick.  
 Rock Rapids—Lyon Co. Fair Assn. Aug. 14-17. Ed E. Frank.  
 Sac City—Sac Co. Fair Assn. Aug. 18-21. Charles A. Hacke.  
 Sibley—Osceola Co. Livestock Show. Sept. 2-5. Sam D. Robinson.  
 Spencer—Clay Co. Fair. Sept. 8-13. Ben T. Nelson.  
 Spirit Lake—Dickinson Co. Agrl. Soc. Sept. 3-5. L. E. Hendricks.  
 Tipton—Cedar Co. Fair. Aug. 12-15. J. F. Casterline.  
 Waterloo—Black Hawk Co. 4-H Fair. Aug. 12-15. C. Bechtelheimer.  
 Waterloo—Dairy Cattle Congress. Sept. 29-Oct. 5. E. S. Estel.  
 Waukon—Allamakee Co. Agrl. Assn. Aug. 20-23. A. M. Monserud, Harpers Ferry, Ia.  
 Waverly—Bremer Co. Fair Assn. Aug. 14-16. L. V. Ormston.  
 Webster City—Hamilton Co. Fair. Sept. 1-4. L. Lloyd Chapman.  
 West Liberty—West Liberty Fair. Aug. 18-21. Ray Wuestenberg.  
 West Union—Payette Co. Fair. Aug. 18-23. Ed Bauder.  
 What Cheer—Keokuk Co. Fair. Aug. 16-19. E. P. Lally.

## Kansas

Auburn—Auburn Grange Fair. Oct. 3-4. Mrs. Ina Cellers.  
 Belle Plaine—Community Fair. Sept. 11-12. Dallas W. Davis.  
 Belleville—North Central Kan. Free Fair. Aug. 28-29. Homer Alkire.  
 Beloit—Mitchell Co. Fair Assn. Sept. 2-5. Frank L. Hill.  
 Big Springs—Douglas Co. Fair Assn. Aug. 28-29. Pete Bahmaier.  
 Blue Rapids—Marshall Co. Fair Assn. Sept. 16-19. C. B. Coulter.  
 Buhler—Community Fair. Oct. 23-25. J. A. Johnson.  
 Burden—Eastern Cowley Co. Fair Assn. Aug. 20-22. Dick Alexander.  
 Burlington—Coffey Co. Fair. Sept. 1-5. Carl N. Henning.  
 Caldwell—Sumner Co. Fair Assn. Sept. 4-6. George W. Murray.  
 Cheney—Sedgwick Co. Fair Assn. Sept. 30-12. Frank A. Ryniker.  
 Cimarron—Gray Co. Fair Assn. Aug. 27-29. Charles S. Sturtevant.  
 Clay Center—Clay Co. Free Fair Assn. Sept. 2-5. V. Royal Vergades.  
 Colby—Thomas Co. Fair Assn. Aug. 12-15. J. B. Kuska.  
 Coffeyville—Montgomery Co. Inter-State Fair. Sept. 1-6. John R. Thompson.  
 Conway Springs—Conway Springs Fair Assn. Sept. 25-26. R. H. Cline.  
 Cottonwood Falls—Chase Co. Fair Assn. Aug. 22-23. Ernest McKenzie.  
 Delphos—Ottawa Co. Fair Assn. Aug. 21-23. Edward Antene.  
 Dighton—Lane Co. Free Fair. Aug. 13-15. William T. Smith.  
 Dodge City—Southwest Fair Assn. Sept. 2-7. Joe Berkely.  
 Effingham—Atchison Co. Fair Assn. Aug. 19-22. Clarence J. Hegarty.  
 Emporia—Lyon Co. Fair Assn. Aug. 28-31. Warren Jones.  
 Port Scott—Bourbon Co. Fair. Sept. 2-4. James C. Neal.  
 Garden City—Pinney Co. Free Fair. Oct. 1-3. Herb Clotter, Holcomb.  
 Gardner—Johnson Co. Free Fair Assn. Aug. 20-23. Marvin Turner.  
 Garnett—Anderson Co. Fair Assn. Aug. 27-29. Fred L. Coleman.  
 Girard—Crawford Co. Fair Assn. Aug. 11-15. Marvin Green.  
 Glasco—Cloud Co. Fair. Aug. 18-20. R. M. Sawhill.  
 Goodland—Northwest Kan. Dist. Free Fair Assn. Aug. 26-29. H. R. Shimeall.  
 Greensburg—Kiowa Co. Free Fair. Aug. 20-22. W. A. Stewart.  
 Hardtner—Barber Co. Fair Assn. Aug. 27-29. J. M. Molz.  
 Harper—Harper Co. Agrl. Fair Assn. Sept. 9-12. R. E. Dresser.  
 Havensville—Community Fair. Sept. 18-20. Paul D. Randal.  
 Hiawatha—Brown Co. Fair. Aug. 20-22. Charles E. Henry.  
 Hillsboro—Marion Co. Fair Assn. Sept. 30-Oct. 3. J. W. Herdt.  
 Holton—Jackson Co. Fair Assn. Aug. 13-15. Matt J. McAsey.  
 Horton—Tri-Co. Fair Assn. Sept. 3-5. Jules A. Bourquin.  
 Hutchinson—Kansas State Fair. Sept. 14-19. S. M. Mitchell.  
 Inman—Community Fair. Oct. 16-18. William J. Braun.  
 Iola—Allen Co. Agrl. Soc. Sept. 1-6. Spencer A. Gard.  
 Kingman—Kingman Co. Fair Assn. Oct. 8-11. Arthur Goerner, Zenda, Kan.  
 Kinkaid—Kinkaid Fair Assn. Sept. 25-27. W. R. Brown.  
 Lane—Lane Fair Assn. Aug. 29-30. William M. Christian.  
 Macksville—Stafford Co. 4-H Fair. Aug. 14-16. Dean Rothrock.  
 Mound City—Linn Co. Fair Assn. Aug. 26-29. John H. Morse.  
 Newton—Harvey Co. Fair Assn. Sept. 1-4. Guy W. Webster.  
 Norton—Norton Co. Fair Assn. Aug. 11-15. Guy L. Allen.  
 Oberlin—Decatur Co. Fair. Aug. 19-21. Laurel E. Loyd.  
 Onaga—Pottawatomie Co. Fair Assn. Aug. 27-29. Howard Haughwout.  
 Osage City—Osage Co. Fair. Aug. 20-22. Floyd T. Hepworth.  
 Osawatimie—Osawatimie Free Fair. Sept. 10-12. G. R. Lovf.  
 Osborne—Osborne Co. Rural Fair Assn. Aug. 19-22.  
 Oswego—Labette Co. Fair. Last week in Aug. Arthur Sanders.  
 Ottawa—Franklin Co. Agrl. Soc. Aug. 26-28. Harry W. Woods.



These COCKTAIL BRACELETS can be had in either MESH or STRETCH Bands in highly polished 24 Karat Gold Plate. Assorted styles in various colors available.  
**WRITE FOR CIRCULAR**  
**MORRIS GOLDENSTUK**  
 310 Washington Square Building  
 7th and Chestnut Streets, Philadelphia 6, Pa.

**NOW!**  
 Turn to  
**INSIDE FRONT COVER**  
 for an important story on  
**POPCORN PROFITS**  
**MANLEY INC., KANSAS CITY, MO.**  
 The Biggest name in Popcorn  
 POPCORN MACHINES AND SUPPLIES

**ELGIN—WALTHAM**  
 Rhinestone dial, 10 kt. R.C.P. case, reconditioned mov. Strap, boxed. Round, square, rectangular shaped cases.  
 Prices begin at  
 7 Jewels ..... \$12.75  
 15 Jewels ..... 14.75  
 17 Jewels ..... 16.75  
 All watches guaranteed. Minimum order, 6 watches.  
 25% Dep., Bal. C.O.D.  
**Irving Berk**  
 145 W. 45th St.  
 New York 19, N. Y.

**YOUR NAME**  
 Printed on 100 regular size book matches. \$1.00 postpaid. CASH WITH ORDER. No C. O. D.'s.  
 Printed only in one straight line and shipped same day order is received.  
**BOOTH NOVELTY CO.**  
 DEPT. 2  
 143-145 West Main St., Hillsboro, O.

**NATIONALLY FAMOUS**  
 • ELGIN  
 • BULOVA  
 • WALTHAM  
**MEN'S WRIST WATCHES**  
 Your PROFITS start with the first order! They sell on sight!  
 7 JEWEL ..... \$12.95  
 15 JEWEL ..... 15.95  
 17 JEWEL ..... 18.95  
 (Wholesale Only)  
 Handsome 10K 7.9-p. case • Steel Back • Genuine leather band • Beautiful dial • Reconditioned like new. FULLY GUARANTEED! 25% with order, balance C. O. D. Sample orders—\$1.00 Extra  
**Write for Our New Catalog Showing Our Complete Jewelry Line**  
**LOUIS PERLOFF**  
 747 Walnut St., Dept. C  
 PHILADELPHIA 6, PA.

**ENGRAVERS**  
 For the best in Engravers' Merchandise use "Morse Finish"; it stands up. Old reliables and new 1947 numbers now ready. New post-war Engraving Machines.  
 "Always Something New"  
**EDW. H. MORSE & CO.**  
 ATTLEBORO, MASS.  
 "We Lead, Others Follow"

**LATEST WINNER!**  
 THE NEW  
**SHIPPING LABEL PINS**  
 24 DIFFERENT KINDS  
 675 Doz. GROSS  
 Retail Price 10¢  
 ON FLASHY COUNTER CARDS  
 Send 2¢ FOR 2 SAMPLE COUNTER CARDS  
 24 PINS ON EACH CARD  
**CHAS. DEMEE**  
 116 E. WALNUT ST. - MILWAUKEE 12, WIS.

**FOLDING CHAIRS**  
 3,500 steel folding chairs, tubular legs, rubber tips, slightly used, \$2.50 each, sell in lots of 25 or more. Sample on request. 1,500 wood folding chairs, Walnut, 3 Plywood, slightly used, \$2.25 each.  
 Immediate delivery. F. O. B. Washington, D. C. Price includes crating and boxing. Also office furniture, desks, steel filing cabinets, office chairs, tables; priced reasonable.  
**MANHATTAN OFFICE EQUIPMENT CO.**  
 MAURICE KRESSIN, Gen. Mgr.  
 639 New York Ave., N. W. Phone: Met. 2043  
 WASHINGTON, D. C.  
 Mail orders filled immediately.

**BIG PROFIT SPECIALTIES**  
 Complete line of Fountain Pens, Lighters, Plastic Novelties, Dice, Poker Chips, Combs, Handkerchiefs, Toys, Games, Medium Priced Jewelry, Leather Goods, Household Items.  
 Write for List of over 200 Pop. Items.  
**GORDON MFG. CO.**  
 110 E. 23rd St., Dept. BS, New York 10, N. Y.

**SALE-AT-SACRIFICE**  
**PLASTIC MACHINE AND PHOTO EQUIPMENT**  
 Used. \$1,600.00 machine for Lodge, I. D. Cards, Photographs, etc. Full equipment with plastic stock. Photo-copy machine takes legal documents, marriage license, photo, etc., with dryer pans, photo paper. Sell cheap.  
**DAVID LONG**  
 SHOW FOLKS OF AMERICA  
 1191 Market St. San Francisco, Calif.

**THE BALLOON KING**

Special Balloon Prices in 10 Gross Lots.

10 Gross #4 Balloons	\$10.00
10 Gross #5 Balloons	15.00
10 Gross #6 Balloons	17.50
10 Gross #7 Balloons	25.00
10 Gross #8 Balloons	30.00
10 Gross #9 Balloons	35.00
10 Gross #315 Balloons	15.00
10 Gross #418 Balloons	20.00
10 Gross Asst. Balloons, #315 and #5	15.00
5 Gross #14 Kat Balloon	42.50
5 Gross #12 Kat Balloon, Oak	42.50
5 Gross #8 Circus Printed	28.50
5 Gross #426 Balloon, Oak	18.00
Extra Large AIRSHIP, Silver	12.00
Radio Microphones, table model, Doz.	9.00
Radio Microphone, hand model, Doz.	12.00
Swagger Canes, Best, Gr.	11.00
Smoker's Fun Shop, Doz.	18.00
Silent Flame Lighters, Doz.	16.50
Chromatic Harmonicas, Doz.	42.00
Uncle Sam Cash Register Banks, Doz.	18.00
Electric Razors, Single Head, Doz.	27.00
Electric Razors, Double Head, Doz.	36.00
Plastic Chessman, Boxed, Doz.	9.00
Hot Peppermint Gum, Per 100	4.50
American Flags, Gold Top, 12", Gr.	18.00
American Flags, Gold Top, 18", Gr.	24.00
Balloon Sticks, 19 1/2", Aluminum, Gr.	1.50
Balloon Sticks, 36", Wood, Per M.	10.00
Balloon Sticks, 45", Per 100	3.00
Christy Sport Knife, Doz.	7.00
Bowling Pin Cigarette Lighters, Doz.	3.00
Bowling Pin Cigarette Lighters, Gr.	30.00
Beer Bottle Lighters, Gr.	30.00
Victory Band or Army Band Harmonicas, Doz.	18.00
Stainless Steel Wire Watch Bands, Doz.	2.50
Child's Wrist or Pocket Watches, Movable Dials, Unbreakable, Gr.	12.00
Stratford Ball Point Pens, Retail \$2.00 each, Doz.	14.40
Magic Photo Race, 20 to pkg. Retail \$1.25 each pkg, Doz.	6.00
Gr.	60.00
Large Pennants, Assorted, Doz.	2.00
Miniature Playing Cards, Doz.	3.50
Push Button Knives, Bone Handle, Doz.	36.00
Push Button Knives, Office Type, Doz.	24.00
Push Button Knives, Imitation Bone, Doz.	27.00
Plastic Dog Puzzle Key Chains, Gr.	15.00
Joy Buzzers, Gr.	36.00
Long, Single Fish Blade Knives, Pearl Handle, Doz.	6.00
Miniature Key Chain Knives, Doz.	4.00
Pin Up Dream Art Girls (12 to pkg.) Real Photos, Per Doz. Pkg.	7.20
Large Liquor Flask, Doz.	10.50
Small Liquor Flask, Doz.	4.80
Fingernail Clippers, Doz.	1.80
3 Barrel Money Changers, Doz.	18.00
4 Barrel Money Changers, Doz.	39.00
Ladies' Gold Filled Bijou Stretch Watch Bands, Yellow or Pink, Doz.	30.00
Adult Beverly Sun Goggles, Doz.	3.50

We carry a full line of Nolesemakers, Hats, Batons, Whips, Masks, Serpentine, Hellum Gas, etc.

Deposit with orders, balance C. O. D.

**BORDER NOVELTY CO.**  
405 Woodward Ave., Detroit 26, Michigan

Overbrook—Osage Co. Fair Assn. Aug. 27-29. Dwight Payton.  
Paola—Miami Co. Fair Assn. Sept. 3-5. L. L. Lauver.  
Prait—Chamber of Commerce Fair Assn. Aug. 20-23. Creola-Charles Baker.  
Richmond—Richmond Free Fair Assn. Aug. 20-22. Ralph S. McCrea.  
Rush Center—Rush Co. Fair Assn. Aug. 25-28. Roy Peterson.  
Saint Francis—Cheyenne Co. Fair Assn. Aug. 21-23. William R. Wilbur.  
Salina—Salina Co. 4-H Fair. Aug. 27-29. Albert Frehse.  
Scott City—Scott Co. Free Fair. Aug. 21-23. Donald Christy.  
Sedan—Chautauqua Co. Free Fair. Oct. 2-4. Carl Ackerman.  
Seneca—Nemaha Co. Agrl. Fair. Aug. 25-27. Andrew Haverkamp.  
Smith Center—Smith Co. Fair Assn. Sept. 3-6. Paul Gilpin.  
Stafford—Stafford Co. Fair. Sept. 9-12. Everett E. Erhart.  
Stockton—Rooks Co. Free Fair. Aug. 27-31. Ray Marshall.  
Sublette—Haskell Co. Fair Assn. Aug. 28-30. Frank McCoy.  
Sylvan Grove—Sylvan Grove Fair Assn. Sept. 3-6. W. A. Buzick Jr.  
Syracuse—Hamilton Co. Fair. Sept. 5-6. W. B. Thomas.  
Thayer—Thayer Home-Coming Fair-Picnic. Sept. 3-5. H. M. Minnick.  
Tonganoxie—Leavenworth Co. Fair Assn. Sept. 5-7. George L. Baker.  
Topeka—Kansas Free Fair. Sept. 6-12. M. W. Jencks.  
Vinland—Vinland Grange Fair. Sept. 25-27. Chester G. Thompson.  
Wakefield—Wakefield Free Fair. Oct. 9-10. Mrs. Mildred Eye.  
Wakeney—Trego Co. Free Fair. Aug. 19-22. Lew H. Galloway.  
Washington—Washington Co. Fair Assn. Sept. 11-13. A. C. Fuhrken.  
Wellsville—Wellsville Picnic Fair. Sept. 4-5. J. H. Cramer.  
Wetmore—Nemaha Co. Free Fair Assn. Aug. 28-30. Howard V. Bixby.  
West Mineral—Mineral Dist. Free Fair. Sept. 3-6. John Blair.  
Wichita—Kansas Nat'l Livestock Show. Sept. 30-Oct. 4. Conlee Smith.  
Winfield—Cowley Co. Free Fair. Aug. 26-29. G. B. Wooddell.

**Kentucky**

Albany—Clinton Co. Fair. Sept. 19-20. D. E. Salisbury.  
Alexandria—Alexandria Fair. Aug. 30-Sept. 1. J. W. Shaw, Newport, Ky.  
Beattyville—Lee Co. Fair. Sept. 11-13. Hickman Patrick.  
Booneville—Owsley Co. Fair Assn. Sept. 18-20. Graydon Frost.  
Brandenburg—Meade Co. Fair. Sept. 26-27. Katherine Kaelin.  
Brodhead—Brodhead Fair. Aug. 13-16. W. O. Yadan.  
Burlington—Boone Co. 4-H Fair. Aug. 15-16. Mrs. Vernon Pope.  
Columbia—Adair Co. Fair Assn. Aug. 13-16. John Burr.  
Eddyville—Lyons Co. Fair. Sept. 5-6. Levi Oliver.  
Falmouth—Falmouth Fair. Aug. 20-23. H. B. Best.  
Glasgow—Barren Co. Legion Fair. Aug. 27-30. William H. Jones Jr.  
Hardinsburg—Breckenridge Co. Fair. Sept. 19-20. W. C. Pate.  
Hartford—Ohio Co. Fair. Sept. 1-6. J. R. Russell.  
Inez—Martin Co. Fair. Sept. 18-20. W. Russell Reynolds.  
Irvine—Estill Co. Fair. Sept. 5-6. Al Hovermale.  
La Center—Ballard Co. Fair. Aug. 13-16. R. F. Pace Jr.  
Lebanon—Marion Co. Fair. Aug. 20-23. W. J. Crowds.  
Lexington—4-H District-Payette Co. Farmers Fair. Aug. 27-28. Martha Allen.  
London—Laurel Co. Fair. Aug. 20-23. Ellis Asher.  
Louisia—Am. Legion Lawrence Co. Fair. Sept. 22-27. Harper Preston.  
Louisville—Kentucky State Fair. Sept. 7-13. J. O. Matlick.  
Louisville—Jefferson Co. Free Fair. Aug. 21-24. J. O. Matlick, 406 McDowell Bldg.  
Manchester—Clay Co. Fair Assn. Aug. 28-30. T. M. Rogers.  
Middleboro—Bell Co. 4-H Fair. Sept. 18-20. Mrs. W. S. Hollenback.  
Monticello—Wayne Co. Fair. Oct. 9-10. A. J. Lloyd.  
Morehead—Rowan Co. Fair. Sept. 29-30. William K. Rouse.  
Morgantown—Butler Co. Fair. Sept. 18-20. Miss Jewel Mayhugh.  
Mount Olivet—Robertson Co. Farm Bureau Fair. Sept. 26-27. James W. Colvin.  
Murray—Calloway Co. Fair Assn. Sept. 17-19. R. K. Kelley.  
Nicholasville—Jessamine Co. Lions' Club Fair. Aug. 14-16. Harlan H. Veal.  
Paintsville—Johnson Co. Fair. Sept. 18-20. John N. Mostoller.  
Pikeville—Pike Co. Agrl. Fair. Sept. 13-20. Mrs. Opal H. Hann.  
Russellville—American Legion Fair. First Week in Sept. Hal Thurmond.  
Smithland—Livingston Co. Fair. Oct. 3-4. Ophelia Martin.  
Somerset—Pulaski Co. Fair Assn. Aug. 26-29. M. S. Thomas.  
Springfield—Washington Co. Fair Assn. Aug. 14-16. Charles E. Montgomery.  
Taylorsville—Spencer Co. Agrl. Fair. Sept. 26-27. J. Rene Harris.  
Warsaw—Gallatin Co. Farmers' Fair. Aug. 21-23. F. R. Weldon.

**Louisiana**

Alexandria—Rapides Parish Agrl. Fair. Oct. 8-11. B. W. Baker.  
Bastrop—Morehouse Parish Fair. Oct. 16-17. C. V. Shear.  
Centerville—St. Mary Parish Fair. Sept. 26-28. Grace E. Barras.  
Clinton—East Feliciana Parish Fair. Oct. 1-4. W. D. Magee.

**ATTENTION—ENGRAVERS and DEMONSTRATORS!**

No. 4X5. Heavy Pink. Per Doz. . . . \$3.00  
No. 4X7. Heavy White. Per Doz. . . . 3.00  
No. 4X14. Medium Pink. Per Doz. . . . 2.65  
No. 4X15. Medium White. Per Doz. . . . 2.65

No. 3X20 Per Gr. \$24.00

No. 3X8 Per Gr. \$24.00

No. 2X1 Per Gr. \$22.50

No. 1X7 Per Gr. \$12.00

No. 1X13. Per Gross \$19.50

No. 1X18. Per Gross \$19.50

No. 3X3 Per Gross \$24.00

No. 2X8 Per Gr. \$22.50

No. 2X43 Per Gr. \$22.50

No. 2X40 Per Gross \$22.50

**WRITE FOR NEW CATALOG #102**  
Featuring complete selection of . . . . Engraving Rings—White Stone Rings—Pins, Ident Bracelets, Etc.

**ALL ORDERS SHIPPED SAME DAY RECEIVED.**

**BIELER-LEVINE**

**5 No. Wabash, Chicago, Ill.**

**...for savings**



All items below are less than our original cost. Some items are offered at 1/10 what we paid for them. Also perfect merchandise but we're discontinuing the department and want quick sales.

**JUST LOOK AT THIS LIST**

135 Sets, 24-Piece Silver Plate, Including Knives, Forks, Soups, Teas, and Attractive Chest Set (Including Chest). Ea. . . . .	\$ 6.00
5 Gross Aluminum Repeater Pencils (\$2.00 Retailer). Doz. . . . .	3.00
420 No Jewel Watches, Sweeps, Attractive Dials. Ea. . . . .	4.00
42 Dozen Nylon Hose, 51 Gauge, 30 Denier, First Quality. Doz. . . . .	13.00
125 Assorted Saleboards, 250, 300, 1,000 and 2,000 Holes. (Including \$7.00 Boards.) FOR THE LOT . . . . .	100.00
2 Gross Pocket Knives (\$1.50 Retailer). Doz. . . . .	6.00
6 Dozen Hunting Knives in Sheaths. Doz. . . . .	9.00
10 Gross Imported Briar Smoking Pipes (Up to \$7.50 Retailer). Doz. . . . .	7.00
4 Gross Leather Combination Pipe and Tobacco Pouches (\$5.00 Retailer). Doz. . . . .	9.00
12 Five-Tube Radios. Ea. . . . .	15.00
Aluminum Cigarette Lighters, Long Wheel (\$5.00 Retailer). Ea. . . . .	.75

25% Deposit With Order, Balance C. O. D.  
F. O. B. New York

MINIMUM ORDER 1 DOZEN

**Dorchester Sales Corporation**

44 Whitehall St.  
New York 4,  
New York  
Bowling Green  
9-8570-8571

**SPORS**

Special Silver Anniversary

WHOLESALE CATALOG

No. 66 1947

5000 TESTED SELLERS

This latest book is packed with 5,000 Tested Sellers. Greatest buys in our history and price reductions averaging nearly 21% in many. Our aim is to keep your profit records up. Get your request off today for This Book of America's Top Values.

SPORS CO., 8-27 Lamont, Le Center, Minn.

**FUR COATS**

JACKETS—CHUBBIES

Large assortment of NEW 1947-48 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

**S. ANGELL & CO.** Manufacturing Furrier  
236 W. 27th St. (Dept. b-3), New York 1, N. Y.

LOWEST FACTORY PRICES

**FOUNTAIN PENS**

SEND FOR PRICE LIST

**STARR PEN COMPANY**

54 W. ILLINOIS ST. CHICAGO, ILL.

**JUMBO AIRSHIPS**

In envelope with cabin and fins, \$11.00 gross. Workers, 40¢ each. #14 Cathed Balloons, \$9.00 gross. Also all other sizes and Novelties.

**UNGER SUPPLY CO.**  
506 South Canal Street CHICAGO, ILL.

**NEW AND DIFFERENT CHATELAINE SETS FISH SCALE**

Adorned With Sequin Glitter Sparkles Night and Day

Butterfly Chatelaine Design Set, Per Doz. . . . .	\$15.00
Bird Chatelaine Design Set, Per Doz. . . . .	15.00
Butterfly Brooch and Earring Set, Per Doz. . . . .	9.00
Bird Brooch and Earring Set, Per Doz. . . . .	9.00
Sample of the Above, Postpaid . . . . .	4.25

Complete Line of Shell Jewelry, Shell Lamps, Novelties, Etc.  
Write for Price List

**RUSS RENAUD NOVELTY** 269 W. Flagler St. Miami, Florida



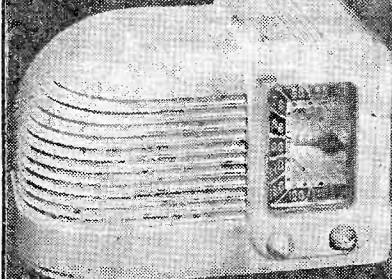
**The Ball Point and KEY PEN Chain**



Brand New Premium and Concession Item. Retractable point Ball-Point Pen—long lasting—and Key Chain which will be desired by everyone everywhere. Caps in assorted colors with matching ink.

ACTUAL SIZE

Per Dozen **\$3.90**



**YOUR PRICE . . . . . \$10.95**

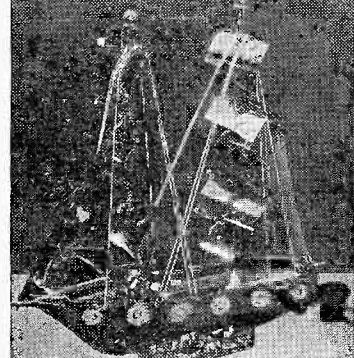
**SUPERHETERODYNE RADIO—110 AC-DC**

5" Dynamic Speaker. Illuminated Dial. Fully Guaranteed. Dark Plastic Case. 10 1/2" Long, 6 1/2" High, 5 1/2" Deep. Ivory Cabinets, 75¢ extra.

**SHIP LAMP**

All Chrome, 13 inches High, 12 inches Long. Complete With Bulb Which Illuminates Cabin and Creates Colorful Reflections. Shipped Set Up. Ready for Use.

**\$3.65**



**SYLVAN CO.**

154 E. ERIE ST. CHICAGO

**PLASTER STATUARY**

Flashy Colors, New Designs.

Dolls, Horses, Elephants, Crosses, Cats, Indian Heads, etc. Large Size. Doz. . . . . \$3.60

Medium Size. Doz. . . . . 1.50

**CLOSE OUTS—JOB LOTS.**

Key Cases, Leather. Per 100 . . . . . \$2.00

Indian Beads in Flashy Package. Per 100 . . . . . 3.00

Sling Shots in Envelopes. Per 100 . . . . . 2.00

Round Pictures, Convex Glass. Doz. . . . . 1.00

Pictures on Mirrors. Doz. . . . . 1.75

Shadow Mirror Boxes With Flower Ornaments (\$1.50 Value). Doz. . . . . 4.50

Bedroom Lamps With Shades. Each . . . . . 1.50

Table Lamps With Shades. Each . . . . . 2.00

Negro Pictures (16x20). Per 100 . . . . . 5.00

1/4 Deposit With Order, Balance C. O. D.

**SMITH'S, 1841 W. Chicago Ave., Chicago 22, Ill.**

**START STILT STAND**

Kids pay nickels, dimes to walk on colorful Climbing Stilts—latest rental rage. Dollar an hour possible from \$15 investment. Several dollars an hour from \$75 inv. Open any place, vacant lot, store, at outings, wherever children gather. Gold mine for carnivals, fairs. Details rushed free.

**BARCLAY GREGG**

1206 W. 32nd St. Minneapolis 8, Minn.

Coushatta—Red River Parish Fair Assn. Sept. 24-27. Lester P. Vetter.

De Ridder—Beauregard Parish Fair Assn. Sept. 30-Oct. 4. O. J. Hood.

Eunice—Tri-Parish Fair Assn. Oct. 30-Nov. 2. Mrs. R. S. Parrott Sr.

Farmerville—Union Parish Fair. Oct. 8-10. Fred Preaus.

Franklinton—Washington Parish Fair Assn. Oct. 15-18. Mrs. Letha C. Bateman.

Haynesville—Claiborne Parish Fair Assn. Oct. 2-4. Charles L. Cook.

Jennings—Jefferson Davis Parish Fair Assn. Oct. 30-Nov. 2. G. B. Martin.

Houma—Terrebonne Fair Assn. Oct. 10-17. Gibson J. Austin Jr.

Independence—Tangipahoa Parish Fair. Oct. 16-19. E. S. Towles.

Jennings—Jefferson Davis Parish Fair. Nov. 6-9. G. B. Martin.

Jonesboro—Jackson-Winn Parish Fair Assn. Oct. 6-11. R. S. Pipes.

Leesville—Vernon Parish Fair Assn. Sept. 30-Oct. 4. Floyd Jackson, Simpson, La.

Livingston—Livingston Parish Fair. Oct. 9-11. A. J. Berey, Albany, La.

Mansfield—De Soto Parish Fair. Oct. 9-11. Mrs. Margaret Halcomb.

Marksville—Avozelles Parish Fair. Oct. 3-5. Earl Edwards.

Minden—Webster Parish Fair Assn. Oct. 9-11. J. C. Salmon Jr.

Monterey—Concordia Parish Fair Assn. Oct. 3-4. R. W. Kemp.

Natchitoches—Natchitoches Parish Fair. Oct. 9-11. Coleman Martin.

New Iberia—La. Sugar Cane Festival & Fair Assn. Sept. 12-14. Robert Badon.

New Verda—Grant Parish Fair Assn. Oct. 9-11. Odelia Purvis.

New Roads—Pointe Coupee Parish Fair Assn. Oct. 10-12. J. Wade LeBeau.

Oak Grove—West Carroll Parish Fair. Oct. 8-10. J. Wayland Smith.

Oberlin—Allen Parish Fair Assn. Oct. 9-11. G. C. Meaux.

Olla—North Central La. Fair. Oct. 7-11. H. Vinyard.

Opelousas—Louisiana Yambilee. Oct. 8-11. A. M. Landry.

Port Allen—W. Baton Rouge Parish Fair Assn. Sept. 18-21. A. E. Camus.

Ruston—North La. State Fair Assn. Oct. 14-18. F. W. Stewart.

Shreveport—State Fair of Louisiana. Oct. 18-27. W. R. Hirsch.

Shreveport—Caddo Parish Fair. Oct. 16-17. Neal Dry.

Sulphur—Calcasieu-Cameron Fair. Oct. 26-Nov. 1. Mrs. Harold Owens.

Tallulah—Tri-Parish Fair. Oct. 7-10. James M. Gilfoil.

West Monroe—Ouachita Valley Fair Assn. Oct. 6-12. John H. Birdsong.

Winnsboro—Franklin Parish Fair. Oct. 15-18. E. S. Landis Jr.

**Maine**

Acton—York Co. Agrl. Assn. Sept. 25-27. Fred E. Young, Emery Mills.

Andover—Oxford North Agrl. Soc. Sept. 25-26. George Stowell.

Blue Hill—Hancock Co. Agrl. Soc. Sept. 1-3. Howard M. Curtis.

Cherryfield—W. Washington Agrl. Soc. Sept. 9-11. C. H. Small, Addison, Me.

Cornish—Cornish Agrl. Assn. Oct. 6-11. Leon M. Ayer.

Dover-Foxcroft—Piscataquis Valley Fair. Aug. 23. Frank A. Pierce.

Emden—Emden Agrl. Soc. Sept. 13. Mrs. Lelia Case, North Anson.

Exeter—New Exeter Fair. Aug. 21-24. Herbert Crowford, East Corinth.

Farmington—Franklin Co. Agrl. Soc. Sept. 16-20. Frank E. Knowlton.

Fryeburg-Fryeburg Fair. Sept. 29-Oct. 4. S. Myron Kimball.

Guilford—Guilford Fair. Sept. 6. Phillip H. Jackson.

Leeds—Leeds Agrl. Assn. Oct. 2. J. J. Murphy.

North Leeds.

Lewiston—Maine State Fair. Sept. 1-6. James B. O'Kane.

Litchfield—Litchfield Farmers' Club. Oct. 7-8. Rhona Maloon.

Machias—Washington Co. Agrl. Soc. Sept. 9-11. J. L. Andrews, Jonesboro.

Monmouth—Cochewegan Agrl. Assn. Sept. 24-25. C. H. Smith.

New Gloucester—Androscooggin Agrl. Soc. Oct. 20-25. William B. Harnden, Auburn.

North Waterford—World's Fair Assn. Sept. 26-27. Bill Button.

Skowhegan—Skowhegan State Fair. Aug. 10-17. Raymond S. Pinley.

South Paris—Oxford Co. Agrl. Soc. Sept. 8-13. Elmore C. Edmunds.

Springfield—North Penobscot Agrl. Soc. Aug. 30-Sept. 1. L. A. Averill, Prentiss.

Topsham—Topsham Fair. Oct. 14-15. Samuel Woodward, Brunswick, Me.

Union—North Knox Agrl. Soc. Aug. 18-23. James L. Dornan, East Union.

West Cumberland—Cumberland Farmers Club. Sept. 22-27. Frederic C. Wilson, R. D. 5, Portland.

Windsor—Windsor Fair. Aug. 26-Sept. 1. E. R. Hayes.

**Maryland**

Bel Air—Harford Co. Fair Assn. Aug. 27-29. A. G. Ensor.

Cumberland—Cumberland Fair Assn. Aug. 26-29. Carl F. Schmutz.

Ellicott City—Howard Co. Fair Assn. Aug. 20-21. William S. Ledbetter.

Frederick—Great Frederick Fair. Sept. 30-Oct. 3. Guy K. Motter.

Hagerstown—Washington Co. Agrl. Assn. Sept. 15-20. Charles E. Cushman.

La Plata—Charles Co. Fair. Sept. 24-28. W. Mitchell Digges.

Leonardtown—St. Marys Co. Fair. Sept. 19-21. J. Julius Johnson.

Prince Frederick—Calvert Co. Fair. Oct. 14-16. J. B. Morsell.

Rockville—Montgomery Co. Fair. Aug. 16. R. N. Whipp.

Timonium—Maryland State Fair. Sept. 1-11. Matt L. Daiger, Pimlico Race Course, Baltimore.

Upper Marlboro—Southern Md. Fair Assn. Oct. 6-10. John Farrell.

**Massachusetts**

Blandford—Union Agrl. Soc. Aug. 31-Sept. 1. Lee E. Wyman.

Brockton—Brockton Agrl. Soc. Sept. 6-14. Frank H. Kingman.

Cummington—Hillsdale Agrl. Soc. Aug. 22-24. Francis R. Wells.

Dudley—Dudley Hill Fair. Sept. 26-27. Florence M. Penniman.

Great Barrington—Barrington Fair Assn. Sept. 20-23. Edward J. Carroll.

Greenfield—Franklin Co. Agrl. Soc. Sept. 8-10. Whitman B. Wells.

Heath—Heath Agrl. Soc. Aug. 27. Mrs. Arthur Crowningshield, Charlemont, Mass.

Huntington—Littleville Community Fair Assn. Sept. 27. Elmer O. Olds.

Marshfield—Marshfield Agrl. Soc. Aug. 17-23. Horace C. Keene.

Middlefield—Highland Agrl. Soc. Aug. 29-30. Willard A. Pease, Chester, Mass.

Northampton—Three-County Fair. Aug. 31-Sept. 6. John L. Banner.

South Weymouth—Weymouth Agrl. Soc. Sept. 14-20. Fauthal Hassan, Quincy, Mass.

Spencer—Spencer Driving Assn. Aug. 30-Sept. 1. Phillip A. Quinn.

Springfield—Eastern States Expo. Sept. 14-20. Charles A. Nash.

Sterling—Sterling Farmers Club. Sept. 24. Charles W. Wiles.

Sturbridge—Cedar Lake Enterprises Fair. Sept. 11-14. Emerie A. Lavallee.

Topshfield—Topshfield Fair. Aug. 24-30. Robert P. Trask.

West Tisbury—Martha's Vineyard Agrl. Soc. Aug. 20-21. Charles A. Turner.

**Michigan**

Addison—Addison Community Fair. Oct. 2-3. Clare E. Monroe.

Adrian—Lenawee Co. Agrl. Soc. Sept. 15-20. H. H. Hungerford.

Allegan—Allegan Co. Agrl. Soc. Sept. 8-14. E. W. DeLano.

Alpena—Alpena Co. Agrl. Soc. Sept. 1-4. Alexander Root.

Armada—Armada Agrl. Soc. Aug. 21-24. Wilbur J. Bantier.

Bad Axe—Huron Co. Fair. Aug. 26-30. Glenn Wakefield, Kinde, Mich.

Barryton—Barryton Community Fair. Oct. 15-16. Howard Malcolmson.

Bay City—Bay Co. Fair Assn. Aug. 13-17. Harry Hough, Munger, Mich.

Berrien Springs—Berrien Co. Agrl. Assn. Sept. 11-13. Lucie Siekman.

Big Rapids—Macosta Co. Fair Assn. Aug. 19-23. Charles Midgley.

Brown City—Brown City Agrl. Assn. Sept. 19-20. Louis F. Reuter.

Cadillac—Northern District Fair. Sept. 1-5. A. Swanson.

Caro—Tuscola Co. Fair Assn. Aug. 18-23. Carl F. Mantey.

Centreville—St. Joseph Co. Fair. Sept. 15-20. F. J. Kemmerling, Leonidas, Mich.

Charlotte—Eaton Co. 4-H Agrl. Soc. Aug. 26-30. Hans E. Kardel.

Coldwater—Branch Co. 4-H Fair. Sept. 9-13. Gordon R. Schlubatis.

Crosswell—Crosswell Agrl. Soc. Aug. 26-29. Paul Helm.

Decatur—Decatur Agrl. Soc. Sept. 25-27. Ezra C. Planck.

Detroit—Michigan State Fair. Aug. 29-Sept. 6. Hazen L. Funk.

East Jordan—Charlevoix Co. Agrl. Assn. Sept. 2-5. Calvin J. Bennett.

Escanaba—Upper Peninsula State Fair. Aug. 19-24. Harold P. Lindsay.

Fowlerville—Fowlerville Agrl. Soc. Sept. 3-6. O. B. Hall.

Gladwin—Gladwin Co. Fair Assn. Sept. 16-19. L. W. Baumgardner.

Goodells—St. Clair Co. 4-H Club Fair. Aug. 22-23. Earl C. McCarty, Port Huron.

Greenville—Greenville Agrl. Club. Aug. 13-15. Roscoe Flinn, Stanton, Mich.

Hart—Oscoda Co. Agrl. Soc. Sept. 3-5. August B. Marx, Shelby, Mich.

Hartford—Van Buren Co. Fair. Sept. 29-Oct. 4. Paul F. Richter Jr.

Harrison—Clare Co. Agrl. Soc. Sept. 10-13. Dan Holcomb.

Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 21-27. H. B. Kelley.

Hudsonville—Hudsonville Community Fair. Sept. 4-6. Ben Hahn.

Imlay City—Lapeer Co. Fair. Sept. 15-19. J. M. Dunn.

Iron River—Iron Co. Agrl. Soc. Aug. 26-29. V. C. Vaughan.

Ironwood—Gogebic Co. Fair. Aug. 14-16. W. B. Faulh, Bessemer, Mich.

Jackson—Jackson Co. Fair. Aug. 26-30. E. R. Hively.

Kalamazoo—Kalamazoo Free Fair. Sept. 22-27. Hartman Kakabaker.

Lowell—Kent Co. 4-H Agrl. Assn. Aug. 20-22. K. K. Vining, Grand Rapids, Mich.

Ludington—Western Mich. Fair Assn. Sept. 16-20. Irving L. Pratt, Scottville.

Manchester—Manchester Community Fair. Oct. 2-3. Clyde Hazen.

Marne—Berlin Fair. Aug. 26-29. E. M. Osseward, Coopersville, Mich.

Marshall—Calhoun Co. Fair Assn. Aug. 19-23. B. D. Carpenter.

Mason—Ingham Co. Fair. Aug. 11-16. Jay P. Davis.

Midland—Midland Co. Free Fair. Aug. 11-16. H. D. Parish.

Mount Pleasant—Isabella Co. Youth & Farm Fair. Aug. 12-16. Maynard Gilmore.

Newaygo—Garfield Community Fair. Aug. 25-27. Max Purcell.

Norway—Dickinson Co. Free Fair. Aug. 29-Sept. 1. Frank J. Molinare, Iron Mountain.

North Branch—North Branch Fair Assn. Aug. 27-Sept. 1. George W. Furse, Ferndale.

Onkama—Manistee Co. Agrl. Soc. Sept. 10-13. John W. Ellis.

Petoskey—Ewans Co. Fair Assn. Sept. 9-13. Leo S. Kowalski.

Pickford—Pickford Dist. Agrl. Soc. Aug. 30-Sept. 2. Dudley Aldrich.

Pinconning—Pinconning Community Fair Assn. Sept. 5-6.

Richmond—Richmond Fair-Horse Show. Aug. 29-Sept. 1. Vern Krause.

Saginaw—Saginaw Fair. Sept. 7-13. Clarence H. Harnden.

Saline—Saline Community Fair. Oct. 2-4. Charles H. Osgood.

Sandusky—Sanilac Co. 4-H Fair. Aug. 20-23. Clarence E. Prentice.

Stalwart—Stalwart Agrl. Soc. Sept. 3-4. Mrs. Mae Warren.

Standish—Arenac Co. Agrl. Soc. Aug. 19-21. Paul R. Penock.

Traverse City—Northwestern Mich. Fair. Aug. 26-29. Arnell Engstrom.

**TOPS OF THE CENTURY**

**24-Piece SILVER PLATED DINNER SET**



**\$2.95**

Set consists of 6 table knives, 6 dessert spoons, 6 tea spoons, 6 forks, all quality items. This is a regular \$10.00 value item.

DISPLAY BOX, Tooled Leatherette, maroon color, gold embossed. . . . . Ea. \$1.00

Sample set of silver and box shipped postpaid. Only . . . . . \$4.25

VELOUR. This is the genuine cloth for draping and background. REAL FLASH TO LIVE UP where competition is rugged, COLOR IS DEEP WINE, 54 inches wide. Only \$1.95 while it lasts, minimum order 4 yards. Sample yard \$2.50 postpaid.

Send for our complete listings, BINGO and CARNIVAL MERCHANDISE.

**INDUSTRIAL & CARNIVAL SUPPLY CO.**

549 West Lake St. Chicago 6, Ill. Phone: Randolph 2005

**NEW Sensational TRAYS**

THE SMASH HIT OF 1947



**BIG FLASH**

Never before offered! Be first with G L A M O U R GLASS TRAYS. Gold and Copper Bronze finish with brilliant illuminated Birds, Florals and Butterflies that shine by reflective metal in dazzling relief. Marvelous under artificial lights or by day. Great for pitch, wheel games, etc. Ship at once.

2 Samples \$ 5.00

1 Dozen . . . 24.00

3 Dozen . . . 70.00

6 Dozen . . . 135.00

12 Dozen . . . 250.00

Retail \$4.50 each

**GLAMOUR GLASS PRODUCTS**

1522 N. Ashland Ave., Chicago 22

**NEW Suction-Grip AUTO FLAG-HOLDER**



For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2 x 6". Sensational seller. Sell for 50¢ each. Sample, 25¢.

Adjustable. Used in Horizontal or Vertical Position.

Gr. \$24.00

25% Deposit with order.

Write for List of Over 200 Popular Items.

**GORDON MFG. CO.**

110 E. 23 St. Dept. BF New York City

**F. L. DE ARKOS**

Importer

Mexican Baskets, Pottery, Curios and Novelties, like clay Turtles, Spiders, Devils, Skeletons, Feather Post Cards, Miniature Horse Saddles, Tea Sets, Snake Boxes, etc. Price list on request.

**F. L. DE ARKOS**

2990 SCOTT ST. LAREDO, TEXAS

Lot of about 100

**HUMAN MUDDLERS**

50¢ a Pair

Retails for \$2.00—Send \$1.00 for Sample. Swell for Premiums.

**THE TOWER SHOP**

55 E. CHICAGO CHICAGO 11, ILL.

## PRICES REDUCED

Novel 5 tube wood cabinet radio	\$11.90
Globe 6 tube walnut cabinet radio, superhet	\$14.90
444A—Arvin 4 tube white cabinet	\$12.48
544 —Arvin 5 tube walnut cabinet	\$15.92
544A—Arvin 5 tube white cabinet	\$16.74
664 —Arvin 6 tube walnut cabinet	\$21.74
664A—Arvin 6 tube white cabinet	\$22.40
558 —Arvin 5 tube combination radio phone-single record player	\$43.95
Naxon Electric Cooker No. 3000 Dormeyer Electric Mixer	\$ 3.60
No. 3200 Dormeyer Electric Mixer	\$19.57
Philo Combination Radio Phonograph No. 1201	\$22.57
15A5 General Television 5 tube walnut cabinet radio	\$57.80
2A5 General Television 5 tube 2 tone maple cabinet	\$18.10
3A5 General Television 5 tube 2 tone maple cabinet with inlay work	\$16.09
Swiss made wind-up phonograph. Compact, parts fit together in case, size of camera, for carrying	\$17.76
	\$12.50

**Write for Literature on Other Money-Making Fast Sellers**

**25% With Order—Balance C. O. D.**

### SHEFFIELD RADIO AND APPLIANCES

916 W. Belmont Ave. Chicago 14, Illinois

### GOLD-WIRE "LOVER'S KNOT RING"

Men & Women



This beautiful ring is hand made of 4 strands of genuine 12K gold filled jeweler's wire, by expert gold wire artists. The twisted wire is woven around the band and set with two dazzling stones. A symbol of love and friendship. Guaranteed 5 years. Sample, 50¢; 33.00 Doz. Retail at \$1.00. No C. O. D. on small orders. 1/3 deposit.

**KERCHNER JEWELRY CO.**  
286 Alblon Pl. Cincinnati, Ohio



### JEWELRY FOR ENGRAVERS!!

**UNUSUAL VALUES!!** Attractive Styles and Immediate Delivery!!!  
Send 5 Dollars for Samples!!

**MAJESTIC BEAD & NOV. CO.**  
307 Fifth Ave. NEW YORK 16, N. Y.

### Sell Ultra-Blue Stock Signs

To General Stores over 700 Different Slogans and Sayings. Fine Line of Religious Ultra-Blue Signs for Homes and General Display. Make Money on these Fast Selling Signs, 35¢ Sellers, 15¢ Sample Ultra-Blue Stock Signs—7x11, \$1.00 postpd. 15¢ Sample Ultra-Blue Religious Signs—7x11, \$1.00 postpd. 100¢ Ultra-Blue Stock Signs—7x11, \$6.00. No C. O. D.'s.

**L. LOWY, 8 W. Broadway, N. Y. 7, Dept. 332**

## AGENTS! EARN UP TO \$300 A WEEK

Take orders now for Xmas cards from stores. \$15 profit every sale. Free Rack, free instructions, free kit. No investment. Hurry. Write. Stores want in Sept.

**CASTLE CRAFT CARDS (Mfrs.)**  
175 E. 5th Ave., New York, N. Y.

## MAKE MORE MONEY

**With These Big Profit Sellers**

Glass Cutter—Knife Sharpener—3-Piece Comb Sets—Ironing Board Covers—Plastic Table Covers—etc. Ask for wholesale price list.

**CHARLES UFERT** 35th Year  
16 East 17th St. New York 3, N. Y.

## Attention—Fairs! Carnivals! Resorts! We Crashed Through With Two Sensational Items!



**THE ORIGINAL BARKING DOG**

Best Seller at a Dollar—**NOW—** to retail at **50c**



**RUSH YOUR ORDER**

Doz., \$4.00  
Gross, \$45.00

Per Cr. 3 Gross or more, \$43.20  
10 Gross or more, 39.88

**CASH WITH ORDER OR 25% DOWN, BALANCE C. O. D.**

**M. D. ORUM CO.** 1519 W. NORTH AVE. MILWAUKEE 5, WIS.

**"DIPPY DILLY" THE DRINKING DUCK**  
Here's a fast-action drinking duck that sells on sight. Retail at \$1.00  
DOZ. 6 DOZ. GROSS  
\$8.00 \$45.00 \$86.40

West Branch—Ogemaw Co. Agrl. Soc. Aug. 12-15. Thomas P. Rau.

### Minnesota

Aitkin—Aitkin Co. Agrl. Soc. Aug. 11-13. F. C. Kaplan.

Albert Lea—Freeborn Co. Agrl. Soc. Aug. 18-22. Herman D. Jensen.

Alexandria—Douglas Co. Fair. Aug. 19-22. R. S. Thornton.

Anoka—Anoka Co. Agrl. Soc. Aug. 18-20. C. A. Wickstrom.

Appleton—Swift Co. Fair Assn. Aug. 21-24. J. G. Anderson.

Barnum—Carlton Co. Fair. Aug. 14-16. A. H. Dathe.

Bird Island—Renville Co. Agrl. Soc. Sept. 8-10. Paul Kolbe.

Blue Earth—Faribault Co. Fair Assn. Sept. 5-7. L. B. Erdahl, Frost, Minn.

Brainerd—Crow Wing Co. Fair Assn. Aug. 13-16. B. C. Wilkins.

Breckenridge—Wilkin Co. Agrl. Soc. Aug. 14-17. Cyril Wenner.

Caledonia—Houston Co. Agrl. Soc. Aug. 27-30. Ed. Zimmerharkl.

Cambridge—Isanti Co. Agrl. Soc. Sept. 3-6. L. O. Carlson.

Canby—Yellow Medicine Co. Fair Assn. Sept. 8-10. Kenneth Knutson.

Detroit Lakes—Becker Co. Fair Assn. Aug. 21-24. G. W. Peoples.

Fairmont—Martin Co. Agrl. Soc. Sept. 2-4. A. P. Krahrmer.

Farmington—Dakota Co. Agrl. Soc. Aug. 14-17. Arnold Kruse.

Fergus Falls—Otter Tail Co. Agrl. Soc. Aug. 27-30. Knute Hanson.

Garden City—Blue Earth Co. Fair. Aug. 18-20. Daniel James.

Glenwood—Pope Co. Fair. Aug. 25-27. Gilman Gandrud.

Grand Marais—Cook Co. Agrl. Soc. Sept. 16-19. M. J. Humphrey.

Grand Rapids—Itasca Co. Agrl. Assn. Aug. 14-17. Francis Mullins.

Herman—Grant Co. Agrl. Assn. Aug. 22-24. G. I. Haney.

Litchfield—Meeke Co. Agrl. Soc. Aug. 14-15. D. E. Murphy.

Hopkins—Hennepin Co. Agrl. Soc. Aug. 21-23. Mike W. Zipoy.

Hutchinson—McLeod Co. Agrl. Assn. Sept. 15-18. Everett Oleson.

Jackson—Jackson Co. Fair. Aug. 21-24. Anton C. Geiger.

Jordan—Scott Co. Good Seed Assn. Sept. 19-21. Herbert G. Strait.

Kasson—Dodge Co. Fair. Aug. 18-21. L. W. Tietje.

Le Center—Le Sueur Co. Fair Assn. Aug. 15-17. W. J. Baker.

Littlefork—Northern Minn. Dist. Fair Assn. Aug. 14-16. George Dahl.

Luverne—Rock Co. Agrl. Soc. Sept. 3-6. Herbert P. Moeller.

Madison—Lac qui Parle Co. Agrl. Soc. Sept. 11-14. C. M. Hanson.

Mankato—Blue Earth Co. Fair. Sept. 16-17. Walter Haedt.

Marshall—Lyon Co. Agrl. Soc. Sept. 2-5. F. J. Meade.

Montevideo—Chippewa Co. Fair Assn. Aug. 31-Sept. 3. Carl Engstrom.

Mora—Kanabec Co. Agrl. Soc. Sept. 3-6. Victor Elfstrom.

Morris—Stevens Co. Agrl. Soc. Aug. 29-Sept. 1. Louis Vinje.

Nevis—Hubbard Co. Agrl. Assn. Sept. 10-12. Mrs. John Avenson, Park Rapids, Minn.

New Ulm—Brown Co. Agrl. Soc. Aug. 12-17. William A. Lindemann.

Northome—Koochiching Co. Agrl. Soc. Aug. 16-18. C. W. Bray.

Owatonna—Steele Co. Free Fair. Aug. 12-17. Otto A. Schroeder.

Park Rapids—Shell Prairie Agrl. Assn. Aug. 18-20. B. E. Breuer, Osage, Minn.

Pequot Lakes—Crow Wing Co. Agrl. Soc. Sept. 4-6. C. A. McLaird.

Pillager—Cass Co. Agrl. Soc. Aug. 22-23. Earl La Porte.

Pine City—Pine Co. Agrl. Soc. Aug. 15-17. Leonard Moshart.

Pine River—Cass Co. Agrl. Assn. Aug. 18-20. Homer Fraser.

Pipestone—Pipestone Co. Agrl. Soc. Aug. 18-20. R. S. Owens.

Preston—Fillmore Co. Agrl. Soc. Aug. 21-24. Charles H. Utley.

Princeton—Mille Lacs Co. Agrl. Soc. Aug. 20-23. R. C. Angstman.

Proctor—St. Louis Co. Community Fair Assn. Aug. 23-26. Owen J. Larkins.

Red Lake Falls—Red Lake Co. Fair. Sept. 12-13. Albert T. Larvick.

Redwood Falls—Redwood Co. Agrl. Soc. Aug. 30-Sept. 3. Elmer Helgeson.

Saint Charles—Winona Co. Agrl. Assn. Aug. 15-17. Merrill Smith.

Saint Cloud—Benton Co. Agrl. Soc. Aug. 15-17. C. H. Varner.

Saint James—Watonwan Co. Fair Assn. Aug. 22-24. Hubert Ransom.

Saint Paul—Minnesota State Fair. Aug. 23-Sept. 1. Raymond A. Lee.

Saint Peter—Nicollet Co. Agrl. Soc. Aug. 21-24. Dr. Roy A. Dean.

## SPECIALS—WHILE OUR STOCK LASTS

### GLASSWARE

No.	Item	Pkg.	Price
#6234	Whiskey Glass	1 Gr.	\$3.25 Gr.
#6312	Coaster	1 Gr.	2.75 Gr.
#6302	Ashtray	1 Gr.	3.25 Gr.
#1441	Sugar Bowl	4 Dz.	5.00 Gr.
#1442	Creamer	4 Dz.	5.00 Gr.
#6325	5 Oz. Tumbler	4 Dz.	3.25 Gr.
Asst. Decorated	9 Oz. Tumbler	6 Dz.	6.50 Gr.
#1383	Nappy	1 Gr.	4.00 Gr.
#1433	Salt and Pepper	1 Gr.	4.25 Gr.
#1447	Relish Dish	3 Dz.	12.00 Gr.
#1539	8-Inch Bowl	4 Dz.	10.80 Gr.
#1517	Vase	2 Dz.	18.00 Gr.
#1515	Large Bowl	1 Dz.	21.00 Gr.
#1511	6 3/4-Inch Candy Jar	1 Dz.	22.50 Gr.
#1537	Large Salt and Pepper	1 Gr.	4.80 Gr.

### SLUM SPECIALS

No.	Item	Price
#5834	Bow On Comb	\$6.00 Gr.
#3538	Can Openers	5.00 M
#4405	Pressed Rubber Auto	3.50 Gr.
#3890	Beaded Necklace	13.50 Gr.
#3892	Beaded Necklace	4.00 Gr.
#3921	Novelty Dog House	9.00 Gr.
#3685	Glass Specks	.75 Gr.
#3686	Paper Mirrors	.35 Gr.
#3989	Pencils	2.50 Gr.
#3618	Photo of Asst. Planes	.35 Gr.
#3619	Photo of Asst. Ships	.35 Gr.

**WRITE FOR OUR NEW LOW PRICES ON BALLOONS**

**WE CAN STILL SHIP A FEW THIS SEASON LUCKY DUCK GAMES**

**CLOSING OUT DOLLS 50% OFF LIST PRICE**

Here's the game that's getting top money everywhere. Price, F. O. B. Milwaukee. **\$425.00**

We will ship your orders at lowest prevailing prices—regardless of our No. 57 Catalog which was issued this spring. Many new items in stock. Complete line of General and Premium Merchandise.

## WISCONSIN DELUXE CO.

1902 NO. THIRD STREET MILWAUKEE, WISCONSIN

# GIANT

## BABY BUMPKIN



**Satin Dress**  
29" Tall  
**\$36.00**  
dozen

Sample, \$4.00.  
25% Deposit,  
Balance C.O.D.

Nobody can resist GIANT BABY BUMPKIN! She's the hit of every show. She brings in the customers . . . and How! You just can't miss with GIANT BABY BUMPKIN. Order right now and get set for the best season you've ever had!

**CORONA DOLL & TOY CORP.**  
108-02 OTIS AVENUE CORONA, L. I., N. Y.  
Havermyer 6-9411

**IMMEDIATE DELIVERY**

## FAIR AND CARNIVAL SPECIALS

#14 CAT BALLOONS . . . . .	\$8.50 GR.
#10 CAT BALLOONS . . . . .	\$6.50 GR.

Lash Whips . . . . .	\$11.00 Gr.	Chinese Paper Snakes . . . . .	\$12.00 Gr.
Lancaster Batons with Bell . . . . .	15.00 Gr.	Jocko Monkeys . . . . .	10.80 Dz.
Metal Trumpet with Handle . . . . .	14.00 Gr.	Swords with Sheaths . . . . .	3.50 Dz.
Spanish Hats, first quality . . . . .	27.00 Gr.	Rabbit's Feet, w/Chain, 100 Jumbo . . . . .	5.00
Cowboy Hats, large, fancy . . . . .	33.00 Gr.	Fur Monkeys, small . . . . .	\$2.50 Dz., 28.00 Gr.
Mexican Choco Hats . . . . .	24.00 Gr.	Squirt Rings . . . . .	\$1.85 Dz., 21.00 Gr.
2" Hawaiian Leis . . . . .	6.60 Gr.	Hero Guns . . . . .	\$2.75 Dz., 31.00 Gr.
1" Hawaiian Leis . . . . .	3.25 Gr.	Echo Guns . . . . .	\$2.00 Dz., 22.00 Gr.
Spaulding High Bouncer Balls . . . . .	16.50 Gr.	Parade Canes, Maple . . . . .	1.50 Dz.

**FULL LINE OF BASEBALL & FOOTBALL ITEMS, BADGES & PENNANTS**

YELLOW FLYING BIRDS. Guaranteed to Whistle . . . . .	\$10.00 Gr.
HELIUM GAS, 235 Cu. Ft. Blows up 625 #9 Balloons. Per tank . . . . .	17.50
REGULATORS FOR GAS TANKS . . . . .	11.00

**FULL LINE OF MOTTLED AND PRINT BALLOONS**  
25% Deposit required with all orders.

**CHARLES SHEAR, 150 Park Row, New York City**



TAKE A TIP FROM THESE TOP MEN

UNITED NEWS CO.

Offers

LEE-TEX BALLOONS

Well known in Detroit and thereabouts, the United News Company knows pretty well how to judge a product.

When it comes to balloons, Dave puts a big OK on the Lee-TeX line. It's a line that's complete, and completely top quality.



Sold and Recommended by Leading Jobbers Like

UNITED NEWS CO.

24 W. Jefferson Ave., Near Woodward Detroit 26, Michigan



THE BALLOON PEOPLE

LEE-TEX RUBBER PRODUCTS CORP.

Factories in Chicago and Los Angeles.

SHOOT YOUR ORDER IN NOW FOR... The



GENE AUTRY 50-SHOT REPEATER CAP PISTOL

Western style with break action. Realistic gun metal finish and sturdy plastic handle.

1 Dozen \$5.25 6 Dozen \$28.50

STAR EX-LOUD REPEATER CAPS

1 Carton \$1.60 1 Case \$17.40 NOTE! Case Price Only \$1.45 for (5 Doz.) Boxes

Freight allowed on orders of \$100.00 or more (in U. S. A. only). Terms: Cash With Order—Immediate Delivery.

FREE CATALOG DEALERS ONLY Store Resale Fireworks Display Fireworks Write for your copy now.

STANDARD SPECIALTY COMPANY

OOSTBURG, WISCONSIN FIREWORKS DIVISION OF BERTRAM NOVELTY CO., TOYS-GIFTS, MILWAUKEE 2, WISC.

PARK AND CARNIVAL GOODS

Here are the Latest Lamps Ever Offered

No. 311 Card Lamp No. 711 Dice Lamp No. 301 Scoffy Lamp All winners—Made of white opal glass, wired, height, 11". Each \$1.50 Per Dozen \$16.50

Daisy Cork Guns. Ea. \$ 6.50 Worth Special Baseballs. Doz. 2.25 Light Swagger Canes, round ball handle, Per C 3.50 40 Ligne Comic Buttons. Per M 10.00 Swiss Warblers. Cr. 1.00 Helium Gas for inflating balloons. Per Tank (185 cu. ft.) 16.50 Regulators for Helium Tank. Ea. 12.50

We carry a full and complete line of corn game items: Beacon Blankets, Lamps, Chrome-ware. Clocks, Canes, Whips, Smoke Stands, etc. 25% deposit required on all orders; balance C. O. D.

Send for Our New 1947 Catalog IT IS FREE!!! M. K. BRODY 1116 S. Halsted St. CHICAGO, ILL. In business in Chicago for over 34 years (Monroe 2520)

Saint Vincent—St. Vincent Union Indust. Assn. Sept. 18-19. L. C. Ward. Sauk Centre—Stearns Co. Agri. Soc. Aug. 14-17. F. L. Parsons. Shakopee—Scott Co. Agri. Soc. Aug. 18-20. R. T. Schumacher. Slayton—Murray Co. Agri. Soc. Aug. 21-24. W. M. Leebens, Fulda, Minn. Two Harbors—Lake Co. Agri. Soc. Aug. 27-30. Torstein Grimager. Tyler—Lincoln Co. Fair Assn. Aug. 21-24. Jens S. Bollesen. Waconia—Carver Co. Fair Assn. Aug. 11-13. Gust. H. Seltz. Wheaton—Traverse Co. Agri. Assn. Sept. 4-7. A. W. Vye. Willmar—Kandiyohi Co. Fair Assn. Sept. 10-13. Albert E. Thompson, Spicer, Minn. Window—Cottonwood Co. Fair. Aug. 19-21. J. H. Tschettel, Mountain Lake, Minn. Worthington—Nobles Co. Fair Assn. Aug. 18-20. L. A. Hons.

Mississippi

Columbus—Columbus Fair & Livestock Assn. Sept. 22-27. David M. Lavender. Eupora—Webster Co. Fair. Week of Sept. 6. F. R. Busby. Forest—Scott Co. Colored Fair Assn. Oct. 13-18. Ananias Ware. Fulton—Itawamba Fair-Dairy Show. Sept. 23-27. H. L. Holland. Jackson—Mississippi State Fair. Oct. 6-11. J. M. Dean. Jackson (W. Jackson)—Mississippi Negro Fair. Oct. 13-17. W. Jackson. Kosciusko—Central Miss. Fair. Sept. 29-Oct. 4. Ray T. Stennett. Laurel—South Miss. Fair. Oct. 13-18. R. B. Jeffries. Maud—Mutual Assn. Colored Fair. Aug. 28-30. Laura E. Young, Union City, Tenn. Meadville—Franklin Co. Fair Assn. Oct. 27-Nov. 1. Annette Temple. Meridian—Miss. Fair & Dairy Show. Sept. 28-Oct. 4. W. R. Cannady. Natchez—Old Natchez Territory Fair. Oct. 20-25. C. L. Barry. New Albany—Union Co. Fair Assn. Sept. 16-20. Leo C. Wilson. Pontotoc—Pontotoc Co. Livestock Show Assn. Sept. 16-19. Q. S. Vail. Poplarville—Pearl River Co. Fair. Oct. 9-11. J. M. Sinclair. Ripley—Tippah Co. Fair Assn. Sept. 11-13. Ernest Weatherly. Sebastopol—Community Fair. Sept. 1-6. L. R. Anthony. Senatobia—Panola-State Co. Livestock Assn. Sept. 16-19. S. R. Morrison. Tupelo—Miss-Ala. Fair & Dairy Show. Sept. 30-Oct. 4. James M. Savery. Vicksburg—Miss-Lou Expo. Sept. 22-27. Frank H. Andrews Jr. Wayneboro—Wayne Co. Free Fair. Oct. 13-18. H. S. Cassell. West Point—Clay Co. Fair Assn. Oct. 6-11. T. F. Akers. Yazoo City—Yazoo Co. Fair Assn. Sept. 29-Oct. 4. J. N. Ballard. Yazoo City—Yazoo Negro Fair Assn. Oct. 20-25. R. J. Pierce.

Missouri

Albany—Gentry Co. Fair. Aug. 28-30. Kenneth Grace. Appleton City—Appleton City Fair. Aug. 27-29. George Ellis. Aurora—Tri-Co. Fair. Oct. 8-11. D. R. Harper. Ava—Douglas Co. Fair Assn. Sept. 18-20. C. H. Hibbard. Bethany—Northwest Mo. State Fair. Sept. 2-6. Lester M. Maple. Boone—Boone Co. Fair. Sept. 1-2. Harold Johnson. Bowling Green—Pike Co. Fair Assn. Sept. 3-6. Bill McPike. Brunswick—Brunswick Fair Assn. Sept. 9-13. Berl E. Cahoon. Butler—Butler Fair. Sept. 9-12. Robert L. Hayward. California—Monteau Co. Fair. Aug. 27-30. Harold Kindle. Cape Girardeau—Southeast Mo. District Fair Assn. Sept. 8-13. H. W. Keller. Carthage—Jasper Co. Agri. Expo. Sept. 25-28. J. C. Gibbons. Caruthersville—American Legion Fair. Oct. 1-5. H. E. Malloure. Cole Camp—Cole Camp Fair. Sept. 11-13. E. L. Junge. Columbia—Boone Co. Fair Aug. 31-Sept. 2. Ed Robinson. Doniphan—Ripley Co. Fair Assn. Oct. 10-11. A. D. Arnhart. Fredericktown—Madison Co. Fair. Sept. 17-18. William R. McCreery. Gainesville—Ozark Co. Fair. Aug. 21-23. Richard Trump. Galt—Galt Community Fair. Sept. 4-6. G. O. Maxwell. Grant City—Worth Co. Fair. Sept. 11-13. Vere W. Hensley. Hamilton—Legion Race Meet. Aug. 26-29. R. C. Hendren. Hermitage—Hickory Co. Fair Assn. Sept. 10-13. Raymond Meador. Holcomb—Holcomb FFA Fair. Sept. 4-6. C. O. Hall Jr., R. 2, Kennett, Mo. Huntsville—Fall Fair. Sept. 11-13. R. McClure. Jasper—Jasper Free Fair. Sept. 10-12. Clinton E. Teeter. Kansas City—American Royal Livestock Show. Oct. 18-25. A. M. Paterson. Kirksville—Northeast Mo. Fair. Aug. 27-29. Lee Jones. Lamar—Lamar Farm & Indust. Expo. Sept. 18-20. Bud Moore. Lebanon—Laclede Co. Fair Assn. Sept. 8-13. J. C. Benage. Linn—Osage Co. Fair. Aug. 29-30. Harold R. Starr. Marshfield—Webster Co. Fair Assn. Aug. 27-30. Claude E. Lewis. Memphis—Scotland Co. Fair. Sept. 9-12. Hubert Morgan. Mexico—Audrain Co. Fair. Aug. 12-15. Clarence W. Mackey. Moberly—Randolph Co. Fair Assn. Aug. 5-8. J. C. Patterson. Mound City—Holt Co. Fair. Sept. 25-27. E. N. Wright. Mountain Grove—Tri-County Fair. Aug. 27-30. Ralph G. Archer. Norborne—Farm & Barnyard Fair. Sept. 18-19. J. E. Laws.

Paris—Monroe Co. Fair Assn. Aug. 27-28. William E. Pugh. Perryville—Perry Co. Fair. Sept. 12-13. Werner T. Weber. Platte City—Platte Co. Agri. Assn. Aug. 27-29. J. Frank Sexton. Rockport—Atchison Co. Fair. Sept. 10-13. E. J. Bratrud. Saint Charles—St. Charles Co. Fair. Sept. 4-6. Richard J. Fritz. St. Louis—Greater St. Louis Co. Fair. Aug. 23-Sept. 1. Vernon M. Huff, Clayton. Sainte Genevieve—Ste. Genevieve Co. Fair Assn. Sept. 5-6. H. F. Klaus. Sedalia—Missouri State Fair. Aug. 17-24. Roy S. Kemper. Senath—Dunklin Co. Legion Fair. Sept. 23-28. Lyle Richmond. Springfield—Ozark Empire District Fair. Aug. 9-15. G. B. Boyd. Trenton—North Central Mo. Fair. Aug. 28-30. Robert W. Lane. Unionville—Putnam Co. Agri. Soc. Sept. 3-6. Marple S. Wyckoff. Vandalia—Vandalia Community Fair. Sept. 10-13. R. W. Asbury. Versailles—Morgan Co. Fair. Sept. 3-6. Rufus Harms. Vienna—Maries Co. Fair. Oct. 3-4. J. S. Duffin. Warsaw—Benton Co. Fair. Sept. 25-27. O. V. Singleton. Washington—Franklin Co. Farm Products Show. Aug. 22-24. West Plains—Howell Co. Fair Assn. Sept. 3-8. E. E. Thornburgh.

Montana

Baker—Fallon Co. Fair. Aug. 16-17. Gene Hoff. Billings—Midland Empire Fair. Aug. 11-16. Harry L. Pitton. Bridger—Bridger Fair & Rodeo. Aug. 31-Sept. 1. Herman Holzum. Chinook—Blaine Co. Fair. Aug. 31-Sept. 1. Floyd Bowen. Deer Lodge—Treasure State Horse Fair Assn. Aug. 30-Sept. 1. Ted Rule. Forsyth—Rosebud Co. Fair Assn. Aug. 25-27. Everett Redeen. Fort Benton—Chouteau Co. Fair. Sept. 4-6. G. C. Schmidt Jr. Glasgow—Valley Co. Fair. Sept. 5-6. Stephen J. Urs. Glendive—Dawson Co. Fair Assn. Sept. 1-3. O. A. Lammers. Hamilton—Ravalli Co. Fair. Sept. 4-6. C. D. Kramis. Miles City—Eastern Montana Fair. Aug. 28-30. J. H. Bohling. Polson—Lake Co. Fair. Sept. 6-7. Les Baldwin. Shelby—Marias Fair & Rodeo. Aug. 14-17. Clifford D. Coover. Sidney—Richland Co. Fair. Aug. 21-23. J. M. Suckstorff.

Nebraska

Albion—Boone Co. Agri. Assn. Sept. 16-19. Floyd Gilmer. Arlington—Washington Co. Agri. Soc. Aug. 26-29. H. C. McClellan. Aurora—Hamilton Co. Fair. Aug. 25-28. H. E. Toof. Auburn—Nemaha Co. Fair. Aug. 20-22. G. E. Coddington. Bartlett—Wheeler Co. Agri. Assn. Aug. 15-17. Otto F. Reimer. Bassett—Rock Co. Fair Assn. Aug. 23-24. H. C. Carr. Beatrice—Gage Co. Fair Assn. Sept. 16-18. J. M. Quackenbush. Beaver City—Furnas Co. Agri. Soc. Aug. 15-17. Boyd Ready. Benkelman—Dundy Co. Fair. Aug. 18-20. Joe Laughlin. Bladen—Webster Co. Fair Assn. Aug. 21-23. F. J. Haller. Bloomfield—Knox Co. Agri. Soc. Sept. 8-10. Chris B. Alexander. Bridgeport—Morrill Co. Fair Assn. Sept. 1-3. J. Cedric Conover. Broken Bow—Custer Co. Fair Assn. Sept. 23-26. L. G. Sullivan. Burwell—Garfield Co. Frontier Fair Assn. Aug. 13-15. H. B. Moedy. Central City—Merrick Co. Fair Assn. Aug. 19-22. Perry Gage. Chadron—Dawes Co. Fair. Aug. 21-23. Harry Kuska. Chambers—Holt Co. Agri. Soc. Sept. 9-12. Edwin H. Wink. Clay Center—Clay Co. Agri. Soc. Sept. 9-12. Ivan J. Richert. Columbus—Platte Co. Mid-Neb. 4-H Fair. Aug. 26-29. W. L. Boettcher. Concord—Dixon Co. Agri. Soc. Aug. 27-29. Roy E. Johnson. Cretes—Saline Co. Agri. Soc. Sept. 12-14. Morris C. Rhea. Culbertson—Hitchcock Co. Agri. Soc. Aug. 21-24. Ervin Coyle. David City—Butler Co. Agri. Soc. Sept. 6-9. R. C. Zellinger. Deshler—Thayer Co. Agri. Soc. Aug. 12-15. E. J. Grube, Byron, Neb. Dunning—Blaine Co. Fair Assn. Aug. 28-30. J. C. Glidden. Elwood—Gosper Co. Free Fair. Sept. 17-19. M. R. Morgan. Eustis—Frontier Co. Agri. Soc. Sept. 4-6. Richard Hopkins, R. 2, Bartley, Neb. Fairbury—Jefferson Co. Fair. Sept. 9-12. J. W. Winslow. Fremont—Fremont 4-H Club Fair. Aug. 13-15. C. W. Motter. Fullerton—Nance Co. Fair Assn. Aug. 11-14. E. M. Black. Geneva—Fillmore Co. Agri. Soc. Aug. 20-22. Howard W. Hamilton. Gordon—Sheridan Co. Fair-Rodeo. Sept. 4-7. George B. Comer. Grant—Perkins Co. Agri. Soc. Aug. 21-23. W. E. Cannady, Madrid, Neb. Harrison—Sioux Co. Agri. Soc. Aug. 28-30. Wayne C. Unitt. Hartington Cedar Co. Agri. Soc. Aug. 29-31. V. E. Rossiter. Hastings—Adams Co. Fair. Aug. 18-22. Paul Pierce. Hemingford—Box Butte Co. Fair. Aug. 28-30. Charles Burlaw. Holdrege—Phelps Co. Agri. Soc. Aug. 12-15. A. F. Johnson, Funk, Neb. Homer—Dakota Co. Agri. Soc. Aug. 21-23. James Allaway. Humboldt—Richardson Co. Agri. Soc. Sept. 10-12. L. E. Watson.

Hyannis—Grant Co. Fair. Sept. 2-4 (tentative). Mrs. E. Hayward.  
 Imperial—Chase Co. Fair. Aug. 25-27. H. M. Garber.  
 Johnstown—Brown Co. Agrl. Soc. Aug. 30-Sept. 1. Kenneth Graff.  
 Kearney—Buffalo Co. Agrl. Assn. Aug. 25-29. S. A. Wilson.  
 Kimball—Kimball Co. Agrl. Soc. Aug. 28-30. Vert B. Cargill.  
 Leigh—Colfax Co. Agrl. Soc. Sept. 13-14. Otto C. Weber.  
 Lewellen—Garden Co. Fair. Sept. 4-6. Paul Temple.  
 Lexington—Dawson Co. Agrl. Soc. Aug. 26-29. Monte Kiffin.  
 Lincoln—Nebraska State Fair. Aug. 31-Sept. 6. Edwin Schultz.  
 Lincoln—Lancaster Co. Agrl. Assn. Aug. 31-Sept. 5. E. F. Preston.  
 McCook—Red Willow Co. Fair. Aug. 27-29. Don Thompson.  
 Minden—Kearney Co. Agrl. Soc. Aug. 21-23. Mervin Peterson.  
 Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 1-6. Harold Leasingham.  
 Neligh—Antelope Co. Fair. Aug. 29-31. Clinton Stonebraker.  
 Nelson—Nuckolls Co. Fair. Last week in Aug. William A. McHenry.  
 Norden—Keya Paha Co. Agrl. Soc. Sept. 11-13. H. F. McCormick.  
 North Platte—Lincoln Co. Agrl. Assn. Aug. 28-30. Clarence F. Wright.  
 Oakland—Burt Co. Fair Assn. Aug. 18-21. C. H. Walton, Lyons, Neb.  
 Ogallala—Keith Co. Agrl. Assn. Aug. 18-20. R. D. Hughes.  
 Omaha—Ak-Sar-Ben Livestock Show. Sept. 28-Oct. 5. J. J. Issacson.  
 Ord—Valley Co. Agrl. Soc. Aug. 26-28. Edwin Armstrong.  
 Orleans—Harlan Co. Junior Fair. Aug. 23-30. W. A. Lennemann.  
 Osceola—Polk Co. Fair. Aug. 19-21. Don Nordberg.  
 Pawnee City—Pawnee Co. Fair Assn. Oct. 1-3. W. F. Colwell.  
 Pierce—Pierce Co. Agrl. Soc. Aug. 24-26. A. P. Gottsche.  
 Saint Paul—Howard Co. Fair. Sept. 2-5. Charles Dobry.  
 Scribner—Dodge Co. Fair. Sept. 10-12. Otto J. Schellenberg.  
 Seward—Seward Co. Agrl. Soc. Aug. 25-27. Russell M. Struthers.  
 Sidney—Cheyenne Co. Fair. Aug. 13-16. Everette L. Hoover.

Spalding—Greeley Co. Fair Assn. Aug. 18-20. Don C. Smith.  
 Springfield—Sary Co. Fair. Aug. 21-23. Arthur Adair.  
 Stanton—Stanton Agrl. Soc. Sept. 7-9. Ervine E. Font.  
 Stapleton—Logan Co. Agrl. Soc. Aug. 22-24. V. K. Magnuson.  
 Stockville—Frontier Co. Fair Assn. Aug. 26-29. Richard Hopkins, R. R. 2, Bartley.  
 Syracuse—Otoe Co. Fair Assn. Aug. 26-28. J. F. Sorrell.  
 Tecumseh—Johnson Co. Fair. Sept. 16-18. William Evans.  
 Valentine—Cherry Co. Fair Assn. Aug. 22-24. Jack C. Coupland.  
 Wahoo—Saunders Co. Agrl. Soc. Aug. 20-22. E. J. Erickson.  
 Walthill—Thurston Co. Agrl. Soc. Aug. 27-30. Alfred D. Roun.  
 Waterloo—Douglas Co. Fair. Sept. 10-13. R. D. Heerrington.  
 Wayne—Wayne Co. Fair Assn. Sept. 10-13. William E. Von Seggern.  
 Weeping Water—Cass Co. Agrl. Soc. Aug. 20-22. Owen Welch.  
 West Point—Cumming Co. Fair. Aug. 24-28. Ed M. Baumann.  
 York—York Co. Fair Assn. Aug. 26-29. C. Alvin Olson.

Nevada

Elko—Elko Co. Agrl. Assn. Sept. 1-4. Donald Brown.  
 Fallon—Nevada State Fair. Aug. 30-Sept. 1. Don S. Chapman.  
 Winnemucca—Humboldt Co. Fair Assn. Aug. 30-Sept. 1. Mildred R. Tobin.

New Hampshire

Canaan—Mascoma Valley Fair Assn. Aug. 26-28. William A. Shepard.  
 Contoocook—Hopkinton Fair. Aug. 30-Sept. 2. H. R. Clough.  
 Deerfield—Deerfield Fair Assn. Sept. 25-27. W. C. Maxwell, RFD 1, Raymond, N. H.  
 Derry—West Rockingham Fair. Oct. 6-7. R. E. Underwood.  
 Keene—Cheshire Fair Assn. Sept. 4-6. Mrs. Helen W. Adams.  
 Lancaster—Lancaster Fair Assn. Aug. 29-Sept. 1. Carroll Stoughton.  
 Pittsfield—Pittsfield Agrl. Fair Assn. Aug. 26-30. William M. Osgood.  
 Plymouth—Union Grange Fair. Sept. 9-12. W. J. Neal, Meredith, N. H.  
 Rochester—Rochester Fair. Sept. 15-20. Ralph E. Came.  
 Sandwich—Sandwich Town Grange Fair. Oct. 13. Mrs. Mabel E. Ambrose, N. Sandwich.

New Jersey

Belvidere—Warren Co. Farmers' Fair. Aug. 13. C. Fred Lorenzo.  
 Bridgeton—Cumberland Co. Co-op. Fair Assn. Sept. 16-20. Earl L. McCormick.  
 Flemington—Flemington Fair. Aug. 26-Sept. 1. Major E. B. Allen.  
 Paulsboro—Gloucester Co. Agrl. Fair. Aug. 21-23. Everett Thompson, Mickleton.  
 Trenton—New Jersey State Fair. Sept. 21-28. Norman L. Marshall.  
 Troy Hills—Morris Co. Fair Assn. Aug. 19-23. Harry W. Wambold, Morristown, N. J.  
 Woodstown—Woodstown Community Fair. Sept. 11-12. Robert M. Snetten.

New Mexico

Alamogordo—Otero Co. Fair. Sept. 19-20. John C. Rolland.  
 Albuquerque—New Mexico State Fair. Sept. 28-Oct. 5. Leon H. Harms.  
 Belen—Valencia Co. Fair Assn. Sept. 20-21. George P. Seery.  
 Deming—Luna Co. Fair. Sept. 17-19. Seldon Baker Jr.  
 Farmington—San Juan Co. Fair Assn. Sept. 19-21. Harold Thatcher.  
 Las Vegas—San Miguel Co. Fair. Sept. 24-26. Robert Storey.  
 Lovington—Lea Co. Fair. Sept. 19-21. W. E. Flint.  
 Portales—Roosevelt Co. Fair Assn. Sept. 24-27 (tentative). W. G. Vinzant.  
 Roswell—Eastern N. M. State Fair. Oct. 8-11. Earl E. Patterson.  
 Springer—Colfax Co. Fair. Sept. 19-21. Olen Caviness.  
 Tucuman—Quay Co. Fair Assn. Sept. 23-26. Roy H. Smith.  
 Willard—Torrance Co. Fair Assn. Sept. 20-21. Mrs. Abe Hambrick.

New York

Afton—Afton Fair. Aug. 12-16. Harry G. Horton.

SENSATIONAL PURCHASE!

Our Buyers Scanned the Country to Bring You These Fine Watches at These Lowest Prices!

- ELGIN
  - WALTHAM
  - BULOVA
  - GRUEN
  - BENRUS
- Ladies' and Gents' WRIST WATCHES Reconditioned Like New  
 7-Jewel 15-Jewel  
 11.95 13.95



Above Watches With Rhinestone Dials, \$2 Additional Available in white stone with Rubies—Black with white stones — and all white stones.

With Expansion Band, \$2.00 additional. All Mesh Band, \$4.00 additional, with Combination Mesh and Expansion Band, \$3.50 additional.

Order Today To Insure Prompt Delivery Minimum Order 3 Watches—For Resale Only

NEVER BEFORE OFFERED AT THIS LOW PRICE

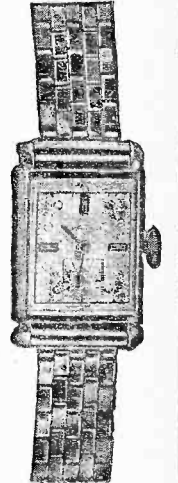
Famous Chaton Brand NEW WATCHES

With (Simulated Diamond) Rhinestone Dials

Assorted Dials: Black - White or White with Red Stones. 7-Jewel Were \$15.95 Reduced 11.95 17-Jewel Were \$19.95 Reduced 15.95

25% with order, balance C. O. D.

Write for Free Catalog for Other Money-Making Items



JOSEPH BROS. MEMBER JEWELERS' BOARD OF TRADE 50 E. Madison St., Dept. B-2, Chicago 3, Ill.

"IT'S A NATURAL—HUMOROUS MIRTH-PROVOKING!"

Sells on Sight

A New "KILROY STATUETTE" That is Sweeping the Country by Storm!

A Million Dollars' worth of laughs—retails for 50¢! They'll be the life of the party when they pull this out of their pocket! A mirth-provoking souvenir that will make conversation buzz with quips and excitement! A natural for salesmen and sales conventions. Make BIG cash profits just by showing it to every customer.

Quantity Prices:

1,000, 15c each—500, 17c—250, 20c—100, 22c. Samples 35c. 25% deposit with order to unratred accounts—Immediate Delivery.

EDWARD-DIXON CO.

1583 Mdse. Mart, Chicago 54, Ill. Mfrs.

FREE TO DEALERS ONLY

OUR NEW 88 PAGE 1947 CATALOG

FEATURING COMPLETE HOLIDAY, FALL AND SEASONAL LINES OF TOYS AND GIFTWARE, IS NOW READY FOR DISTRIBUTION.

ORDER YOUR COPY NOW

PLEASE STATE YOUR BUSINESS

BERTRAM NOVELTY CO.

Wholesale Only

MILWAUKEE 2, WISCONSIN FIREWORKS DIVISION—STANDARD SPECIALTY CO. OOSTBURG, WISCONSIN. WRITE FOR CATALOG.



STATION VBVBALLOONS!

(VOICE BIG VALUES)

#10 SIZE \$1.44 PER GROSS

(Packed 1 Gross to Box)

TERMS: F. O. B. Chicago. Net 10 Days to Rated Firms —or Deposit With Order, Balance C. O. D.

WRITE - WIRE - PHONE YOUR ORDER TODAY! IMMEDIATE SHIPMENT!

BANNER NOVELTY CO.

Distributor

729 WEST MADISON ST.

CHICAGO 6, ILL.

Iris Rainbow Ring, Illustrated... \$3.00 Dozen

FAIR WORKERS, PITCHMEN, DEMONSTRATORS, ENGRAVERS  
 Beautifully Gold Plated Chatelaines and pin and earring sets... \$6.75 Doz.  
 Football, Baseball, Roller Skate Pins... \$18.00 Gr... 1.75 Doz.  
 Sterling Anklets and Gold Filled Anklets... 5.00 Doz.  
 Ladies' Heavy Identification Bracelets... 2.75 Doz.  
 Men's Heavy Identification Bracelets... 3.75 Doz.  
 COMPLETE LINE OF STERLING AND GOLD FILLED MEN'S AND LADIES' WHITESTONE RINGS. Send \$15.00 for Samples.  
 JACK ROSEMAN CO. 307 5th Ave. New York 16, N. Y.



KNOXVILLE'S NEW PLASTER SHOP WELL MADE WELL PAINTED

Cumberland Statuary Co.

Day 2-3780

101 E. Front St. KNOXVILLE, TENN.

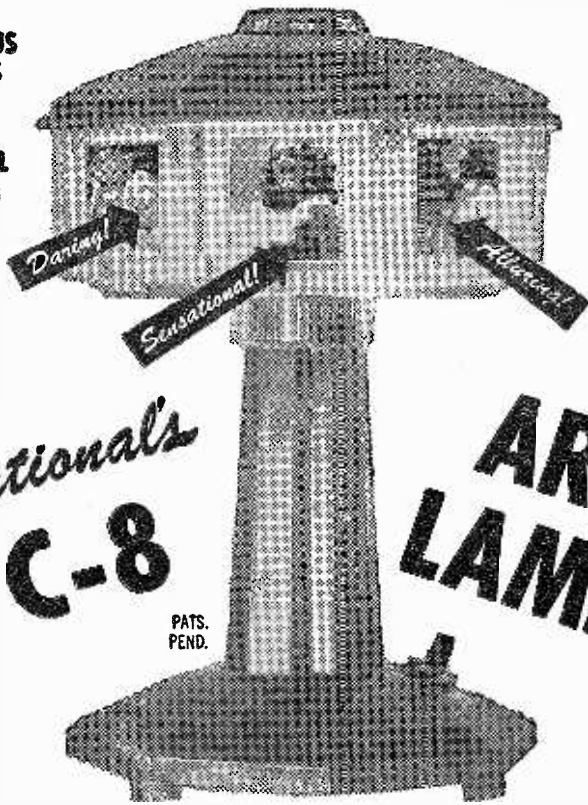
Night 6-2524



# America's HOTTEST Novelty!

EIGHT GORGEOUS MODELS IN FULL NATURAL COLOR!

AVAILABLE IN ASSORTED COLORS! ACTUAL SIZE 7 1/2" HIGH



## Nationals C-8

## ART LAMP

PATS. PEND.

Retails at \$6.75 • \$4.50 each by the dozen, F. O. B. Los Angeles

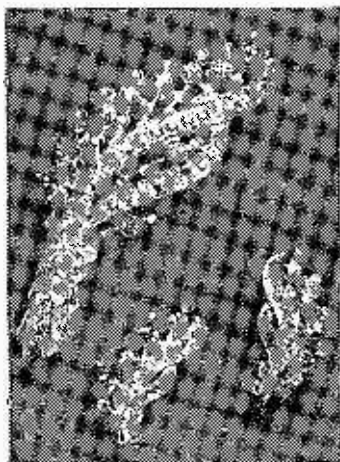
If Not Available at Your Jobber—WRITE OR WIRE

### NATIONAL NOVELTIES

141 North LaBrea Ave., Los Angeles 36, California

## ANOTHER VOLUME PROFIT MAKER BY GAINES

### Rhinestone & Imitation Marcasite Boxed PIN & EARRING Sets



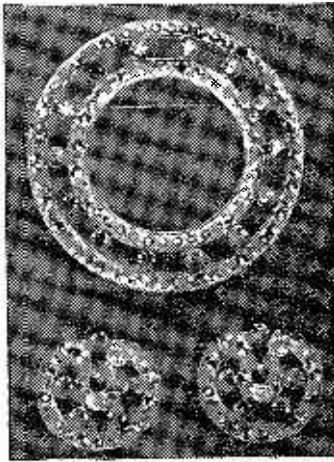
This is by far the most unusual Costume Jewelry set ever offered at so low a price. Pins come in rhinestones, assorted colors combined with marcasite effect. Earrings to match. You will say these beautiful creations are worth \$5.00 or more. Order at once for immediate delivery.

DOZ. SETS

\$6.60

Send \$2.00 for Samples of both Sets, Boxed.

25% deposit for each dozen or more sets, bal. C. O. D.



## GAINES & GAINES

5 N. WABASH AVE. CHICAGO 2, ILLINOIS

**Plaster Pin-ups**

**3 POSES 3**

**THAS. DEMEE**  
108-E. WALNUT MILWAUKEE 12, WIS.

CASH with ORDER

Carton of 24 for \$6.95

Order Flash Line of Carnival Plaster Large items to 15in. Small items to 5in. BOX \$3.30 BOX \$3.30

- Altamont—Albany, Schenectady & Greene Co. Fair, Aug. 25-30. Walter S. Mason, Latham, N. Y.
- Angelica—Allegany Co. Agrl. Soc. Aug. 27-30. L. L. Stillwell.
- Avon—Genesee Valley Breeders' Assn. Sept. 5-6. John Steele.
- Ballston Spa—Saratoga Co. Agrl. Soc. Aug. 19-23. Spencer D. Cassidy, R. 2, Mechanicville.
- Batavia—Genesee Co. Agrl. Soc. Aug. 11-16. Glen W. Grinnell.
- Bath—Bath Fair, Sept. 1-6. J. Victor Faucett.
- Boonville—Boonville Fair Assn. Sept. 1-4. E. R. Hargrave.
- Bristol Hills—Ontario Co. Agrl. Soc. Aug. 21-25. Janette D. Dewey, Canandaigua.
- Brookfield—Madison Co. Agrl. Soc. Aug. 31-Sept. 4. R. F. Burdick.
- Chatham—Columbia Co. Agrl. Soc. Aug. 30-Sept. 1. William H. Dardess.
- Cobleskill—Cobleskill Agrl. Soc. Sept. 15-19. William H. Golding.
- Cortland—Cortland Co. Agrl. Soc. Aug. 25-30. Harry B. Tanner.
- Dundee—Dundee Fair Assn. Sept. 9-11. L. R. Hanmer.
- Dunkirk—Chautauqua Co. Agrl. Corp. Sept. 1-6. C. C. Cain.
- Elmira—Chemung Co. Agrl. Soc. Aug. 10-17. Robert S. Turner, Horseheads, N. Y.
- Fonda—Montgomery Co. Agrl. Soc. Aug. 30-Sept. 3. LeRoy Kurlbaum.
- Greenwich—Washington Co. Agrl. Soc. Aug. 25-29. Phil J. Houlton, Hoosick Falls, N. Y.
- Hamburg—Erie Co. Agrl. Soc. Aug. 18-23. Frank A. Slade, County Hall, Buffalo.
- Hemlock—Hemlock Lake Union Agrl. Soc. Sept. 10-13. Raymond S. Morrill, Livonia.
- Ithaca—Tompkins Co. Agrl. Soc. Aug. 18-23. Merrill F. Curry.
- Kingston—Ulster Co. Agrl. Soc. Aug. 20. Albert Kurtz.
- Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 26-29. J. W. Watson.
- Lowville—Lewis Co. Agrl. Soc. Aug. 11-16. Cyril L. Seymour, Turin, N. Y.
- Malone—Franklin Co. Agrl. Soc. Aug. 18-23. H. B. Kelley.
- Middletown—Orange Co. Fair Assn. Aug. 11-16. Alan C. Madden.
- Mineola, L. I.—Mineola Fair, Sept. 9-13. Charles Bochert.
- Morris—Morris Fair Assn. Sept. 9-13. Matthias E. Smith, Worcester, N. Y.
- Norwich—Chenango Co. Fair Assn. Aug. 19-23. Gerald F. Farnham.
- Palmyra—Palmyra Fair Assn. Sept. 3-6. W. Ray Converse.
- Penn Yan—Yates Co. Agrl. Soc. Aug. 20-23. Oliver Wilcox.
- Pike—Silver Lake Agrl. Assn. Aug. 19-22. Henry M. Wagenblass, Warsaw, N. Y.
- Rhinebeck—Dutchess Co. Agrl. Soc. Aug. 26-30. Lewis F. Winne.
- Rochester—Monroe Co. Fair Assn. Aug. 27-Sept. 1. Howard B. Bloomfield.
- Sandy Creek—Sandy Creek Fair Assn. Aug. 19-23. William J. Potter.
- Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 1-4. Carl W. Lohnes.
- Trumansburg—Union Agrl. Soc. Oct. 1-4. Lorenzo Clinton.
- Vernon—Vernon Agrl. Soc. Sept. 9-14. Charles Warren, Sherrill, N. Y.
- Walton—Delaware Valley Agrl. Soc. Aug. 19-22. Paul G. Williams.
- Waterloo—Seneca Co. Agrl. Soc. Aug. 12-16. George H. Leet, Seneca Falls, N. Y.
- Watertown—Jefferson Co. Agrl. Soc. Aug. 26-30. Karl Malady.
- Westport—Essex Co. Agrl. Soc. Aug. 26-29. L. H. Lobdell, Wadhams, N. Y.
- White Plains—Westchester Co. Agrl. Assn. Sept. 4-7. Mrs. P. T. Phillips.
- Whitney Point—Broome Co. Agrl. Soc. Aug. 5-9. C. R. Johnson.
- North Carolina**
- Albemarle—Stanly Co. Fair Assn. Sept. 22-27. F. B. Patterson.
- Ahoskie—Atlantic District Fair Assn. Oct. 14-17. E. M. Weaver.
- Asheboro—Center of N. C. Fair, Sept. 21-27. W. C. York.
- Beaufort—Carteret Fair, Oct. 27-Nov. 1. T. E. Kelly.
- Boonville—Northwestern Carolina Fair, Oct. 20-25. E. L. Cundiff.
- Burlington—Burlington Community Fair, Week of Sept. 15. Pete Neese.
- Burlington—VFW Tobacco Festival & Fair, Oct. 27-Nov. 1. Thompson-Rumley, Durham.
- Cherokee—Cherokee Indian Fair Assn. Sept. 23-27. William E. Ensor Jr.
- Charlotte—Southern States Expo. Sept. 30-Oct. 4. Mrs. Helen S. Spencer.
- Dunn—Harnett Co. Fair, Sept. 15-20. Thompson-Rumley, Durham.
- Durham—American Legion Fair, Oct. 6-11. Thompson-Rumley, Durham.
- Durham—Durham Negro Fair, Oct. 13-18. Thompson-Rumley, Durham.
- East Bend—Yadkin Co. Fair, Sept. 29-Oct. 4. Hovey Norman.
- Elizabeth City—Six Counties Fair, Oct. 6-11. H. J. Burke.
- Enfield—Firemen's Agrl. Fair, Sept. 28-Oct. 4. George R. Ivey.
- Fairmont—Fairmont Fair Assn. Sept. 1-6. Jack Huffines.
- Fayetteville—Cumberland Co. Fair, Sept. 29-Oct. 4. W. Connor Holland Jr.
- Franklinton—Franklinton Fair, Nov. 3-8. Thompson-Rumley, Durham.
- Goldboro—Wayne Co. Fair, Sept. 8-13. W. C. Denmark.
- Greensboro—Greensboro Fair, Sept. 29-Oct. 4. Norman Y. Chambliss.
- Greenville—Pitt Co. Fair, Oct. 20-25. H. J. Burke.
- Henderson—Golden Belt Fair, Oct. 6-12. C. M. Hight.
- Hendersonville—Western N. C. Fair, Sept. 8-13. H. B. Kelly.
- Hickory—Catawba Fair Assn. Oct. 7-11. John W. Robinson.
- High Point—High Point Agrl. Fair, Sept. 15-21. T. C. Potts.
- Leaksville—Tri-County Agrl. Fair, Sept. 1-6. Moody Davis.
- Lexington—Davidson Co. Agrl. Fair, Sept. 22-27. J. J. Matthis.
- Littleton—Littleton Fair, Oct. 6-11. T. R. Walker.
- Louisburg—Franklin Co. Fair, Sept. 22-27. Dr. A. H. Fleming.
- Mebane—Mebane Six-County Fair, Oct. 13-18. Thompson-Rumley, Durham.
- Monroe—Union Co. Fair Assn. Oct. 13-18. M. W. Williams.
- Oxford—Granville Co. Fair, Sept. 29-Oct. 4. Thompson-Rumley, Durham.
- Raleigh—North Carolina State Fair, Oct. 13-18. Dr. J. S.orton.
- Reidsville—Reidsville Fair Assn. Oct. 6-11. William M. Oliver.
- Rocky Mount—Rocky Mount Fair, Oct. 6-11. Norman Y. Chambliss.
- Roxboro—Person Co. Fair, Sept. 13-20. R. L. Perkins.
- Rutherfordton—Rutherford Co. Agrl. Assn. Sept. 15-20. T. W. Calton.
- Shelby—Cleveland Co. Fair, Sept. 23-27. Dr. J. S.orton.
- Shelby—Cleveland Co. Negro Fair, Oct. 8-11. Rev. A. W. Foster.
- Siler City—Chatham Co. Fair, Oct. 20-25. Thompson-Rumley, Durham.
- Spring Hope—Wash Co. Fair, Week of Oct. 6. Hobart Brantley.
- Spruce Pine—Toe River Fair Assn. Sept. 8-13. W. M. Wiseman.
- Statesville—Iredell Co. Fair, Oct. 6-11. James C. Smyre.
- Wilson—Wilson Co. Fair, Oct. 20-25. W. H. Dunn.
- Winston-Salem—Western Carolina Negro Fair, Oct. 14-18. W. Avery Jones.
- Winston-Salem—Winston-Salem & Forsyth Co. Fair, Oct. 7-11. Thomas S. Blum.
- Yadkinville—Great Yadkin Fair, Sept. 22-27. J. E. Shew.
- Zebulon—Five-County Fair, Sept. 15-22. R. Vance Brown.
- North Dakota**
- Fargo—Red River Valley Fair Assn. Aug. 25-30. A. D. Scott.
- Wishek—Tri-County Fair, Sept. 1-3. Marvin C. Flechtner.
- Ohio**
- Andover—Andover Street Fair Assn. Sept. 5-6. William S. Grabert.
- Ashley—Ashley Fair, Oct. 1-4. J. W. Henry.
- Ashland—Ashland Co. Agrl. Soc. Sept. 17-20. L. B. Hetsler.
- Athens—Athens Co. Agrl. Soc. Aug. 19-22. L. C. Baker.
- Attica—Attica Fair, Sept. 30-Oct. 1. Carl B. Carpenter.
- Barlow—Barlow Fair, Sept. 25-26. Frank Proctor.
- Bellefontaine—Logan Co. Agrl. Soc. Sept. 1-5. M. N. Nichols.
- Bellville—Bellville Ind. Agrl. Soc. Sept. 10-13. E. O. Kochheiser.
- Berea—Cuyahoga Co. Agrl. Soc. Aug. 13-17. William H. Kroesen.
- Burton—Geauga Co. Agrl. Soc. Aug. 29-Sept. 1. Charles A. Riley.
- Cadiz—Harrison Co. Agrl. Assn. Sept. 10-13. L. H. Barger.
- Caldwell—Noble Co. Agrl. Soc. Aug. 27-29. J. K. Walkenshaw.
- Canfield—Mahoning Co. Agrl. Soc. Aug. 28-Sept. 1. E. R. Zieger, Youngstown.
- Canton—Stark Co. Agrl. Soc. Sept. 1-4. Ed. S. Wilson.
- Carrollton—Carroll Co. Agrl. Soc. Sept. 24-27. Leonard George, Harlem Springs.
- Carthage, Cincinnati—Hamilton Co. Fair, Sept. 10-13. Clarence A. Peters, Court House, Cincinnati.
- Celina—Mercer Co. Agrl. Soc. Aug. 10-15. W. F. Archer.
- Chillicothe—Ross Co. Agrl. Soc. Aug. 19-22. William R. Kramer.
- Circleville—Pickaway Co. Agrl. Soc. Sept. 10-13. T. D. Harman.
- Columbus Grove—Putnam & Allen Co. Agrl. Soc. Dec. 17-19. Amos L. Goodwin.
- Columbus—Ohio State Fair, Aug. 23-29. Edwin J. Bath.
- Coshocton—Coshocton Co. Agrl. Soc. Oct. 7-11. C. V. Croy, R. 1, Dresden, O.
- Dayton—Montgomery Co. Fair, Sept. 1-4. Ralph C. Haines.
- Delaware—Delaware Co. Agrl. Soc. Sept. 15-19. John G. Wagner.
- Delphos—Allen Co. Agrl. Soc. Aug. 19-23. L. E. Foley.
- Dover—Tuscarawas Co. Fair, Aug. 20-23. S. O. Mase.
- Eaton—Preble Co. Fair, Sept. 9-12. William B. Pryor.
- Findlay—Hancock Co. Agrl. Soc. Sept. 3-8. R. D. Newcomer.
- Fredericktown—Fredericktown Community Fair, Sept. 24-27. Irl Willits.
- Fremont—Sandusky Co. Agrl. Soc. Sept. 1-5. Russell S. Hull.
- Gallipolis—Gallia Co. Agrl. Soc. Sept. 22-27. John N. McNealy.
- Georgetown—Brown Co. Agrl. Soc. Oct. 1-3. Luther Kestel.
- Greenville—Darke Co. Fair, Aug. 18-22. Frank Hiestand, Rossburg, O.
- Hamilton—Butler Co. Agrl. Soc. Sept. 21-26. Barton Truster, Seven Mile, O.
- Hicksville—Defiance Co. Agrl. Soc. Aug. 17-23. Allen D. Elliott.
- Hilliards—Franklin Co. Agrl. Soc. Aug. 11-14. Arch A. Alder.
- Jefferson—Ashtabula Co. Agrl. Soc. Aug. 12-16. E. W. Tyler, Ashtabula, O.
- Kenton—Hardin Co. Agrl. Soc. Sept. 23-28. Mrs. I. E. Wetherill.
- Lancaster—Fairfield Co. Agrl. Soc. Oct. 14-18. Russell W. Alt, R. 1, Baltimore, O.
- Lebanon—Warren Co. Agrl. Soc. Sept. 16-19. Corwin Nixon.
- Lisbon—Columbiana Co. Agrl. Soc. Sept. 9-13. J. H. Sinclair, Hanoverton.
- Logan—Hocking Co. Agrl. Soc. Sept. 17-20. J. H. Barker.
- London—Madison Co. Agrl. Soc. Aug. 17-21. Fred M. Guy, Irwin, O.
- Loudonville—Loudonville Free Street Fair, Sept. 30-Oct. 2. Charles Bernhard Jr.
- McConnesville—Morgan Co. Agrl. Soc. Sept. 4-6. Ray G. Smith.
- Mansfield—Richland Co. Agrl. Soc. Aug. 21-23. Orville Kibler.
- Marletta—Washington Co. Agrl. Assn. Aug. 31-Sept. 3. L. E. Apple.
- Marion—Marion Co. Agrl. Soc. Aug. 17-23. H. A. Mayers.
- Marysville—Union Co. Agrl. Soc. Sept. 10-13. Gwynn Sanders.
- Maumee—Lucas Co. Agrl. Soc. Sept. 11-14. Mrs. Pearl Griffin, Toledo, O.

Medina—Medina Co. Agrl. Soc. Sept. 3-6. Paul M. Jones.  
 Millersburg—Holmes Co. Agrl. Soc. Sept. 3-6. Verle H. Spreng, Lakeville, O.  
 Montpelier—Williams Co. Agrl. Soc. Sept. 8-13. Barr J. Lockhart.  
 Mount Gilead—Morrow Co. Agrl. Soc. Aug. 13-16. Glenn Brown.  
 Napoleon—Henry Co. Agrl. Soc. Aug. 26-29. James D. Murray.  
 Norwalk—Huron Co. Agrl. Soc. Aug. 26-29. Mrs. Elfreda Crayton.  
 Old Washington—Guernsey Co. Agrl. Assn. Sept. 24-26. Thomas E. Gracy, Cambridge.  
 Ottawa—Putnam Co. Agrl. Soc. Oct. 1-4. Joseph L. Brickner.  
 Owensville—Clermont Co. Agrl. Soc. Aug. 12-15. J. W. Evans.  
 Painesville—Lake Co. Agrl. Soc. Aug. 20-24. Robert A. Guthleben.  
 Paulding—Paulding Co. Fair. Sept. 17-20. Ernie Rulman.  
 Randolph—Randolph Ind. Agrl. Soc. Sept. 19-20. Margaret Stanford.  
 Saint Clairsville—Belmont Co. Agrl. Soc. Sept. 3-6. William H. Butcher Jr.  
 Sidney—Shelby Co. Agrl. Soc. Sept. 7-12. K. McDowell.  
 Smithfield—Jefferson Co. Agrl. Soc. Sept. 17-20. W. E. Rose, R. 1. Rayland, O.  
 Tiffin—Seneca Co. Agrl. Soc. Aug. 19-22. C. B. Baker.

Troy—Miami Co. Agrl. Soc. Aug. 10-14. E. O. Ritter.  
 Upper Sandusky—Wyandot Co. Agrl. Soc. Sept. 9-12. Ross A. Winter.  
 Van Wert—Van Wert Co. Agrl. Soc. Sept. 1-5. N. E. Stuckey.  
 Wapakoneta—Auglaize Co. Agrl. Soc. Aug. 24-29. Harry Kahn.  
 Wauseon—Fulton Co. Agrl. Soc. Sept. 1-5. C. J. Keller.  
 West Union—Adams Co. Agrl. Soc. Aug. 19-22. Charles S. Kirker.  
 Wooster—Wayne Co. Agrl. Soc. Sept. 9-13. W. J. Buss.  
 Zanesville—Muskingum Co. Agrl. Soc. Aug. 13-16. Perl D. Elliott, New Concord, O.

Oklahoma

Ada—Pontotoc Co. Free Fair Assn. Week of Sept. 15. Bill Bevers.  
 Altus—Jackson Co. Fair. Sept. 11-13. C. G. McMinds, Eldorado, Okla.  
 Anadarko—Caddo Co. Free Fair. Sept. 3-6. Jim Tomlinson.  
 Antlers—Pushmataha Co. Free Fair. Sept. 11-13. R. I. Bilyen.  
 Apache—Apache District Fair Assn. Aug. 27-30. O. H. Goff.  
 Beaver—Beaver Co. Free Fair. Sept. 10-13. Lola Benjergedes.  
 Blackwell—Kay Co. Free Fair Assn. Sept. 9-13. W. R. Hutchinson, Newkirk, Okla.  
 Boise City—Cimarron Co. Free Fair Assn. Oct. 2-4. William E. Baker.  
 Bristow—Creek Co. Free Fair. Sept. 9-12. Earl Powell.  
 Chandler—Lincoln Co. Free Fair. Sept. 10-13. A. M. Jarvis.  
 Cheyenne—Roger Mills Co. Fair. Sept. 15-17. Ida Mae Dulabahn.  
 Chickasha—Grady Co. Free Fair Assn. Sept. 10-13. M. G. Tucker.  
 Clinton—Custer Co. Free Fair. Sept. 10-13. M. Lee Phillips, Arapaho, Okla.  
 Collinsville—Tri-County Fair. Sept. 9-11. Paul Latture.  
 Cordell—Washita Co. Free Fair Assn. Sept. 10-13. James V. Son.  
 Cushing—Cushing District Fair. First week in Sept. Dick Fisher.  
 Dewey—Washington Co. Free Fair. Sept. 9-11. Howard Nelson, Bartlesville, Okla.  
 Duncan—Stephens Co. Free Fair. Sept. 17-21. Herb Galloway.  
 Durant—Bryan Co. Free Fair. Sept. 11-13. Jack Ridgway.  
 Enid—Garfield Co. Free Fair. Oct. 6-10. Paul Hoover, Hunter, Okla.  
 Fairview—Major Co. Free Fair. Oct. 14-16. W. K. Cunningham.  
 Frederick—Tillman Co. Free Fair. Sept. 11-13. S. E. Lewis.  
 Guthrie—Logan Co. Free Fair Assn. Sept. 15-18. Harold Casey.  
 Guymon—Texas Co. Free Fair Assn. Sept. 16-19. Clifford Hatcher.  
 Holdenville—Hughes Co. Free Fair Assn. Sept. 10-13. Vernon J. Frye.  
 Hollis—Harmon Co. Fair. Sept. 13. T. S. Cunningham.  
 Hugo—Choctaw Free Fair. Sept. 16-18. Robert Massengale.  
 Hydro—Hydro District Fair. Sept. 4-6. Grace R. Felton.  
 Idabel—McCurtain Co. Free Fair. Sept. 11-13. Bill Sholl.  
 Kingfisher—Kingfisher Co. Fair. Sept. 9-11. L. J. Cunningham.  
 Miami—Ottawa Co. Fair Assn. Sept. 9-13. Gaston Franks.  
 Muskogee—Oklahoma Free State Fair. Sept. 28-Oct. 5. Ethel Murray Simonds.  
 Oklahoma City—Oklahoma State Fair & Expo. Sept. 20-26. Ralph T. Hemphill.  
 Okmulgee—Okmulgee Co. Free Fair Assn. Sept. 24-27. C. J. Harvey.  
 Pauls Valley—Garvin Co. Free Fair. Sept. 11-13. Lowell Caskey, R. 1. Stratford.  
 Pawnee—Pawnee Co. Free Fair. Sept. 10-13. E. Joe Sharp.  
 Pawhuska—Osage Co. Free Fair Assn. Sept. 8-11. Harold K. Shearhart.  
 Perry—Noble Co. Free Fair. Sept. 4-6. George Freeman.  
 Pond Creek—Grant Co. Free Fair. Oct. 7-10. H. J. Dedrick, Medford, Okla.  
 Poteau—Le Flore Co. Free Fair. Sept. 9-13. Avert Garrett.  
 Pryor—Mayes Co. Free Fair. Sept. 11-13. Ellsworth Hammer.  
 Purcell—McClain Co. Free Fair. Sept. 12-13. L. J. James.  
 Shattuck—Ellis Co. Fair. Oct. 8-10. M. M. Kern.  
 Shawnee—Pottawatomie Co. Free Fair. Sept. 9-12. Mrs. H. L. Swink.

## FAIR SPECIALS

### A-1 MERCHANDISE

#### BALLOONS

#4 DART	Gr. \$ 1.35
#7 KAT with ears	6.00
#12 KAT with ears	8.50
#11 PICTURE PRINT both sides	6.25
Dancing HEP-KAT Balloon Head	12.00

#### ALL SILVER AIR SHIPS

w/CABINS (Inflates to full 42"), each in separate envelope 12.00

ALL SILVER WORKS. Ea. . . . .40

#### BIRDS & MONKEYS

Bright Colored WHISTLING Birds . . . . . \$ 9.00 Gr.

SPECIAL—YELLOW FLYING BIRDS . . . \$13.00 gr.

Hard Body Monkeys, Chen. Trim, on Spring & String. Stick Incl. (\$1.75 Doz.) . . . \$20.00 Gd.

Colorful MONKEYS, Fur Hat & Tail, Chen. Trim & Stop Spring (\$2.40 Doz.) . . . 27.00 Gr.

JUMBO ALL-FUR-TRIMMED MONKEYS . . . . . \$5.75 dz.

#### BUTTONS

(50 ligne) Comic . . . . . Rodeo . . . . . Navy . . . . . Army . . . . . Fireman . . . . . Flash for "Dingers" . . . . . "Welcome Buddy" (C o m b. Sold. Sail. Mar. Color Photo) . . . . . ONLY \$1.60 per C; \$15.00 per M.

#### ASST. KEY CHAIN BADGES:

RABBIT FEET . . . RIFLES . . . 30¢ & 45¢ BULLETS . . . DOUBLE DICE . . . 7-11 LUCKY DICE . . . COPPER COWBOY HAT . . . COIN HOLDER . . . PLASTIC HORSE . . . HI-HAT SKULL . . . ONLY \$1.20 Doz.; \$8.00 per C.

#### Large METAL GUN in Im. LEATHER HOLSTER (\$1.10 doz.) \$11.50 gr.

Asst. LEAD SLUM for Badges—\$1.50 Gr.

#### WESTERN METAL JEWELRY, Pin Backs, Fine Detail; Colors in Enamel; Carded

Fancy BOOT & SPUR . . . HORSEHEAD in HORSESHOE . . . COVERED WAGON . . . STEERHEAD . . . HORSEHEAD w/GUN & LARIAT CHARMS . . . GOLD Color SADDLE . . . SADDLE & STIRRUP . . . INDIAN HEAD, Colored Feathers . . . (\$1.90 Doz.) \$21.00 Gr.

Long Lash WHIPS, colorful Woven Rayon Finish \$12.00 Gr.  
 Long Lash Whips, R.W.B. Finish 10.50 Gr.  
**LASH WHIPS w/Whistle, mottled Handles, Woven Rayon Finish, Flashy Colors . . . \$13.50 gr.**  
 R.W.B. BATONS w/Bells . . . \$14.40 Gr.  
 Metal TRUMPET w/Handle, Bright Colors & Pictures . . . 12.00 Gr.  
 CHINESE PAPER SNAKE on Stick . . . . . 10.50 Gr.

#### HATS—Asst. Colors

Large COOLIE, \$3.25 Dz.; FIREMEN, Felt, \$22.00 Gr.; MEXICAN, \$22.50 Gr.; Miniature ALL-FELT COWBOY, Pinked Brim, \$22.50 Gr.; SPANISH, \$26.00 Gr.; COWBOY, Deluxe Trimmed, \$29.00 Gr.

#### DOLLS

Composition DOLLS, 6 1/2", Mov-able Arms . . . . . \$14.50 Gr.  
 Asst. Color Feather BACKS . . . 8.50 Gr.  
 Ball Top Red Doll CANES, 34" . . . . . \$3.00 per C

Orders Taken for Pennants at Lowest Prices  
 25% With Order—Balance C. O. D.

## PARK ROW NOVELTY CO.

139 PARK ROW TEL. BEekman 3-9461 NEW YORK CITY

## MID-SUMMER SPECIALS

25 Jr. Cap Gun. Doz. . . . .	\$3.75
Splitfire Cap Gun. Doz. . . . .	6.00
Bango Cap Gun. Doz. . . . .	6.50
Roll Caps for above. Box . . . . .	1.75
Pony Boy Gun and Holster Set. Doz. . . . .	12.00
Flying Birds. Gr. . . . .	9.00
Jumping Monkey with Sticks. Gr. . . . .	24.00
Fur Tail Monkey. Doz. . . . .	3.00
Large Kat Head Balloons. Gr. . . . .	8.45

Once in a lifetime buy!! 26-Piece Stainless Steel Knife and Fork Set with red plastic handles. Slightly irregular. Service for six. Individually boxed. \$2.75 each.

**ORDER TODAY**

All Metal 2-Cell Penlite, complete with Batteries. Doz. . . . .	\$3.75
Red and Blue Bandanas, 18". Doz. . . . .	1.90
Electric Kitchen Clock. Ea. . . . .	2.65
Electric Alarm Clock. Ea. . . . .	3.00
3-Pc. Comb Set, Ind. Carded. Gr. . . . .	9.00
Swagger Canes, Asst. Gr. . . . .	9.00
Falcon Flash Camera, complete. Ea. . . . .	4.75

WRITE FOR OUR FREE CATALOG  
 25% DEPOSIT—BALANCE C. O. D.

## GEM SALES COMPANY

533 Woodward Ave., Detroit 26, Michigan

## Realistic Novelty Items

MINIATURE BEER · WHISKEY · ASH TRAYS · SALT and PEPPER SHAKER NOVELTIES

**Bella** SOUVENIRS NOVELTIES  
 SPECIALTY MANUFACTURING COMPANY  
 433 NORTH SECOND STREET · MILWAUKEE 3, WISCONSIN

JOBBER: Write for our complete catalog. MANY NEW ITEMS

If your jobber can't supply you, write direct to us.

## LEVIN BROS.' PRICES ARE LOWER!

Order From This List and Save

2" Jumbo Paper Lels . . . . .	Gr. \$ 5.50	Plastic Thimbles . . . . .	Gr. \$ .85
1" Medium Paper Lels . . . . .	Gr. 3.00	Plastic Animals, Stand-Ups . . . . .	Gr. 1.00
1" Med. Cellophane Lels . . . . .	Gr. 6.00	Plastic Toy, Kn. Fork, Spoon . . . . .	Gr. .85
Chenille Swinging Monkeys . . . . .	Dz. 2.00	Band Rings, White Metal . . . . .	Gr. .60
Jumping Frogs . . . . .	Gr. 9.00	Band Rings, Gold Plated . . . . .	Gr. 1.65
36" Swaggers, Lancaster . . . . .	Gr. 9.00	Stone Set Rings . . . . .	Gr. 1.00
R.W.B. Batons w/Bells . . . . .	Gr. 16.50	Ash Trays, Metal, Enameled . . . . .	Gr. 3.00
R.W.B. Batons w/o Bells . . . . .	Gr. 14.00	Cigaret Cases, Enam. Metal . . . . .	Gr. 4.50
6-8" Tails w/Comic Cards . . . . .	100 5.50	Beacon Mingo Blankets . . . . .	Ea. 3.25
10-12" Tails, No Cards . . . . .	100 9.00	Beacon Magnet Blankets . . . . .	Ea. 3.25
16-18" Heavy Bushy Tails . . . . .	100 30.00	Beacon Toba Blankets . . . . .	Ea. 2.70
Yellow Whistle Birds . . . . .	Gr. 9.00	Beacon Midway Blankets . . . . .	Ea. 2.70
Metallic Whistle Birds . . . . .	Gr. 12.00	Daisy Cork Guns . . . . .	Ea. 4.95
Oak Brand 4" Dart Balloons . . . . .	Gr. 1.00	Armstrong Corks . . . . .	1000 2.75
Worth Baseballs . . . . .	Gr. 2.15	Electric Dice Lamps . . . . .	Dz. 16.00
Aluminum Milk Bottles . . . . .	Ea. 1.35	Electric Scotty Lamps . . . . .	Dz. 16.00
Wood Milk Bottles, Plain . . . . .	Ea. .50	Pin-Up Plaque, Round . . . . .	Gr. 7.20
Wood Milk Bottles, Loaded . . . . .	Ea. .75	Pin-Up Plaque, Horseshoe . . . . .	Gr. 9.25
Plaster Doll, Asst. 13 1/2 to 15 1/2 . . . . .	Dz. 3.60	Glass Min. Hdle. Mugs . . . . .	Gr. 3.40
Plaster Plaque, Asst. Fruits . . . . .	Dz. 3.00	Whiskey Glasses . . . . .	Gr. 3.25
Chinese Paper Snakes . . . . .	Gr. 16.00	9" Glass Tumblers . . . . .	Gr. 3.95
Felt Cholo Hat . . . . .	Gr. 25.00	Juice Tumblers . . . . .	Gr. 3.50
Felt Spanish Hat . . . . .	Gr. 30.00	Glass S & P Shakers . . . . .	Gr. 2.90
Pin Wheels, Seconds . . . . .	Gr. 4.25	Glass Candle Holders . . . . .	Gr. 4.50
Whistle Lash Whips, Rayon Covered . . . . .	Gr. 16.00	Glass Ash Trays . . . . .	Gr. 3.25
Pin-Up Mirrors, Round Cell. Back . . . . .	100 4.50	Glass Ash Trays . . . . .	Gr. 4.25
Turn-Over Mirrors, Paper Back . . . . .	Gr. 4.50	Glass Desert Dishes . . . . .	Gr. 4.25
Comic Mirrors, Paper Back . . . . .	Gr. 4.50	Glass Custard Cups . . . . .	Gr. 4.25
Comic Books, Small . . . . .	100 1.25	Glass Hdle. Grape Dish . . . . .	Gr. 4.85
Comic Books, Large . . . . .	100 8.00	Plastic Brooches, Carded . . . . .	Gr. 4.50
		Plastic Bracelets, Colored . . . . .	Gr. 4.50

ORDER IN UNITS LISTED—NO LESS SOLD  
 25% DEPOSIT REQUIRED ON C. O. D. SHIPMENTS

## PENNANTS

For CONVENTIONS, CITIES, PARKS, ETC. Artistically Designed and Colored. All Sizes.

### COLLEGE PENNANTS

WITH AUTHENTIC SEALS AND COLORS.  
 Write for our 4x9 and 12x30 Inch Stock List for Immediate Shipment.  
**COMMERCIAL ART PRODUCTS** 7645 E. Jefferson Detroit 14 Mich.

## AUGUST SPECIAL

ASSORTED ALL PLUSH ANIMALS

Regular \$16.00 per doz.  
**AUGUST SPECIAL—\$1.00 EACH** Min. Order, 1 Doz.  
 Send for our complete carnival price list.

## STANLEY TOY & NOVELTY COMPANY

110 W. Broad St. Richmond, Va.

## LEVIN BROTHERS

Established 1886  
 TERRE HAUTE, INDIANA



AGENTS BE FIRST, AND REAP A HARVEST, WITH THE

Thrilling NEW GAME!

DERBY WINNER

RACE RECORD

NO MATTER HOW MANY TIMES YOU PLAY IT—YOU CAN'T TELL IN ADVANCE WHO WINS ALL ON ONE RECORD

A 12" RECORD FOR HOME PHONOGRAPHS AND RECORD PLAYERS

ANY NUMBER OF PEOPLE CAN PLAY

COMPLETE WITH PROGRAM SCORING BOARD, etc.



RETAIL PRICE \$2.50

SAMPLE RECORD SENT POSTPAID FOR \$2.50 PRICE: \$1.00 EACH IN 2 Doz. LOTS

(Packed 2 Dozen to Carton)

F. A. JOHNSTON JR. & ASSOCIATES, INC.

1530 OLIVE ST. (Phone: Garfield 5243) ST. LOUIS, MO. Manufacturers and International Distributors



SENSATIONAL! NEW!

ELECTRIC BOW TIE AND GARTER LIGHT WITH CHANGEABLE BULBS AND BATTERY

This fast selling Fun Maker a hot favorite with young and old. Has many practical uses also.



- You can change the bowtie and use your own. Easy. Just unscrew the bulbs and change.
• Or use the lights without the tie as a flexible flashlight to see into hard-to-get-at places.
• Long lasting battery in beautiful plastic case. Refills as easily as a flashlight.
• Used as Gift, Premium, Prize, etc.

- Lots of fun at dances, parties, etc. Ladies can use it as a "light-garter" or as a trick tavalier.
• No rough or sharp metal edges to cut fingers or tear pockets.
• Long lasting battery in beautiful plastic case. Refills as easily as a flashlight.
• Used as Gift, Premium, Prize, etc.

RUSH YOUR SAMPLE ORDER TODAY. \$1.50 COMPLETE. DOZEN LOTS—\$12.00 DOZ. GROSS LOTS—\$9.00 DOZ.

Electric Bow Tie Co.

306 BOWERY, DEPT. 4B NEW YORK 12, N. Y.

Order Now for New Season—Avoid Shortage

COAT ROOM CHECKS

Duplicate and Triplicate Styles IMMEDIATE DELIVERY FROM STOCK Roll Tickets—Coupon Raffle Books, etc., etc.

AMERICAN TICKET CO.

515 Greene Avenue Brooklyn 16, N. Y.

UNBREAKABLE RUBBER BANKS

Packed 30 to a Box (SOLD No other way)

1875 PER BOX OF 30

Chas. Demeo 108 E. WALNUT ST. MILWAUKEE, WIS.

Taloga—Dewey Co. Free Fair. Sept. 18-20. H. Dale Martin.
Tulsa—Tulsa State Fair. Sept. 13-20. William K. Gray.
Wagoner—Wagoner Co. Fair. Sept. 5-6. A. A. Sewell.
Walters—Cotton Co. Free Fair Assn. Sept. 11-13. Guy Bengt.

Oregon

Albany—Linn Co. Fair. Aug. 27-29. O. E. Mikesell.
Burns—Harney Co. Fair Assn. Sept. 12-14. D. C. Jordan.
Canby—Clackamas Co. Fair. Aug. 27-30. John P. Telford, Oregon City, Ore.
Condon—Gilliam Co. Fair Assn. Sept. 19-21. Ernest Kirsch.

Pennsylvania

Abbottstown—Abbottstown Farmers' Fair. Aug. 12-16. Francis C. Inners, York, Pa.
Albion—Albion Community Fair. Sept. 18-20. Charles Wiggins.
Allentown—Great Allentown Fair. Sept. 15-20. M. H. Beary.

Lakewood—Northern Wayne Co. Fair. Sept. 4-6. Clinton Leet.
Lampeter—Lampeter Community Fair. Aug. 27-29. Wayne B. Rentschler.
Laurelton—Union Co. West End Fair Assn. Sept. 3-6. J. Frank Snyder.

Rhode Island

Kingston—Kingston Free Fair. Aug. 27-Sept. 1. Albert Tucker, Wickford.

South Carolina

Anderson—Anderson Co. Colored Fair. Oct. 27-Nov. 1. Joe Gresham.
Anderson—Anderson Fair. Oct. 13-18. A. P. Durham.
Charleston—Charleston Fair. Oct. 27-Nov. 1. E. S. Welch.

**South Dakota**

Clear Lake—Deuel Co. Fair. Sept. 18-20. Bud Eirod.  
 Edgemont—Fall River Co. Fair Assn. Sept. 1-2. B. W. Keating.  
 Gettysburg—Potter Co. Fair. Aug. 28-30 (tent.) Charley Miller.  
 Huron—South Dakota State Fair. Sept. 2-6. F. L. Hainer.  
 Kimball—Brule Co. Fair. Aug. 28-30.  
 Mitchell—Corn Palace. Sept. 22-27. R. B. Willard.  
 Murdo—Jones Co. Fair Assn. Sept. 18-20. M. E. Sanderson.  
 Nisland—Butte Co. Fair. Aug. 21-23. C. Hulce Elde.  
 Onida—Sully Co. Fair Assn. Aug. 21-23. John F. Neu.  
 Parker—Turner Co. Fair. Aug. 24-27. J. C. Jensen.  
 Rosebud—Rosebud Sioux Indian Fair. Aug. 28-30. Carl B. Aamodt.  
 Sioux Falls—Sioux Empire Fair Assn. Aug. 19-24. Al Halverson.  
 Tripp—Hutchinson Co. Fair Assn. Aug. 28-30. William E. Hoff.  
 Webster—Day Co. Fair Assn. Sept. 19-20.

**Tennessee**

Ashland City—Cheatham Co. Fair Assn. Oct. 2-4. Brantley Smith.  
 Bolivar—Hardeman Co. Colored Fair Assn. Sept. 25-27. W. B. Hunt.  
 Brownsville—Haywood Co. Colored Fair. Oct. 15-18. F. E. Jeffries.  
 Byrdstown—Pickett Co. Fair. Sept. 26-27. Rankin R. Little.  
 Carthage—Carthage Agrl. Assn. Aug. 13-16. Stanton Hunter.  
 Centerville—Hickman Co. Fair Assn. Sept. 10-13. J. L. Flinn.  
 Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 15-20. Mrs. Maude H. Atwood.  
 Clarksville—Montgomery Co. Fair Assn. Sept. 11-13. Mrs. Louise B. Booth.  
 Columbia—Mid-State Fair. Week of Aug. 24. George L. Buchnau.  
 Columbia—Maury Co. Colored Fair. Sept. 26-27. James Crowe.  
 Cookeville—Putnam Co. Agrl. Fair. Sept. 4-6. W. J. Huddleston.  
 Covington—Tipton Co. Fair Assn. Sept. 9-12. B. B. Overall.  
 Dickson—Dickson Co. Fair Assn. Aug. 27-30. T. I. Hickerson.  
 Dresden—Weakley Co. Fair. Aug. 28-29. A. M. Walker.  
 Fayetteville—Lincoln Co. Fair. Week of Oct. 6. Tom Bigham.  
 Gainesboro—Jackson Co. Fair Assn. Oct. 2-4. Johnnie Brown.  
 Gallatin—Sumner Co. Fair. Aug. 27-30. R. M. Reese Jr.  
 Gallatin—Gallatin Colored Fair. Aug. 21-23. Edward V. Anthony.  
 Harriman—Roane Co. Fair. Sept. 1-6. W. B. Stout.  
 Hartsville—Trousdale Co. Fair. Aug. 25-27. Eleanor Stone, R. 2, Lebanon, Tenn.  
 Hohenwald—Lewis Co. Fair. Sept. 3-6. W. G. Darden.

Huntingdon—Carroll Co. Fair. Sept. 22-27. J. F. Walters.  
 Jackson—West Tennessee District Fair. Sept. 8-13. A. U. Taylor.  
 Jackson—Madison Co. Colored Agrl. Fair. Sept. 15-20. J. E. McNeely.  
 Jamestown—Fentress Co. Fair Assn. Sept. 11-13. P. G. Crooks.  
 Jasper—Marion Co. Fair Assn. Sept. 12-14. J. E. Graham.  
 Jonesboro—Washington Co. Fair. Sept. 17-20. Paul A. Dillow.  
 Knoxville—Tennessee Valley Agrl. Fair. Sept. 22-27. Pat W. Kerr.  
 LaFayette—Macon Co. Fair. Sept. 4-6. Barton Wilson.  
 Lawrenceburg—Lawrence Co. Fair Assn. Sept. 8-13. P. F. Locke.  
 Lebanon—Wilson Co. Fair. Aug. 20-23. A. W. McCartney.  
 Lexington—Henderson Co. Colored Fair. Sept. 29-Oct. 4. Prof. C. C. Bond.  
 Livingston—Overton Co. Fair. Sept. 25-27. Cleton Grimsley.  
 Madisonville—Monroe Co. Fair. Sept. 8-13. Clyde N. Taylor.  
 Manchester—Coffee Co. Fair Assn. Sept. 18-20. David W. Shields Jr.  
 McMinnville—Warren Co. Fair. Sept. 11-13. George Romano.  
 Memphis—Colored Tri-State Fair. Oct. 2-4. E. C. Jones.  
 Memphis—Mid-South Fair. Sept. 22-27. G. W. Wynne.  
 Murfreesboro—Rutherford Co. Colored Fair. Aug. 21-23. A. D. Washington.  
 Murfreesboro—Rutherford Co. Fair. Aug. 27-30. Burns Carroll.  
 Nashville—Tennessee State Fair. Sept. 15-20. Phil C. Travis.  
 Oneida—Scott Co. Fair. Sept. 4-6. E. C. Terry.  
 Pikeville—Bledsoe Co. Fair Assn. Sept. 11-14. R. C. Smith.  
 Sevierville—Sevier Co. Fair. Sept. 15-20. Ernest Thurman.  
 Somerville—Fayette Co. Colored Fair. Sept. 26-27. McAdams Sloan.  
 Sparta—White Co. Fair Assn. Aug. 28-30. T. Stanton Hale.  
 Spencer—Van Buren Co. Fair Assn. Sept. 11-13. H. L. Hollingsworth.  
 Springfield—Robertson Co. Fair. Assn. Oct. 9-11. E. E. Childers.  
 Tracy City—Grundey Co. Fair Assn. Aug. 14-16. W. N. Paris.  
 Trenton—Gibson Co. Fair. Sept. 15-20. John R. Wade.  
 Union City—Obton Co. Fair. Sept. 1-3. Fred Latimer.  
 Westmoreland—East Sumner Fair Assn. Sept. 5-6. Miss Gustine Simmons.  
 Winchester—Franklin Co. Fair. Aug. 21-22. Floyd Arderton.  
 Woodbury—Cannon Co. Fair Assn. Sept. 12-13. Mrs. J. H. Cummings.

**Texas**

Ahilene—West Texas Fair Assn. Sept. 14-20. D. H. Jeffries.  
 Amarillo—Tri-State Fair Assn. Sept. 22-27. Rex B. Baxter.  
 Anderson—Grimes Co. Fair Assn. Oct. 9-11. C. W. Becker.



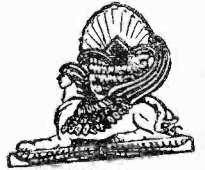
**CIGARETTE DISPENSERS**

**SURE SALES WINNERS!**

Lady Godiva Cigarette Dispenser



Jackass Cigarette Dispenser



Egyptian Cigarette Dispenser

\$14.40

\$115.20

Dozen

Gross

RETAIL AT \$2.00 EACH

25% Deposit, Balance C. O. D.

Specify which style wanted or whether mixed lot

**FARLEY SINEATH**

800 Eighth Ave.

New York 19, N. Y.

NATIONALLY ADVERTISED IN SAT. EVE. POST, ESQUIRE, TIME, LIFE

**PACKARD TWIN DUAL ELECTRIC SHAVER**

**SPECTACULAR, FAST ACTION, PUSH CARD DEAL PROFIT over 55%**

Here's the "hottest deal" ever developed for live-wire operators! Features 2 ELECTRIC SHAVERS—the AC-DC "4-heads-in-line" PACKARD with 300% more hair-cutting action! Nationally advertised. Every man knows it—every man wants one!

**READY-TO-OPERATE DEAL! STRIKING, COLORFUL**

**PUSH CARDS INCLUDED! PROFIT OVER 55%**

Card features mfrs.' strong guarantee! Entire deal set-up is a "natural" for fastest action! OPERATORS, LAY-DOWN MEN, CREW MANAGERS, this is b-i-g!

**AMERICAN MERCHANDISE CO., 17 STATE ST., NEW YORK 4**



**BALLOONS**

FOR ALL OCCASIONS — TOYS & TARGETS

Extra Heavy Red, 40 in., while they last \$ .15 Ea	#9 Kat	\$6.00 Gr.
Orange Targets, 40 inch .10 Ea	#7 Kat	8.75 Gr.
ADVERTISER'S SPECIAL BALLOON	#528	3.60 Gr.
Inflates from 6 to 8 ft. .21 Ea	#7	2.10 Gr.
#14 Kat, extra heavy .650 Gr.	Dart Balloons	1.40 Gr.
#10 Kat .25	Flying Birds, complete with 24" Sticks	9.25 Gr.
	Squawkers, Per 1,000	5.00

A 25% deposit required with all orders.

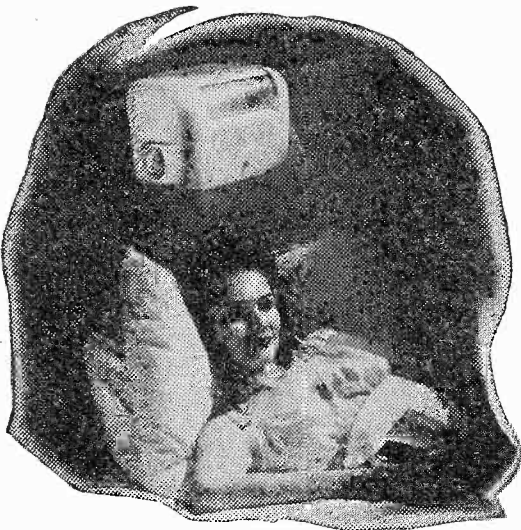
**THE S. & P. NOVELTY CO.**

428 Sixth St., N.W.

Phone: REpublic 6961

Washington, D. C.

**PACHTER BRINGS YOU THE NATIONALLY ADVERTISED SALES LEADERS**



**THE NIGHTINGALE BED LAMP RADIO**

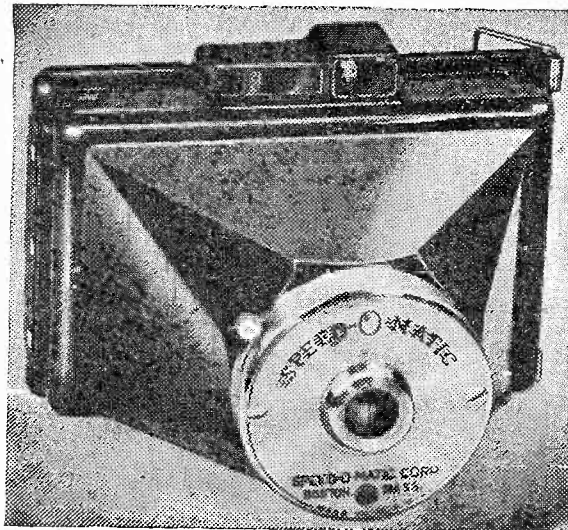
TOP SALES PRODUCER ON BOARDS

Proven sales producer. Brings the dead spots to life. Clicks on any type of dial. Combines bed lamp and radio in one compact, attractive unit. Beautiful ivory plastic case with efficient no-glare bed reading light. Tubular bulb—frosted diffuser. Fits any bed. Radio covers 535-1620 KC. Built-in loop aerial. Dynamic speaker. Auto. volume control.

5 TUBE SUPER

For fine modulated tone or for volume to spare it's a winner. Cabinet measures 9 3/4 x 7 1/2 inches. Write, wire or phone your order. Put it to work for you now.

Price Each **\$24.00**  
 F. O. B. Chicago



**THE SPEED-O-MATIC CAMERA**

SNAPS, DEVELOPS AND PRINTS FINISHED PICTURES IN 10 MINUTES

A constant stream of reorders is ample proof that this great Speed-O-Matic Camera is clicking. Premium operators, boardmen and concessionaires are lavish in their praise of it. It is sensationally new and different. It snaps, prints and develops finished pictures in 10 minutes—right on the spot and in broad daylight. Pictures 2x3 inches in size—enlargements 3 for 25c. Has built-in exposure meter—five lens openings—sharp, infinity focus lens. Plastic case measures 3 3/4 x 4 x 5 inches. Individually boxed—simple instructions included. F. O. B. Chicago. Immediate deliveries.

ORDER TODAY

RETAILS AT ..... \$12.95

LOTS OF SIX, EACH ..... \$7.77

Sample with Film Packet ..... \$9.50

FILM PAPER—PKT. OF 12  
 Retail For \$1.00 Your Cost 70c

**WIRELESS 'MIKE'**

LETS YOU TALK THRU ANY RADIO BY WIRELESS

IT'S LOADS OF FUN

A RIOT AT PARTIES

SELLS ON SIGHT



**BROADCASTS THRU ANY RADIO**

Broadcasts through any radio indoors—outdoors—anywhere. It's a completely self-contained wireless transmitter—a marvel of modern electronic engineering. Talk into it—sing into it—and without plugging in—without connecting wires, your voice comes booming through any radio set within a 75-foot radius. Use it for ballyhoo—for public address work—for fun at gatherings, parties, etc. Use it as a main prize on boards or midway stands and watch the play you get. Its high efficiency operation makes it a natural for sales-clinching demonstrations. Ultra-Mike is not a toy—it's a rugged, scientifically engineered transmitter in mike form that gives high fidelity—professional level performance.

MANY USES

Ultra-Mike is completely self-contained with its own tube and long-life battery. No hook-up or connecting wires are needed. It's new, different—a winner on any type of dial. F. O. B. Chicago. Immediate deliveries.

RETAILS AT \$14.95

In Lots of Six, Each ..... \$7.35

Sample, Postpaid... \$9.95

DISTRIBUTORS, WRITE FOR PRICES

BRING YOUR PREMIUM PROBLEMS TO PACHTER

America's Foremost Premium Distributor

**D. A. PACHTER COMPANY**

705 W. WASHINGTON STREET

CHICAGO 6, ILLINOIS

Write for Literature on Other Available Premium Merchandise



# STUFFED TOYS

The Famous Ben Hoff Manufacturer

**BUY DIRECT!**

ALSO HANDLING

THE MELILLO PLASTER LINE EXCLUSIVELY

From \$.09 to \$.15 each

Specializing in Novelties—like Birds, Whips, Lancaster Batons, Swords, Fur Monkeys, Feather Dolls, Trombones, Western Straw Hats, Cowboy Hats, Spanish Hats, Robin Hood Hats and Everything for the Novelty Concessionaire. Balloons, Airships and complete line of Plaster.

Also All Types of Key Rings, Lazy Horses, Bambis.

**RIALTO TOY & NOVELTY CO.**

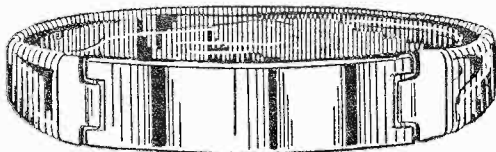
22 WOOSTER ST., N. Y. C.

CANAL 6-4385

## TEEN-I'DEES

HEAVY ALUMINUM TAG — STAINLESS STEEL BAND

\$6.75  
DOZEN



\$6.75  
DOZEN

1/2 Actual Size  
No. 455

HEAVY ALL ALUMINUM I'D BRACELET  
NO. 456 ..... PER DOZEN \$4.40

HEAVY ALUMINUM I'D TAG WITH SILVER PLATED  
CHAIN. NO. 459 ..... PER DOZEN \$5.50

SEND FOR FREE ILLUSTRATED FOLDER OF  
FINE QUALITY ENGRAVING JEWELRY



101 S. WELLS ST., CHICAGO 6, ILL.

Phones: Franklin 7756

## Hollywood BALL PENS



A SURE "HIT" ANYWHERE

Curved the modern way with every modern improvement, this Ball Point Pen will be your top seller. An ideal money maker, it will write from three months to one year without a refill. This Ball Pen has replaceable Cartridge and 14K Gold Plated Trims. Colors—Maroon and Black, and packed 1 dozen to a display card.

Each pen is unconditionally guaranteed against all Mechanical Defects.

Gross Lots Only \$64.80

Write, Wire or Cable

**HOLLYWOOD PEN CO., INC.**

160 FIFTH AVENUE, NEW YORK 10, N. Y.

CONCESSIONAIRES!  
DISTRIBUTORS

We are Prepared to  
Deliver Immediately

"BLINKY BOW TIES"

COMPLETELY ELECTRICALLY WIRED

"BLINKY BOWS" are absolutely guaranteed and fool-proof thru patent app'd for construction. They come with battery case so battery may be replaced instantly, also with extra long flexible wire. G.E. bulbs cannot be pushed out.

Our Price Lowest in the Country!  
SAMPLE TIE \$1.00, DEDUCTIBLE FROM FIRST ORDER.

**ATLANTIC INDUSTRIES**

WRITE OR WIRE  
Or Phone NEVINS 8-2525

1261 ATLANTIC AVE BROOKLYN 16, N. Y.

- Angleton—Brazoria Co. Fair Assn. Oct. 15-19. J. S. Hostetter.
- Arlington—North Texas Fair Assn. Aug 25. Sept. 1. Julian H. Blackwell.
- Beaumont—South Texas State Fair. Oct. 6-15. K. D. Schwartz.
- Bellville—Austin Co. Fair Assn. Sept. 25-28. B. J. Coufal.
- Bowie—Montague Co. Fair Assn. Sept. 25-27. A. R. Murdoch.
- Carthage—Panola Co. Fair. Oct. 6-11 or 13-19. F. E. Roberts.
- Center—Shelby Co. Fair Assn. Oct. 7-11. Bubba Cowser.
- Childress—Childress State Fair. Sept. 17-20. Paul Ord.
- Cleburne—Johnson Co. Fair. Week of Sept. 15. Jack D. Brown.
- Corsicana—Corsicana Livestock Agri. Show & Rodeo. Sept. 16-20. F. H. Harvey Jr.
- Crockett—Houston Co. Fair. Sept. 22-27. J. H. Reimcke.
- Dallas—State Fair of Texas. Oct. 4-19. W. H. Hitzelberger.
- Denton—Denton Co. Fair Assn. Sept. 23-27. O. L. Fowler.
- Eagle Pass—Eagle Pass Int'l Fair (Races). Oct. 22-25. J. M. Mabe.
- Fredericksburg—Gillespie Co. Fair Assn. Aug. 22-24. Gilbert Kaderli.
- Gainesville—Cooke Co. Fair. Sept. 1-6. Claude Jones.
- Harlingen—Valley Mid-Winter Fair. Nov. 24-30. Joe L. Mock.
- Hempstead—Waller Co. Fair Assn. Oct. 2-4. S. E. Mayo, Waller.
- Henderson—Rusk Co. Fair Assn. Oct. 20-25. Pete McNee.
- Iowa Park—Texas-Oklahoma Fair. Sept. 29-Oct. 4. Ira A. Campsey.
- Jefferson—Marion Co. Fair Assn. Sept. 22-27. Walter C. Ralph.
- Johnson City—Blanco Co. Fair Assn. Aug. 15-17. George Byars.
- Jourdanton—Atascosa Co. Fair Assn. Oct. 23-25. Edward Matocha.
- La Grange—Payette Co. Fair. Oct. 3-5. J. R. Jackson.
- Lamesa—Dawson Co. Fair Assn. Sept. 25-27. C. A. Hollingsworth.
- Leonard—Leonard Fair Assn. Sept. 23-27. H. H. Blackburn.
- Liberty—Trinity Valley Expo. Oct. 21-25. J. B. Woodriddle, Anahuac, Tex.
- Livingston—Trinity-Neches Regional Fair. Oct. 6-11. C. M. Thomas.
- Lubbock—Panhandle South Plains Fair Assn. Sept. 29-Oct. 4. A. E. Davis.
- Lufkin—Texas Forest Festival Assn. Oct. 6-11. Ed Holden.
- Marshall—Central East Texas Fair. Oct. 6-11. Oscar B. Jones.
- Mount Pleasant—Titus Co. Fair. Sept. 2-6. W. L. Means.
- Nacogdoches—Nacogdoches Co. Fair. Oct. 13-18. John L. Bailey.
- Palestine—Anderson Co. Fair. Oct. 13-18. C. O. Miller Jr.
- Paris—Lamar District Fair Assn. Sept. 8-13. Dorcy Mackey.
- Pecos—Fall Fair & Festival. Sept. 25-27. Alton Hughes.
- Richardson—Richardson Community Fair. Aug. 28-30. Mrs. Jack Huffins.
- Richmond—Fort Bend Co. Fair Assn. Oct. 9-12. C. I. Snedecor.
- Texarkana—Four-States Fair. Sept. 30-Oct. 5. H. A. Craver.
- Tomball—Harris Co. Fair Assn. Oct. 18-19. R. D. Spell.
- Waco—Heart of Texas Free Fair & Expo. Oct. 21-26. R. W. Stevens.
- Wharton—Wharton Co. Fair. Sept. 9-13. H. Charles Koehl Jr.
- Woodville—Tyler Co. Memorial Fair. Oct. 14-18. E. M. Pitts.
- Yorktown—Yorktown Fair Assn. (Festival). Oct. 15-17. Paul A. Schmidt.

- Danville—Danville Fair Assn. Sept. 30-Oct. 4. B. F. Barr.
- Dungannon—Scott Co. Fair Assn. Sept. 10-13. Charles W. Compton, Wood, Va.
- Farmville—Five-County Fair. Sept. 22-27. J. C. Brickert.
- Fincastle—Botetourt Co. Fair Assn. Aug. 26-30. Agnes Berzi.
- Galax—Galax Fair. Aug. 25-30. G. F. Carr.
- Hampton—Hampton Roads Dist. Fair. Sept. 15-20. H. J. Burke.
- Keller—Eastern Shore Agri. Fair. Aug. 26-30. J. Milton Mason.
- Luray—Page Co. Fair. Sept. 1-6. Amos Cave.
- Lynchburg—Legion Lynchburg Fair Assn. Sept. 8-13. S. J. Thompson, Rustburg, Va.
- Lynchburg—Lynchburg Agri. Fair. Aug. 18-23. L. H. Schrader.
- Manassas—Manassas Fair Assn. Sept. 1. J. M. Baum.
- Martinsville—Henry Co. Fair Assn. Sept. 8-13. O. B. Hensley.
- Martinsville—Martinsville Colored Fair. Sept. 1-6. James F. Reynolds.
- New Castle—Craig Co. Fair. Sept. 17-20. G. F. Todd.
- Norfolk—Twin County Fair. Sept. 22-27. H. J. Burke.
- Pennington Gap—Lee Co. Fair. Sept. 1-6. R. C. Carter, Jonesville, Va.
- Petersburg—Petersburg Fair. Oct. 13-18. R. Willard Eames.
- Richmond—Atlantic Rural Expo. Oct. 6-11. J. A. Mitchell.
- Roanoke—Roanoke Fair. Aug. 11-17. Lester T. Hutson.
- Rocky Mount—Rocky Mount Fair. Sept. 9-13. H. F. Fralin.
- South Boston—Halifax Co. Fair Assn. Oct. 14-18. W. W. Wilkins.
- Staunton—Virginia State Fair. Sept. 1-6. Charles B. Ralston.
- Suifolk—Tidewater Fair Assn. Oct. 21-24. H. C. Holman.
- Tasley—Tasley Fair. Aug. 20-23. J. Edgar Thomas, Accomac, Va.
- Warsaw—Northern Neck Fair Assn. Sept. 8-13. L. F. Altaffer.
- Weirwood—Central Northampton Fair. Aug. 12-15. Charles N. McCune, Chesapeake, Va.
- Wise—Wise Co. Fair Assn. Sept. 4-6. Carlos Williams.
- Woodstock—Shenandoah Co. Fair Assn. Aug. 26-30. Donald H. Garman.

### Washington

- Battle Ground—Clark Co. Fair. Aug. 25-27. Arthur Kulin, Vancouver, Wash.
- Bremerton—Kitsap Co. Fair. Sept. 6-7.
- Chehalis—Southwest Wash. Fair. Aug. 21-24. Vernon J. Gerwekh.
- Cheney—Cheney Community Fair. Sept. 19-20. Mamie Ottomeier.
- Colfax—Whitman Co. Fair Assn. Sept. 19-20. Troy Lindley.
- Colville—Stevens Co. Fair. Sept. 11-13.
- Cusick—Pend Oreille Co. Fair. Sept. 18-21.
- Darrington—Darrington Fair Assn. Sept. 12-13. Muriel Fleming, R. 3, Arlington.
- Davenport—Lincoln Co. Fair Assn. Sept. 11-13. C. Ross Trout.
- Deer Park—Tri-County Fair Assn. Sept. 11-13. Loren Middleton, Chatteroy, Wash.
- Ellensburg—Kittitas Co. Fair. Aug. 30-Sept. 1. Wendell W. Prater.
- Friday Harbor—San Juan Co. Fair Assn. Sept. 5-7. Cecil L. Carter.
- Goldendale—Klickitat Co. Fair Assn. Sept. 5-7. E. M. Huckfeldt.
- Langley—Island Co. Fair Assn. Sept. 5-7. Benj. M. Herring.
- Longview—Kelso—Cowlitz Co. Fair. Sept. 5-7. Harold Gilkey, Longview.
- Lynden—Northwest Wash. Dist. Fair Assn. Aug. 13-16. Al Lawyer.
- Menlo—Pacific Co. Fair. Sept. 5-7. Edwin Sunblad, R. 1, Raymond, Wash.
- Monroe—Snohomish Co. Fair Assn. Sept. 4-7. Allen Barlin.
- Moses Lake—Grant Co. Fair Assn. Sept. 6-7. Bud Saunders.
- Mount Vernon—Skagit Co. and 4-H Fair. Aug. 27-30. Mrs. Julia Tewart.
- Olympia—Thurston Co. 4-H Fair. Aug. 26-28. Mrs. Rena Longmire.
- Port Townsend—Jefferson Co. Fair. Aug. 29-30. J. O. Tiffany.
- Port Angeles—Clallam Co. Fair Assn. Sept. 4-7. Melvin Michel.
- Pullman—State 4-H Club Fair. Sept. 24-28. Charles T. Meenach.
- Puyallup—Western Wash. Fair Assn. Sept. 13-21. J. H. McMurray.
- Republic—Ferry Co. Grange Fair. Sept. 5-7. G. M. Wilcox, Malo.
- Ritzville—Adams Co. Fair Assn. Sept. 19-20. Alma Heimbigner.
- Skamokawa—Wahkiakum Co. Fair. Sept. 11-13. H. O. Weyrich, Cathlamet, Wash.
- Walla Walla—Southeastern Wash. Fair Assn. Aug. 29-Sept. 1. Leslie L. Stewart.
- Waterville—North Central Wash. Fair. Sept. 19-21. G. Merton Dick.
- Yakima—Central Washington Fair. Sept. 24-28. J. Hugh King.

### Utah

- Coalville—Summit Co. Fair. Aug. 23-30. Ralph Rees.
- Duchesne—Duchesne Co. Fair-Rodeo. Sept. 12-13. Cliff Mickelson.
- Kaysville—Davis Co. Fair. Aug. 20-23. Ellen Agren, Farmington, Utah.
- Logan—Cache Co. Fair Assn. Aug. 13-16. Reta Allen.
- Manti—Sanpete Co. Fair. Aug. 28-30. Rudolph Hope.
- Morgan—Morgan Co. Fair. Sept. 3-5. Cleve Peterson.
- Murray—Salt Lake Co. Fair. Aug. 26-30. E. O. Brothers, R. D. 1, Sandy, Utah.
- Nephi—Juab Co. Fair. Sept. 4-6. Carol Cox.
- Ogden—Ogden Livestock Show. Nov. 16-21. E. J. Fjeldsted.
- Provo—Utah Co. Fair. Sept. 11-13. S. W. Clark.
- Richfield—Sevier Co. Fair. Sept. 3-5. Ernest R. Anderson.
- Salt Lake City—Utah Centennial Expo., produced by State Fair Assn. June 2-Sept. 20. Sheldon R. Brewster.
- Tremonton—Box Elder Co. Fair. Aug. 21-23. Robert H. Stewart, Brigham City.

### Vermont

- Barton—Orleans Co. Fair. Aug. 14-16. Dave Gallup, Orleans, Vt.
- Essex Junction—Champlain Valley Expo. Aug. 24-30. Harris K. Drury.
- Hartland—Hartland Fair. Aug. 20-22. M. P. Rogers, Woodstock, Vt.
- Lyndonville—Caledonia Co. Fair. Aug. 21-23. A. E. Donahue.
- Rutland—Rutland Fair. Sept. 1-6. Arthur B. Porter.
- South Wallingford—Union Driving Park Soc. Aug. 16-17. Ralph E. Stafford.
- Tunbridge—Union Agri. Soc. Sept. 16-18. Edw. R. Flint.

### Virginia

- Abingdon—Southwest Virginia Fair. Aug. 13-16. G. G. Preston Jr.
- Amherst—Amherst Co. Fair Assn. Sept. 23-26. W. M. Gannaway.
- Bland—Bland Co. Fair Assn. Sept. 11-13. T. E. Mallory.
- Chase City—Mecklenburg Co. Fair Assn. Oct. 7-11. Carson W. Gregory.
- Chesterfield—Chesterfield Co. Fair Assn. Oct. 1-4. J. C. McKesson, RFD 11, Richmond.
- Clintwood—Farmers' Fair Assn. Sept. 3-6. Howard Clark.
- Covington—Allegheny Co. Fair Assn. Sept. 8-13. Thomas B. McCaleb.
- Charleston—Kanawha State Park Assn. Aug. 30-Sept. 7. T. H. McGovern.
- Clay—Clay Co. Fair. Aug. 25-30. R. L. Taubert.
- Daybrook, Fairview—Clay District Fair. Sept. 11-13. Mrs. Margaret Gardner.
- Grafton—Taylor Co. Fair Assn. Sept. 11-13. Lloyd M. Reid.
- Helvetia—Helvetia Community Fair. Sept. 11-13. Mrs. James McNeal.
- Huntington—KYOWVA Fair at Camden Park. Sept. 21-28. James T. Hetzer.
- Lewisburg—State Fair of W. Va. Aug. 18-23. Robert E. Sydenstricker.
- Mannington—Mannington Fair Assn. Sept. 9-13. Goffe H. Sturm.
- Marlington—Pocahontas Co. Fair Assn. Aug. 11-16. Fred C. Allen.
- Moundsville—Marshall Co. Fair Assn. Sept. 4-6. Samuel Shaw.
- New Hope—Beaver Pond Dist. Farmers' Club. Sept. 4-6. Earl Herman, R. 1, Princeton.
- Oak Hill—Payette Co. Negro Fair. Oct. 16-18. J. Edgar Jordan, Fayetteville.
- Parsons—Tucker Co. Fair Assn. Sept. 24-27. Luther Sturms.
- Pennsboro—Richie Co. Fair Assn. Aug. 27-30. J. B. Murphy.
- Petersburg—Tri-Co. Fair. Sept. 10-12. C. L. Sticker.
- Phillippi—Barbour Co. Fair Assn. Sept. 25-27. Gerald Baughman.

### West Virginia

- Charleston—Kanawha State Park Assn. Aug. 30-Sept. 7. T. H. McGovern.
- Clay—Clay Co. Fair. Aug. 25-30. R. L. Taubert.
- Daybrook, Fairview—Clay District Fair. Sept. 11-13. Mrs. Margaret Gardner.
- Grafton—Taylor Co. Fair Assn. Sept. 11-13. Lloyd M. Reid.
- Helvetia—Helvetia Community Fair. Sept. 11-13. Mrs. James McNeal.
- Huntington—KYOWVA Fair at Camden Park. Sept. 21-28. James T. Hetzer.
- Lewisburg—State Fair of W. Va. Aug. 18-23. Robert E. Sydenstricker.
- Mannington—Mannington Fair Assn. Sept. 9-13. Goffe H. Sturm.
- Marlington—Pocahontas Co. Fair Assn. Aug. 11-16. Fred C. Allen.
- Moundsville—Marshall Co. Fair Assn. Sept. 4-6. Samuel Shaw.
- New Hope—Beaver Pond Dist. Farmers' Club. Sept. 4-6. Earl Herman, R. 1, Princeton.
- Oak Hill—Payette Co. Negro Fair. Oct. 16-18. J. Edgar Jordan, Fayetteville.
- Parsons—Tucker Co. Fair Assn. Sept. 24-27. Luther Sturms.
- Pennsboro—Richie Co. Fair Assn. Aug. 27-30. J. B. Murphy.
- Petersburg—Tri-Co. Fair. Sept. 10-12. C. L. Sticker.
- Phillippi—Barbour Co. Fair Assn. Sept. 25-27. Gerald Baughman.

Point Pleasant—Mason Co. Fair. Sept. 19-21. M. M. Foglesong.  
 Saint Marys—Pleasants Co. Fair. Sept. 11-13. Granville Kester.  
 Sutton—Braxton Co. Fair. Aug. 18-23. Earle Morrison.  
 Wadestown—Battelle District Fair. Sept. 3-6. D. S. Tennant, Burton, W. Va.  
 Webster Springs—Webster Co. Fair. Sept. 1-6. Ralph Cunningham, Cowen, W. Va.

**Wisconsin**

Ashland—Chequamegon Regional Fair. Sept. 18-20. Walter W. Wilcox.  
 Athens—Athens Adv. & Agrl. Assn. Aug. 26-28. R. Neuenschwander.  
 Baraboo—Sauk Co. Agrl. Soc. Aug. 26-29. George W. Davies, North Freedom, Wis.  
 Beaver Dam—Dodge Co. Fair Assn. Sept. 3-7. Forrest Knaupp.  
 Black River Falls—Jackson Co. Agrl. Soc. Sept. 6-9. Douglas J. Curran.  
 Bloomington—Blakes Prairie Agrl. Soc. Sept. 5-7. Robert O. Brodt.  
 Chilton—Calumet Co. Agrl. Soc. Aug. 29-Sept. 1. Herbert Harder.  
 De Pere—Northeastern Wis. Fair. Aug. 20-24. William S. Klaus.  
 Eagle River—Vilas Co. Agrl. Soc. Aug. 15-17. Herman M. Smith.  
 Eau Claire—Eau Claire Junior Fair. Aug. 11-14. Carl M. Johnson.  
 Elkhorn—Walworth Co. Agrl. Soc. Aug. 29-Sept. 1. Charles A. Jahr.  
 Ellsworth—Pierce Co. Fair Assn. Sept. 2-5. H. G. Seyforth.  
 Fond du Lac—Fond du Lac Co. Fair. Aug. 13-17. J. B. Kolsta.

Friendship—Adams Co. Agrl. Assn. Sept. 11-14. Robert W. Roseberry.  
 Galesville—Trempealeau Co. Fair. Aug. 29-Sept. 1. Frank M. Smith.  
 Gays Mills—Crawford Co. Fair. Sept. 4-7. Leonore M. Feldmann, Prairie du Chien.  
 Gillett—Oconto Co. Youth Fair. Aug. 22-24. Emery J. Ansoerge.  
 Glenwood City—Glenwood Inter-Co. Fair Assn. Aug. 14-17. Raymond Wall.  
 Grantsburg—Burnett Co. Fair Assn. Aug. 21-23. Ray G. Lidbom.  
 Hayward—Sawyer Co. Fair. Aug. 21-24. K. Walker.  
 Iron River—Bayfield Co. Fair. Sept. 12-14. R. J. Holvenstot, Washburn, Wis.  
 Janesville—Rock Co. 4-H Fair Assn. Aug. 11-14. R. T. Glassco.  
 Ladysmith—Rusk Co. Fair. Aug. 19-22. F. J. Manning.  
 Lancaster—Grant Co. Agrl. Soc. Sept. 5-9. E. W. Terwilliger.  
 Lodi—Lodi Union Agrl. Soc. Sept. 19-21. Gretchen Gunderson.  
 Luxemburg—Kewaunee Co. Agrl. Assn. Aug. 30-Sept. 1. Julius Cahn.  
 Manitowoc—Manitowoc Co. Fair. Aug. 28-Sept. 1. A. F. Rank.  
 Marshfield—Central Wis. State Fair Assn. Aug. 31-Sept. 4. R. R. Williams.  
 Mauston—Juneau Co. Fair Assn. Aug. 11-14. Manly Sharp.  
 Medford—Taylor Co. Youth Fair. Aug. 14-17. Carl Zoerb.  
 Menomonie—Dunn Co. Fair. Aug. 16-20. Lyle C. Pollock.  
 Mineral Point—Southwestern Wis. Fair. Aug. 29-Sept. 1. C. L. Winn.  
 Mondovi—Buffalo Co. Agrl. Soc. Aug. 23-26. J. V. Whelan.  
 Neillsville—Clark Co. Agrl. Soc. Aug. 15-18. Harold Huckstead.  
 Oshkosh—Winnebago Co. Fair & Expo. Aug. 26-29. Taylor G. Brown.  
 Phillips—Price Co. Fair. Aug. 21-24. F. W. Heath.  
 Plymouth—Sheboygan Co. Fair. Aug. 29-Sept. 1. W. H. Eldridge.  
 Rice Lake—Barron Co. Fair. Aug. 14-17. L. R. Gilbertson.  
 Richland Center—Richland Co. Agrl. Soc. Sept. 11-14. H. J. Gochenaur.  
 Rosholt—Rosholt Free Community Fair. Aug. 30-Sept. 1. R. L. Wroldstad.  
 Saxon—Iron Co. Fair Assn. Aug. 29-31. Mrs. Edward Skaja, Hurley, Wis.  
 Seymour—Outagamie Co. Fair Assn. Aug. 14-17. Michael Burns.  
 Shawano—Shawano Co. Fair. Sept. 4-7. Louis W. Cateau.  
 Spooner—Washburn Co. Fair Assn. Aug. 18-20. W. H. Dougherty.  
 Sturgeon Bay—Door Co. Fair Assn. Aug. 21-24. John H. Miles.  
 Superior—Tri-State Fair. Aug. 12-17. M. H. Lavine.  
 Union Grove—Racine Co. Agrl. Soc. Aug. 26-28. E. A. Polley, Rochester, Wis.  
 Viroqua—Vernon Co. Agrl. Soc. Sept. 17-21. Oren G. Johnson.  
 Wausau—Wisconsin Valley Fair. Aug. 13-17. H. A. Kleier.  
 Wausaukee—Marquette Co. Fair. Aug. 29-Sept. 1. Charles B. Drewry, Marinette.  
 Waubesa—Waushara Co. Fair Assn. Aug. 21-24. H. N. Haferbecker.  
 Webster—Central Burnett Co. Fair Assn. Aug. 18-20. R. E. Krause.  
 West Allis—Milwaukee—Wisconsin State Fair. Aug. 16-24. Ralph E. Ammon.  
 Westfield—Marquette Co. Agrl. Assn. Sept. 5-8. W. P. Fuller.  
 Weyauwega—Waupaca Co. Fair. Sept. 11-14. Frank Haffner.

*Fine Color*  
**GENUINE TURQUOISE**  
**INDIAN STYLE JEWELRY**  
**LOW PRICES**

BEAUTIFULLY MADE IN EXPENSIVE LOOKING NICKLE-SILVER

2210 BRACELET GENUINE TURQUOISE \$3.75 DOZ.  
 2211 BRACELET GENUINE TURQUOISE \$4.50 DOZ.  
 2214 BRACELET GENUINE TURQUOISE \$5.40 DOZ.  
 2300 BRACELET GENUINE TURQUOISE \$6.75 DOZ.  
 2305 BRACELET GENUINE TURQUOISE \$6.75 DOZ.  
 2307 BRACELET GENUINE TURQUOISE \$6.75 DOZ.  
 2349 BRACELET GENUINE TURQUOISE \$9.00 DOZ.  
 2351 BRACELET GENUINE TURQUOISE \$12.00 DOZ.  
 2354 BRACELET GENUINE TURQUOISE \$15.00 DOZ.

GENUINE TURQUOISE INDIAN STYLE EARRINGS

2400 GENUINE TURQUOISE \$5.25 DOZ. PR.  
 2401 GENUINE TURQUOISE \$5.25 DOZ. PR.  
 2403 GENUINE TURQUOISE \$5.25 DOZ. PR.  
 2404 GENUINE TURQUOISE \$6.75 DOZ. PR.  
 2405 GENUINE TURQUOISE \$9.75 DOZ. PR.  
 2406 GENUINE TURQUOISE \$12.00 DOZ. PR.

GENUINE TURQUOISE INDIAN STYLE RINGS

All rings have adjustable shanks to fit all size fingers.

2450 GENUINE TURQUOISE \$5.25 DOZ.  
 2451 GENUINE TURQUOISE \$5.25 DOZ.  
 2452 GENUINE TURQUOISE \$6.75 DOZ.  
 2453 GENUINE TURQUOISE \$6.75 DOZ.  
 2454 GENUINE TURQUOISE \$6.75 DOZ.  
 2455 GENUINE TURQUOISE \$10.00 DOZ.

Write Now! For our Engraving Jewelry Catalog (STATE YOUR BUSINESS)

**HARRY PAKULA & CO.**  
 8 NO WABASH AVENUE CHICAGO 7 ILL.

**AMERICA'S FASTEST SELLING NOVELTIES AUTO SPEEDWAY**  
 \$15.00 Doz.  
 Thrills and spills to delight every child. Action packed Auto Racing Toy. One car races around speedway and when reaching tunnel, releases second car which races around to release first car, etc.

**ELSIE THE "MOOING" COW**  
 Complete with her little Red Barn.  
 \$7.75 Doz.  
 She does tricks, she moos, she's a riot of fun—all dressed up in her colorful daisy wreath.

**ELECTRIC LIGHT FLOWER**  
 2 Styles, Gardenia and Buttonaire, complete with battery and bulb  
 \$5.75 Doz.  
 RUSH YOUR ORDER TODAY  
 25% with order, balance C. O. D.  
**BERNARD FINE CO., Inc.**  
 501 6th Ave., Dept. BL, New York 11, N. Y.

**SALES SOAR!**  
 with...  
**BAYSHORE BLIMPS**  
**A GIANT AIRSHIP**  
**30 inches long**  
 Complete with  
 An Oversize Silver Blimp Made With Heavy Quality Rubber • Ready Cut Fins and Gondola Showing Crew and Motors Printed in Color on Sturdy Stock • Silver Assembly Tape . . . Packaged in Two Color Envelope with Complete Directions.

• QUALITY  
 • SALES APPEAL  
 • PRICE APPEAL

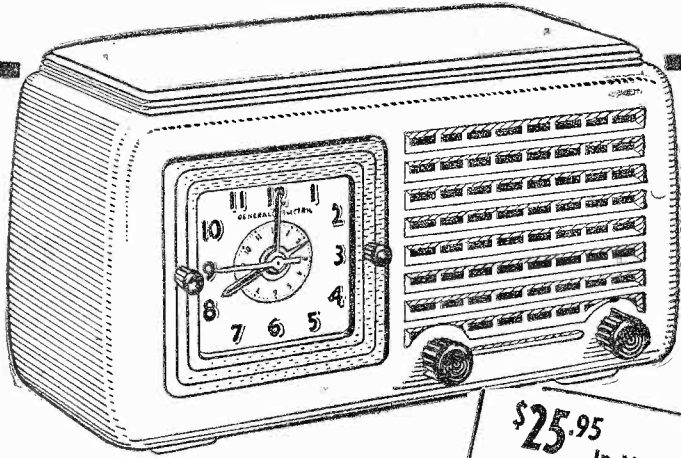
WRITE FOR NAME OF YOUR JOBBER AND THE NEW REDUCED PRICES

BUY BETTER BALLOONS BY BAYSHORE

**BAYSHORE INDUSTRIES, INC.**  
 ELKTON, MARYLAND



WAKE UP YOUR SALES WITH GENERAL ELECTRIC "WAKE UP ALARM" RADIO



HERE'S A SALES GETTER THAT RINGS THE PROFIT BELL!

A top quality General Electric Radio and Alarm Clock combination. Wake-up-to-music clock radio that works automatically. Wake-up buzzer sounds a few minutes after the radio turns itself on. Operates on house current, AC, 60 cycle, 105-120 volts. General Electric clock built into the set.

Terrific appeal for Salesboards and Premiums. Choice of Mahogany or Ivory.

\$25.95 In Mahogany
\$27.50 In Ivory
Above prices in lots of 5 or more.
SAMPLES
In Mahogany \$26.95
In Ivory \$28.50
1/3 Deposit, balance C. O. D.
Net 10 days to Rated Firms.

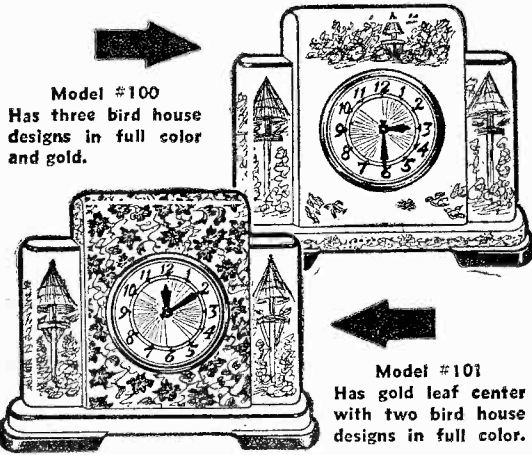
DE FOUR SALES COMPANY

7366 N. GREENVIEW AVE.

CHICAGO 26, ILLINOIS

OPERATORS - CONCESSIONAIRES

HERE IS THAT NEW AND DIFFERENT PREMIUM ITEM



Model #100
Has three bird house designs in full color and gold.

Honeymoon

ELECTRIC CLOCK

- Baked hand decorated in 24 karat gold with full colors
Size: 7 1/2" high, 9" wide, 2 1/2" deep
Full guarantee with each clock
Choice of two designs
Made of the finest quality porcelain
Complete with cord and plug

Model #101
Has gold leaf center with two bird house designs in full color.

\$7.50 In Doz. Lots

Individually boxed, packed 12 to a shipping carton.
TERMS: 25% with order, bal. C. O. D., F. O. B. Chicago
SAMPLE: \$10.50 postpaid (cash with order).

ADVERTISERS PREMIUM SERVICE

173 W. MADISON ST.

CHICAGO 2, ILL.

CONCESSIONAIRES—PREMIUM USERS
PITCHMEN—NOVELTY MEN

We Have What You Want at Lowest Prices

Perfex Electric Razors—Cameras—Pen Sets—Ball Point Pens—White Stone Rings
Watches—Cocktail Bracelets—Pocket Knives—Cleaver and Knife Sets—Cutlery
Balloons—Flying Birds—Novelty.

MANY MORE ITEMS TO CHOOSE FROM

Best in the West . . . Make This Your Headquarters

EUGENE L. HOFFMAN, Prop.

Wholesale Specialty Co.

508 SO. LOS ANGELES ST.
LOS ANGELES 14, CALIF.

New Large Quarters

Est. Since 1926

Wyoming

- Afton—Lincoln Co. Fair. Aug. 22-23. Orrin Jenkins.
Buffalo—Johnson Co. Fair. Aug. 27-29. William B. Long.
Casper—Central Wyoming Fair & Stock Show. Aug. 19-22. H. L. Rains.
Douglas—Wyoming State Fair & Rodeo. Sept. 4-6.
Gillette—Campbell Co. Fair. Aug. 28-30.
Lusk—Niobrara Co. Fair. Aug. 22-24. Dale C. Windom.
Pine Bluffs—Laramie Co. Fair Assn. Aug. 28-30. Charles W. Stephens.
Powell—Big Horn Basin Fair. Aug. 21-23. R. A. Roney.
Rawlins—Carbon Co. Fair. Aug. 29-Sept. 1. Neis L. Dahlquist.
Rock Springs—Sweetwater Co. Fair. Aug. 30-31.
Sheridan—Sheridan Livestock & Racing Assn. Aug. 31-Sept. 1. J. S. Bentley.
Sundance—Crook Co. Fair. Aug. 29-30. Mrs. L. G. Landers.
Torrington—Goshen Co. VFW Fair & Rodeo. Aug. 30-Sept. 1. Prentice Beardsley.
Wheatland—Platte Co. Fair & Rodeo. Aug. 29-30. C. R. Stumpff.

Canada

ALBERTA

- Wildwood—Wildwood Agrl. Soc. Aug. 24-26. Mrs. Emily Browne.

BRITISH COLUMBIA

- Abbotsford—Central Fraser Valley Fair. Sept. 5-6. L. J. Kettle.
Alberni—Alberni Agrl. Assn. Aug. 21-23.
Armstrong—Interior Provincial Exhn. Assn. Sept. 15-18. Mat. Hassen.
Chilliwack—Chilliwack Agrl. Assn. Sept. 9-11. Ian T. Hepburn.
Cloverdale—Cloverdale Agrl. Assn. Sept. 12-13. T. W. Currie, New Westminster.
Coombs—Coombs Agrl. Assn. Sept. 10-11.
Courtenay—Courtenay Agrl. Assn. Aug. 15-16.
Duncan—Duncan Agrl. Assn. Sept. 5-6.
Haney—Haney Agrl. Assn. Sept. 17-18.
Invermere—Windermere Agrl. Assn. Aug. 29-30. N. M. Marples.
Kamloops—Kamloops Agrl. Assn. Sept. 22-25.
Ladysmith—Ladysmith Agrl. Assn. Sept. 17-18. Rev. C. McDiarmid.
Langley Prairie—Langley Agrl. Assn. Sept. 16-17. Miss L. Anderson.
Lillooet—Lillooet Agrl. Assn. Sept. 18-19.
Mission—Mission Agrl. Assn. Sept. 3-4. G. W. Harrison.
Port Alberni—Alberni District Fair Assn. Aug. 21-23. George A. Scott.
Prince George—Prince George Agrl. Assn. Sept. 1-2. A. J. Rose.
Quesnel—Quesnel Agrl. Assn. Sept. 10-11.
Salmon Arm—Salmon Arm Agrl. Assn. Sept. 11-12.
Smithers—Smithers Agrl. Assn. Aug. 29-30.
South Burnaby—S. Burnaby Agrl. Assn. Sept. 19-20.
Vancouver—Pacific National Exhn. Aug. 25-Sept. 1. V. Ben Williams.
Williams Lake—Williams Lake Agrl. Assn. Sept. 12-13.

NEW BRUNSWICK

- Bathurst—Bathurst Fair Assn. Oct. 1-3. Clinton J. Miller, R. R. 1.
Gagetown—Queens Co. Fair Assn. Sept. 12-13. Fred Hyatt, Mill Cove, N. B.
Keswick—Keswick Fair Assn. Sept. 17-18. J. Walter Inch, Mouth of Keswick.
Stanley—Stanley Fair. Sept. 23-26. T. Allan Best.

NOVA SCOTIA

- Antigonish—Antigonish Co. Agrl. Soc. Sept. 16-17. John R. McInnis, Purl Brook.
Bridgewater—Lunenburg Co. Exhn. Sept. 23-26. W. J. Crouse.
Caledonia—Queens Co. Fair. Sept. 30-Oct. 3. Robert Smith.
Digby—Digby Co. Agrl. Soc. Sept. 18-19. H. E. Chisholm, Bear River, N. S.
Lawrencetown—Annapolis Co. Exhn. Sept. 16-18. Donald White.
Middle Musquodoboit—Halifax Co. Exhn. Sept. 23-24. George S. Dickey.
North Sydney—Cape Breton Co. Exhn. Sept. 1-6. Charles Munn.
Oxford—Cumberland Co. Exhn. Sept. 9-12. Claude Thompson.
Pictou—Pictou & N. Colchester Exhn. Sept. 2-4. Fred W. MacKay.
Truro—Central N. S. Exhn. Aug. 26-29. W. R. Retson.
Windsor—Hants Co. Agrl. Soc. Sept. 16-19. J. Watson Maxner.
Yarmouth—Yarmouth Co. Agrl. Soc. Sept. 9-12. Don Chipman, R. R. 1.

ONTARIO

- Aberfoyle—Puslinch Agrl. Soc. Sept. 23-24. D. A. Stewart.
Acton—Acton Agrl. Soc. Oct. 3-4. C. B. Swackhamer.
Almonte—North Lanark Agrl. Soc. Aug. 28-30. Howard Giles.
Alvinston—Alvinston Agrl. Soc. Oct. 1-2. W. J. Weed.
Ancaster—Ancaster Agrl. Soc. Sept. 23-25. Roy A. Moffat.
Apsley—Apsley Agrl. Soc. Sept. 3-4. Mrs. M. J. Tucker.
Arnprior—Arnprior Agrl. Soc. Aug. 25-27. W. H. Murphy.
Arthur—Arthur Agrl. Soc. Sept. 23-24. L. H. Cann.
Ashworth—Stisted Agrl. Soc. Sept. 24-25. Jos. Demaine.
Atwood—Elma Agrl. Soc. Sept. 26-27. E. H. Swing.
Avonmore—Roxborough Agrl. Soc. Sept. 23-24. Grant Tinkess.
Aylmer—Aylmer Fair. Sept. 9-12. F. E. Leeson.
Ayton—Ayton Agrl. Soc. Sept. 26-27. J. W. Werner.
Barrie—Barrie Agrl. Soc. Sept. 15-16. E. W. Richardson.
Bayfield—Bayfield Agrl. Soc. Oct. 7-8. Chas. Geimeinhard.
Beachburg—North Renfrew Agrl. Soc. Sept. 22-24. Garnet Kenny.
Beamsville—Clinton Agrl. Soc. Sept. 30-Oct. 1. Keith Comfort.

- Beverton—North Ont. Agrl. Soc. Sept. 19-20. Don C. Ross.
Beeton—Beeton Agrl. Soc. Oct. 1-2. F. C. Pierson.
Belleville—Belleville Agrl. Soc. Sept. 22-24. E. S. Denyes.
Binbrook—Binbrook Agrl. Soc. Sept. 16-17. E. S. Laidman, Glanford Station.
Blackstock—Cartwright Agrl. Soc. Sept. 2-3. Henry Thompson, Nestleton.
Blyth—Blyth Agrl. Soc. Sept. 10-11. Miss L. Livingston.
Bobcaygeon—Verulem Agrl. Soc. Sept. 26-27. R. E. Thurston.
Bolton—Albion & Bolton Agrl. Soc. Sept. 26-27. Dr. W. J. McCabe.
Bracebridge—S. Muskoka Agrl. Soc. Sept. 11-12. Jerry Dickie.
Brampton—Peel Co. Agrl. Soc. Sept. 16-17. H. J. Laidlaw.
Brighton—Brighton Agrl. Soc. Sept. 2-3. Fred Meyers.
Bruce Mines—Bruce Mines Agrl. Soc. Sept. 23-24. Ernest W. Gallop.
Brussels—East Huron Agrl. Soc. Oct. 2-3. Rev. G. A. Milne.
Burford—South Brant Agrl. Soc. Sept. 30-Oct. 1. R. A. Templer.
Burk's Falls—Burk's Falls Agrl. Soc. Sept. 18-19. Fred Metcalfe.
Caledon—Caledon Agrl. Soc. Sept. 19-20. Charles Barrett.
Caledonia—Caledonia Agrl. Soc. Oct. 2-4. Reg. M. Hudspeth.
Campbellford—Seymour Agrl. Soc. Sept. 23-24. G. G. Stephens.
Carp—Carp Agrl. Soc. Sept. 26-27. A. E. Cavanagh.
Centerville—Addington Agrl. Soc. Sept. 9-10. Wilmot Breault.
Charlton—Charlton Agrl. Soc. Sept. 9-10. Amos Bevers.
Chatsworth—Holland Agrl. Soc. Oct. 2-3. Allan Findlay.
Chesley—Chesley Agrl. Soc. Sept. 5-6. Wesley Emke.
Chesterville—Chesterville Agrl. Soc. Sept. 2-3. W. H. Casselman.
Clarence Creek—Clarence Creek Agrl. Soc. Sept. 9-10. Amedel Fertier.
Clarksburg—Collingwood Tp. Agrl. Soc. Sept. 16-17. J. J. Buchanan.
Clifford—Clifford Agrl. Soc. Sept. 19-20. Herb A. Hopf.
Cobden—Cobden Agrl. Soc. Sept. 16-17. H. Guest.
Cochrane—Cochrane Agrl. Soc. Sept. 9-10. Ray Redwood.
Coe Hill—Wollaston Agrl. Soc. Sept. 9-10. C. H. Gunter.
Coldwater—Coldwater Agrl. Soc. Sept. 9-10. Chester Martin.
Collingwood—Great Northern Exhn. Sept. 25-27. V. A. Ellis.
Comber—Comber Agrl. Soc. Sept. 12-13. Morley Elliott.
Cooksville—Cooksville Agrl. Soc. Sept. 12-13. W. Livingston.
Delta—Delta Fair Assn. Sept. 1-3. Isaac Stevens, Philippsville, Ont.
Desboro—Desboro Agrl. Soc. Sept. 18-19. Clifford Sutcliffe.
Drayton—Peel & Drayton Agrl. Soc. Sept. 19-20. Mrs. George A. Bates.
Dresden—Dresden Agrl. Soc. Sept. 9-11. R. Fred Houston.
Drumbo—Drumbo Agrl. Soc. Sept. 24-25. Wilfred A. Cockburn.
Dryden—Dryden Agrl. Soc. Sept. 5-6. D. E. Scott.
Dunchurch—United Tps. Agrl. Soc. Sept. 24-25. Mrs. Alvin Stone.
Dundalk—Proton Agrl. Soc. Sept. 15-16. Herb Corbett.
Durham—Durham Agrl. Soc. Sept. 4-5. Mrs. Grace V. Bayley.
Elmira—Elmira Agrl. Assn. Aug. 29-Sept. 1. Arthur H. Zilliox.
Elmvale—Elmvale Fair. Sept. 22-24. Thomas E. Smith.
Emo—Rally River Valley Agrl. Soc. Aug. 26-27. Eric W. Gillies.
Emsdale—Perry Agrl. Soc. Sept. 10-11. Arthur Rowley.
Englehart—Englehart Agrl. Soc. Sept. 16-17. Mrs. H. M. Peterson.
Erin—Erin Agrl. Soc. Oct. 11-13. George C. Burt, Hillsburg, Ont.
Exeter—Exeter Agrl. Soc. Sept. 17-18. Clark Fisher.
Fergus—Wellington Co. Agrl. Soc. Sept. 12-13. William A. Maedel.
Florence—Florence Agrl. Soc. Sept. 18-19. F. S. Bodkin.
Forest—Forest Agrl. Soc. Sept. 18-19. Keith Sutherland.
Galt—South Waterloo Agrl. Soc. Sept. 18-20. Robert E. Cowan.
Georgetown—Esquesing Agrl. Soc. Sept. 12-13. G. L. McGilvray.
Glencoe—Mosa & Ekfrid Agrl. Soc. Sept. 15-16. T. W. Little.
Gorrie—Howick Agrl. Soc. Oct. 3-4. W. E. Whitfield.
Grand Valley—East Luther Agrl. Soc. Sept. 11-12. Walter Richardson.
Hanover—Hanover Agrl. Soc. Sept. 10-11. D. G. Voelzing.
Harriston—West Wellington Agrl. Soc. Sept. 25-26. J. F. Young.
Harrow—Colchester South Agrl. Soc. Aug. 23-30. Langton Capstick.
Highgate—Orford Agrl. Soc. Oct. 10-11. Albert Clark.
Holstein—Egremont Agrl. Soc. Sept. 24-25. Ewart Alles, Holstein, Ont.
Huntsville—North Muskoka Agrl. Soc. Sept. 17-18. John Laycock.
Hymers—Whitefish Valley Agrl. Soc. Sept. 9-10. Mrs. P. Kilchuk.
Ingersoll—Ingersoll Agrl. Soc. Oct. 9-11. Bruce Dickout, Salford.
Kemble—Keppek & Sarawak Agrl. Soc. Sept. 23-24. Elmer Beckett.
Kenora—Kenora Agrl. Soc. Aug. 21-22. Gerald F. Bourke.
Kincardine—Kincardine Agrl. Soc. Sept. 18-19. E. A. Henry.
Kinmount—Galway Agrl. Soc. Aug. 29-30. Miss Ivy A. Gilmour.
Kingston—Kingston & District Agrl. Soc. Sept. 25-27. Mrs. P. A. Conley.

Kirkton—Kirkton Agrl. Soc. Sept. 24-25. Hugh Berry, Woodham.	McKellar—McKellar Agrl. Soc. Sept. 16-18. L. Moffat.
Lakefield—Lakefield Agrl. Soc. Sept. 19-20. H. W. Beavis, Peterboro.	Meaford—Meaford and St. Vincent Agrl. Soc. Oct. 1-2. Walter H. Chapple.
Lanark—Lanark Village Agrl. Soc. Sept. 11-12. B. Willis.	Merlin—Raleigh and Tilbury Agrl. Soc. Sept. 11-12. Lewis W. King.
Lansdowne—Lansdowne Agrl. Soc. Sept. 8-10. L. W. Moxley.	Metcalfe—Metcalfe Agrl. Soc. Sept. 19-20. J. E. Craig.
Leamington—Leamington Dist. Agrl. Soc. Sept. 15-20. Cecil Stobbs.	Midland—Tiny and Tay Agrl. Soc. Sept. 18-20. Robert G. Nesbitt.
Lindsay—Lindsay Central Exhibition. Sept. 9-13. W. E. Agnew.	Mildmay—Carrick Agrl. Soc. Sept. 22-23. P. D. Liesemer.
Lion's Head—Eastnor Agrl. Soc. Sept. 10-11. H. Loughead, R. R. 2.	Milton—Halton Agrl. Soc. Sept. 26-27. E. M. Readhead.
Listowel—Listowel Agrl. Soc. Sept. 17-18. W. J. Roberts.	Milverton—Mornington Agrl. Soc. Sept. 2-3. Martin Calder.
Lucknow—Lucknow Agrl. Soc. Sept. 23-24. Joseph Agnew.	Mitchell—Fullarton Agrl. Soc. Sept. 23-24. Mrs. Jno. McNay.
Madoc—Madoc Agrl. Soc. Oct. 7-8. W. J. Hill.	Moraviantown—Moraviantown Agrl. Soc. Oct. 8-9. Johnson Huff, Bothwell, Ont.
Magnetawan—Magnetawan Agrl. Soc. Sept. 16-17. H. W. Rosskopf.	Mount Forest—Mount Forest Agrl. Soc. Sept. 8-9. H. A. Ross.
Manitowaning—Manitowaning Agrl. Soc. Sept. 18-19. James Hembuff.	Murillo—Oliver Agrl. Soc. Sept. 9-10. George Elchuk.
Markdale—Markdale Agrl. Soc. Sept. 22-23. Russell Freeman.	Napanee—Lennox Agrl. Soc. Sept. 15-17. George T. Walters.
Markham—Markham Fair. Oct. 2-4. R. H. Crosby.	Neustadt—Normanby Agrl. Soc. Sept. 19-20. Ed Demerling.
Marmora—Marmora Agrl. Soc. Sept. 30-Oct. 1. Vincent M. Lynch.	New Hamburg—Wilmot Agrl. Soc. Sept. 12-13. Mrs. A. R. G. Smith.
Massey—Massey Agrl. Soc. Sept. 23-24. B. Houle.	Newington—Stormont Fair. Sept. 11-12. P. J. McEwan.
Maxville—Kenyon Agrl. Soc. Sept. 16-18. J. P. McNaughton.	Norwich—North Norwich Agrl. Soc. Sept. 16-17. David Croft.
	Norwood—East Peterboro Agrl. Soc. Oct. 11-13. William Heffernan.
	Oakwood—Oakwood Agrl. Soc. Sept. 23-24. J. B. Weldon.
	Odessa—Odessa Agrl. Soc. Sept. 30-Oct. 1. A. M. Fraser, R. R. 3, Kingston.
	Ohsweken—Ohsweken Agrl. Soc. Sept. 24-26. Joseph C. Hill.
	Orangeville—Dufferin Agrl. Soc. Sept. 9-10. Joseph E. Cooney.
	Orillia—East Simcoe Agrl. Soc. Sept. 4-6. Irwin McMahon, Hawkestone, Ont.
	Oro—Oro Agrl. Soc. Sept. 16-17. I. T. McMahon, Hawkestone, Ont.
	Orono—Durham Central Agrl. Soc. Sept. 5-6. J. C. Gamey.
	Oshawa—South Ont. Agrl. Soc. Sept. 8-10. E. W. Webber, Columbus, Ont.
	Ottawa—Central Can. Exhn. Assn. Aug. 18-23. H. H. McElroy.
	Owen Sound—Owen Sound Agrl. Soc. Sept. 27-30. E. V. Radbourne.
	Paisley—Paisley Agrl. Soc. Sept. 15-16. William T. Hopper.
	Paris—Paris Agrl. Soc. Sept. 26-27. E. H. Buck.
	Perth—South Lanark Agrl. Soc. Sept. 5-6. M. J. Donohoe.
	Pictou—Pictou Agrl. Soc. Sept. 19-20. Mrs. Robert Jamieson.
	Porquus Junction—Porquus Junction Agrl. Soc. Sept. 11-12. Mrs. Jack Bailey.
	Port Elgin—North Bruce Agrl. Soc. Sept. 11-12. Mrs. H. W. McArthur.
	Port Hope—Port Hope Agrl. Soc. Sept. 26-27. W. T. Marvin.
	Port Perry—Port Perry Agrl. Soc. Aug. 30-Sept. 1. R. D. Woon.

## PRICES SLASHED • SELL ON SIGHT

DIRECT FROM MANUFACTURERS OF FINE NOVELTY JEWELRY




**SENSATIONAL PREMIUM ITEMS**  
FAIRS, PARKS, CARNIVALS, CONCESSIONAIRES

Glamorous Ladies' Cocktail Bracelets and Tantalizing Cocktail Rings. Beautifully set with brilliant rhinestones and imported imitation rubies, sapphires and multi-colored stones—highly polished—14 kt. pink gold finish.

**NEW LOW PRICES**

Cocktail Bracelets, 10 styles . . . . .	\$8.50 Dz.	25% Deposit—Balance C. O. D.
Cocktail Rings, 6 styles . . . . .	5.50 Dz.	Special Price in Gross Lots.
Cocktail Lapel Fobs with Earrings to match . . . . .	9.50 Dz.	
Assorted Chatelaine & Earring Sets . . . . .	9.75 Dz.	

**CLARION SALES, INC.**  
178 Forsyth St. New York 2, N. Y.

Minimum sample order—one dozen.

### WHILE THEY LAST



"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110

**\$3.00** Per Dozen in Lots of 12 Dozen or More.  
\$3.50 Per Dozen in 1-Dozen Lots.

## ROHDE-SPENCER CO.

223-225 W. MADISON STREET  
CHICAGO 6, ILLINOIS

## WEST COASTERS ATTENTION:



**CONCESSIONAIRES**  
SALESBOARDERS

**BINGO OPERATORS**  
PREMIUM USERS

Mickey Mouse Wrist Watch . . . . .	\$5.00 Ea.
Waterbury Wrist Watches . . . . .	5.00 Ea., \$5.50 Ea., \$8.50 and up
New Haven Pocket Watches . . . . .	1.60 Ea.
Remington Pocket Knives . . . . .	16.00 Doz. and up
DuBarry Boudoir Dolls . . . . .	4.00 Ea., \$45.00 Doz.
Roberta Fancy Dressed Dolls . . . . .	\$6.00 Ea., \$66.00 Doz.
New Haven Travel Clock (Zip-Per Case) . . . . .	4.75 Ea.
Dice Lamp (Lucky Seven) . . . . .	18.00 Doz.
Mountain Jug Lamp (A winner) . . . . .	24.00 Doz.
Chrome Electric Ship Lamp . . . . .	4.50 Ea., \$48.00 Doz.
United Electric Clocks . . . . .	4.00 Ea.

**ALARM CLOCK SPECIAL**  
Waterbury Make, \$3.25 Ea. (\$3.60 Radium Dial)

**"FLASH"—LATE MINUTE SPECIALS**

Plastic Riding Spurs . . . . .	\$7.20 Doz.
Min. Deerfoot Knife in Sheath . . . . .	3.00 Doz.
Comb. Cig. Case and Lighter (Evans) . . . . .	\$36.00
Calif. made Plastic Ukulele . . . . .	6.50 Doz.

Complete Line of Carnival Goods      Send Your Requirements  
Samples Available, Get On Our Mailing List  
TERMS—Net 30 to Rated Accts. Others 25% Deposit, Balance C. O. D.  
**ACME NOVELTY COMPANY**      712 S. LOS ANGELES ST.      LOS ANGELES 14, CALIF.

## SPECIALS FOR FAIRS, CONVENTIONS, CELEBRATIONS, CIRCUS, RESORTS, CARNIVALS, SOUVENIR STORES

# LOWEST PRICES IN THE COUNTRY

### ALL GOODS GUARANTEED—FIRST QUALITY, NO SECONDS

<p>De Luxe Flying Birds with loud whistle. The better kind. Gr. . . . . \$10.00</p> <p>Long Lash Silk Whip. Per Gr. . . . . 12.00</p> <p>Lancaster Batons, R.W.B., with Bells. Per Gr. . . . . 14.50</p> <p>Swagger Sticks. Per Gr. . . . . 8.00</p> <p>Jumbo Raccoon Tails. Per Doz. . . . . 2.50</p> <p>Elephant, Donkeys, Base Ball and Bat Charms. Per Gr. . . . . 2.50</p> <p>50 Ligne Buttons, asst., with Ribbon, with badge board items complete made up. Per 100 . . . . . 5.00</p> <p>Paper Shakers. Per Gr. . . . . 5.00</p> <p>Plastic Saxophone, all colors, plays music when you hum, 12 inches long, solid red, white and blue colors. Per Doz. . . . . 4.00</p> <p>Cane with plastic whistling bird. Per Gr. . . . . 36.00</p> <p>Per Doz. . . . . 3.25</p> <p>Crew Caps for Sewing Machines, all sizes and color combinations. Per Doz. . . . . 5.50</p> <p>Buddy Caps for V.F.W. or American Legion. Per 100 . . . . . 14.00</p> <p>White Yacht Caps, all sizes. Per Gr. . . . . 36.00</p> <p>Sun Glasses. Per Doz. . . . . \$2.00 and PENNANTS</p> <p>12-30. Any College or any name you want on them. Per 100 . . . . . \$11.00</p> <p>Jumbo Leis, large. Per Doz. . . . . 6.50</p> <p>Plastic Kazoos, Sirens, and Tooters. Per Gr. . . . . 12.00</p> <p>Extra Large Jumbo Water Guns with large rubber ball and jumbo gun. Per Gr. . . . . 33.00</p> <p>Per Doz. . . . . 3.00</p> <p>Noise Makers, all colors. Per Gr. . . . . 8.00</p> <p>Barrel Coin Holders, Key Chains on cards. Per Gr. . . . . 9.00</p>	<p>Swords, complete with holder and belt, 18 inches long, each in a box. Per Doz. . . . . \$ 3.50</p> <p>Animal Glass Figures filled with candy, consisting of fire engines, rabbits, airplanes and dogs. Per Gr. . . . . 7.00</p> <p>Leaping Frogs, carded. Per Gr. . . . . 7.50</p> <p>Roll Tickets, 5¢, 10¢, 15¢ &amp; 25¢—75 cents a roll.</p> <h3 style="text-align: center;">NOVELTY HATS</h3> <p>Spanish Hats, large size. Per Gr. . . . . \$27.00</p> <p>Mexican Hats, all Red. Per Gr. . . . . 22.50</p> <p>Large Cowboy Hats. Per Gr. . . . . 32.00</p> <p>Comic Robin Hood Hats, complete with feathers, large size. Per Gr. . . . . 15.00</p> <p>Comic Hat Bands, long length. Per 100 . . . . . 1.50</p> <p>Per 1,000 . . . . . 14.00</p> <p>Metallic and Plastic Pinwheels and Twin Propellers. Per Gr. . . . . 8.00</p> <p>Miniature Baseball Bats, 9". Per Gr. . . . . 10.50</p> <p>Rodeo and Circus Pennants, 12-30. Per 100 . . . . . 11.00</p> <p>Metal Horns, 12", wood mouthpiece. Loud Noise. Per Gr. . . . . 10.00</p> <p>Fancy Round and Horseshoe Placques, tinsel and plain, religious, scenic and pin-up pictures. Per Gr. . . . . 15.00</p> <p>6 1/2" Dolls, complete with feather backs and sticks. Per Gr. . . . . 27.00</p> <p>Large Fireman Hats. Per Gr. . . . . 21.00</p> <p>Glass Sailboats with aluminum sails for Scales and Guess Your Age. Per Gr. . . . . 18.00</p> <p>Rodeo Gun and Holster, Jumbo size, with metal gun, complete with Rodeo or Circus Buttons. Per Gr. . . . . 18.00</p> <p>V.F.W. Buttons for Conventions, 50 Ligne, made up with #R. W. B. #9 Ribbon. Per 100 . . . . . 3.00</p>	<p>All Tobacco Jumbo Cigars, 8 to a box. Can be smoked . . . . . \$ 1.75</p> <p>Heavy Maple Parade Canes. Per Gr. . . . . 48.00</p> <p>American Made Blow-Outs. Per Gr. . . . . 4.50</p> <p>Chinese Paper Snakes, complete with sticks. Per Gr. . . . . 12.00</p> <p>Comic Buttons, and all kinds, 50 Ligne. Per 100 . . . . . 1.50</p> <p>Per 1,000 . . . . . 13.00</p> <p>Grand Stand Paper Cushions to sit on. Per 100 . . . . . 5.00</p> <p>Serpentines. Per 100 Rolls . . . . . 6.50</p> <p>Confetti, approx. 50 lbs. to carton. Per Carton . . . . . 4.00</p> <p>36" Painted Knob Sticks. Per 100 . . . . . 3.25</p> <p>Police, Fireman and Sheriff Badges. Per Gr. . . . . 4.25</p> <p>Laugh Cushions, all rubber. Per Doz. . . . . 2.50</p> <p>Per Gr. . . . . 24.00</p> <p>Triple Propeller Bombers, hum like a real motor. Per Gr. . . . . 24.00</p> <p>Large Key Chain Rabbit Feet. Per 100 . . . . . 5.00</p> <p>Running Mice, the original one, every one a worker. Per Gr. . . . . 14.00</p> <p>Hand Buzzers. Per Doz. . . . . 3.00</p> <p>Hawaiian Leis, nice size. Gr. . . . . 3.25</p> <p>23" Sticks, very durable, the better kind. Per Gr. . . . . .75</p> <p>Yodel Hats, complete with feather, first quality. Per Gr. . . . . 15.00</p> <p>Large White Lone Ranger Hats. Per Gr. . . . . 32.00</p> <p>Miniature Felt Hats with feathers. Per Gr. . . . . 5.50</p> <p>Stiff White Sailor Hats. Per Gr. . . . . 22.50</p> <p>Per Doz. . . . . 2.00</p> <h3 style="text-align: center;">MONKEYS</h3> <p>Monkeys that sell on sight, with sticks. Per Doz. . . . . \$ 1.75</p> <p>Monkeys, the better kind. Per Doz. . . . . 2.50</p>	<p>Jumbo White Fox Tails, with comic cards. Per Doz. . . . . \$ 4.00</p> <h3 style="text-align: center;">BALLOONS</h3> <p style="text-align: center;">FACTORY PRICES</p> <p>Dart Balloons. Per Gr. . . . . \$ 1.00</p> <p>#5 Asst. Colors. Per Gr. . . . . 1.25</p> <p>#6 Asst. Colors. Per Gr. . . . . 1.50</p> <p>#7 Asst. Colors. Per Gr. . . . . 2.25</p> <p>#7 Asst. Prints. Per Gr. . . . . 3.25</p> <p>#9 Asst. Colors. Per Gr. . . . . 3.00</p> <p>#9 Asst. Prints. Per Gr. . . . . 4.00</p> <p>#14 Cat Balloons, Jumbo, the better kind. Per Gr. . . . . 8.50</p> <p>#16 Paddle Balloons. Per Gr. . . . . 7.50</p> <p>Squawkers, 2 inches long, for Balloons. Per Gr. . . . . 1.00</p> <h3 style="text-align: center;">SPECIAL</h3> <p>Targets, Jumbo size, blows up 3 feet, all orange. Per 100 . . . . . \$10.00</p> <p>#14 Cats with colored ears, newest sensation. Per Gr. . . . . 7.20</p> <p>#418 Airship Style. Per Gr. . . . . 1.80</p> <p>#524 Airship Style. Per Gr. . . . . 3.60</p> <p>#822 Airship Style. Per Gr. . . . . 4.50</p> <p>Balloon Bellows Pumps, sturdy and strong. Each . . . . . 5.50</p> <p>Hi Blow Inflaters. Each . . . . . 30.00</p> <p>(You would not part with it at any price.)</p> <p>Electric Bow Ties, complete with batteries, asst. colors. Per Doz. . . . . 9.00</p> <p>Samples . . . . . 1.00</p> <p>Airship Package, greatest flash you ever saw. Per Gr. . . . . 8.50</p> <p>The envelope is waxed and very colorful, sells on sight. Workers, complete with fins and cabins . . . . . .50</p> <p>Airship Package. Sample . . . . . .25</p>
--	--	--	--

We take orders to put advertisements on balloons. We take orders for special made pennants and buttons. We ship all orders same day we receive them. 25% deposit required on all orders.

We ship to Canada, Mexico, Cuba, Honolulu, Philippines and all parts of the world. Write for 1947 catalog.

# HARRIS NOVELTY COMPANY

1102 ARCH STREET
PHONE—MARKET 7-9848
PHILADELPHIA 7, PENN.

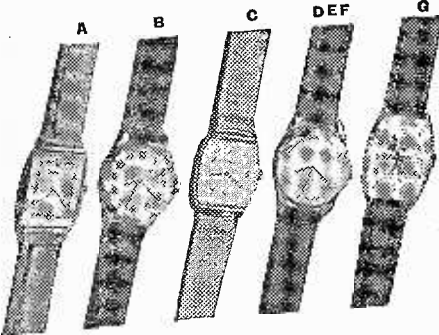


# FIRST TIME! SPECIAL INTRODUCTORY OFFER!

## Nationally Advertised . . . Nationally Famous

### U. S. TIME WATERBURY WATCHES

Cash in on the most wanted watches on the market today. Profit by the public demand built up by powerful ads in LIFE and other national magazines. Every watch fully guaranteed by U. S. Time. Act now on this special introductory offer. Quantity limited—deliveries made in rotation of orders received.



**And You Get**

this colorful eye-catching plastic easel card that holds the actual watches for display.

Waterbury Alarm-Clocks, retail \$4.45. Cost \$3.11.

#### YOU GET 10 WATCHES

PLUS A PLASTIC EASEL CARD TO HOLD WATCHES FOR DISPLAY

Assortment Consists of

- A—SUPERIOR. 10k rolled goldplate case, modern dial and numerals. New padded pigskin strap. Retail at \$8.95. Your cost \$6.27 . . . . . 1
- B—SWAGGER. 10k rolled goldplate case, gold etched numerals, sweep second hand, brown vinylite leather backed strap. Retail at \$8.95. Your cost \$6.27 . . . . . 1
- C—SENIOR. 10k rolled goldplate case, gold etched numerals, pigskin strap. Retail at \$7.95. Your cost \$5.57 . . . . . 1
- D—SENATOR. Chrome-plated case, sweep second hand. Retail at \$7.95. Your cost \$5.57 . . . . . 1
- E—SENATOR. Without sweep second hand, \$6.95. Your cost \$4.87 . . . . . 1
- F—SENATOR. Also available with black dial, radiolite luminous numerals that glow in the dark, \$7.45. Your cost \$5.22 . . . . . 1
- G—MICKEY MOUSE. Chrome-plated case. Washable red vinylite leather backed strap. Retail at \$6.95. Your cost \$4.87 . . . . . 4

TOTAL WATCHES . . . . . 10  
YOUR COST . . . . . \$53.25  
SELLING PRICE . . . . . \$76.00  
YOUR PROFIT . . . . . \$22.75

Cash with order or 25% down, balance C. O. D.

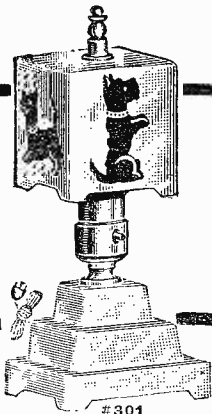
**M. D. ORUM CO.** 1519 W. NORTH AVE. MILWAUKEE 5, WIS.

SEE YOUR JOBBER OR DISTRIBUTOR TODAY FOR THESE

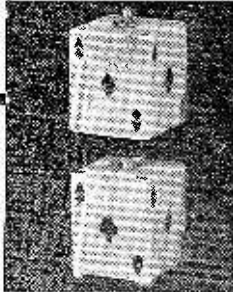
## FAST MOVING LAMPS



#711



#301



#311

Made of Attractive White Opaline Glass

They're New! They're Priced Right!

### BE AMONG THE FIRST IN YOUR TERRITORY

Place your order today for one of the fastest selling lamps on the market. Completely wired, packed individually. 12 to master carton. Weight 36 lbs.

If your Local Jobber or Distributor does not carry these items—WRITE US DIRECT . . .

**PREMIUM PRODUCTS MFG. CO.** CHICAGO, ILL.  
1030 N. HALSTEAD ST.

*New*  
SENSATIONAL PASS-OUT FOR PITCHMEN AND CONCESSIONERS

## ★ SPIRIT CRYSTAL BALL ★



1,100 IN A DAY IN NEW YORK  
1,000 IN A DAY IN CHICAGO  
900 IN A DAY IN DETROIT  
Demonstrated In 10 Seconds

Answers to a Million Questions  
MYSTERIOUSLY FLOAT INTO VIEW!  
JOBBER PRICE \$68.40 GROSS F. O. B. CINCINNATI.  
Send \$1.00 for Samples and Display Card.  
**ALABE CRAFTS** Dept. 15, 348 W. 5th, Cincinnati, Ohio

**ATTENTION!**  
Salesboard & Pushcard Operators

### TERRIFIC BUY! WILSHIRE RADIO

4 Tube . . . . . \$12.50 Lots of  
5 Tube . . . . . 13.85 6 only  
Carrying Handle . . . . . 50¢ extra  
Single Samples . . . . . Add \$1.00  
Ivory Plaskon Unbreakable Case, Fully Guaranteed.

R. C. A. Licensed Enclosed Aerial. We carry full line of Pushcard and Premium Mds. Clocks, Bed Dolls, etc. Send for Free Circular.

**Acc Premium Mds. Co.**  
625 W. 9th St., Los Angeles 15, Calif.  
7x4 1/2 x4 1/2, With Red Dial and Knob.

- Powassan—Powassan Agrl. Soc. Sept. 16-17. W. G. Oldfield.
- Providence Bay—Prov. Bay Agrl. Soc. Sept. 16-17. Mrs. Andrew Dryden.
- Rainy River—Atwood Agrl. Soc. Aug. 23-30. J. K. McQuarrie.
- Renfrew—South Renfrew Agrl. Soc. Sept. 9-12. John F. Burwell.
- Riceville—Riceville Agrl. Soc. Sept. 9-10. B. Fawcett.
- Richmond—Carleton Co. Agrl. Soc. Sept. 11-13. M. E. Mullen.
- Ridgetown—Ridgetown Agrl. Soc. Aug. 26-28. R. W. Green.
- Ripley—Huron Township Agrl. Soc. Sept. 11-12. Albert Wylds.
- Rocklyn—Rocklyn Agrl. Soc. Oct. 7-8. J. W. Clarke.
- Rockton—Rockton Agrl. Soc. Oct. 11-13. A. S. Lee.
- Rodney—Rodney Fair. Sept. 22-23. J. A. MacLean.
- Roseneath—Roseneath Agrl. Soc. Oct. 9-10. C. W. Varcoe.
- Rosseau—Rosseau Agrl. Soc. Sept. 16-17. Mrs. George E. Foster.
- Saint Marys—South Perth Agrl. Soc. Sept. 30-Oct. 1. H. B. Mossip.
- Schomberg—Schomberg Agrl. Soc. Oct. 10-11. George L. Walker.
- Seaforth—Seaforth Agrl. Soc. Sept. 13-19. Mrs. Lillian Grummett.
- Shannonville—Shannonville Agrl. Soc. Sept. 12-13. K. R. Vivian.
- Shegundah—Howland Agrl. Soc. Sept. 11-12. Mrs. Wilfred Heis.
- Shelburne—Dufferin Central Agrl. Soc. Sept. 16-17. T. E. Watson.
- Simcoe—Norfolk Co. Fair. Oct. 6-9. Harold I. Pond.
- Smithville—Smithville Agrl. Soc. Sept. 19-20. C. J. Shrum.
- South Mountain—Mountain Agrl. Soc. Sept. 4-5. Robert E. Robinson.
- South River—Machar Agrl. Soc. Sept. 25-26. Norman F. Brown.
- Spencerville—Spencerville Agrl. Soc. Sept. 16-17. G. M. Snyder.
- Springfield—South Dorchester Agrl. Soc. Sept. 16-17. E. E. Ward.
- Spruce—McMurrich Agrl. Soc. Sept. 23-24. William Pearce.
- Stirling—Stirling Agrl. Soc. Sept. 18-19. R. E. Fox.
- Stratford—Stratford Agrl. Soc. Sept. 15-17. F. H. Bell.
- Strathroy—Strathroy Fair. Sept. 8-10. F. Langan.
- Sunderland—Brook Agrl. Soc. Sept. 16-17. Miss M. B. St. John.
- Sundridge—Strong Agrl. Soc. Sept. 11-12. Mrs. R. G. Harper.
- Tara—Tara Agrl. Soc. Sept. 24-25. J. Alex Duff.
- Tavistock—Tavistock Agrl. Soc. Sept. 5-6. R. Rudy.
- Teeswater—Teeswater Agrl. Soc. Sept. 30-Oct. 1. Alex. B. McKeague.
- Theford—Bosanquet Agrl. Soc. Oct. 7-8. Robert M. Love.
- Tillsonburg—Tillsonburg Agrl. Soc. Sept. 23-25. Jack M. Chimie.
- Tiverton—Tiverton Agrl. Soc. Oct. 6-7. Lovell McKenzie. R. R. 3. Kincardine.
- Toronto—Canadian National Exhn. Aug. 22-Sept. 6. Elwood A. Hughes.
- Trout Creek—Trout Creek Agrl. Soc. Sept. 9-10. C. H. Elliott.
- Tweed—Tweed Agrl. Soc. Sept. 16-17. John O. Sager.
- Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 11-13. J. L. Campbell.
- Wallacetown—West Elgin Agrl. Soc. Sept. 25-26. S. Turville.
- Walters Falls—Walters Falls Agr. Soc. Oct. 8-9. H. V. Wales.
- Warkworth—Percy Tp. Agrl. Soc. Oct. 2-3. Arthur Wartman.
- Warren—Warren Agrl. Soc. Sept. 17-18. Mrs. R. Bole.
- Waterdown—Waterdown Agrl. Soc. Sept. 30-Oct. 1. William A. Drynmond.
- Welland—Welland Co. Agrl. Soc. Sept. 10-13. Gordon K. Brown.
- Wellesley—Wellesley Agrl. Soc. Sept. 9-10. R. W. Ormand.
- Wlarton—Wlarton Agrl. Soc. Sept. 18-19. G. R. Rathwell.
- Wikwemikong Reserve—Agrl. Soc. Sept. 10-11. Raymond Eshkawkogan.
- Williamstown—St. Lawrence Valley Agrl. Soc. Sept. 29-Oct. 1. M. A. McLennan, Lancaster.
- Woodbridge—Woodbridge Agrl. Soc. Oct. 11-13. N. George Wallace.
- Woodstock—Woodstock Agrl. Soc. Oct. 1-4. J. E. Nephew.
- Wooler—Wooler Agrl. Soc. Sept. 9-10. Wilbur McColl.
- Zurich—Zurich Agrl. Soc. Sept. 29-30. E. F. Klopp.

### PRINCE EDWARD ISLAND

Charlottetown—P. E. I. Provincial Exhn. Aug. 12-15. G. H. Buntain.

### QUEBEC

- Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 21-23. M. B. Corey, Hatley, Que.
- Aylmer—Gatineau Co. Agrl. Soc., Div. A. Sept. 11-13. R. K. Edey.
- Bedford—Missisquoi Agrl. Soc. Aug. 25-27. Paul O. Roy.
- Brome—Brome Co. Agrl. Soc. Sept. 1-3. George A. McClay, Knowlton, Que.
- Chapeau—Chapeau Agrl. Soc. Sept. 9-11. Irvine P. Cahill.
- Cookshire—Compton Co. Agrl. Soc., No. 1. Aug. 18-20. W. S. J. Hodgman, Bircaton, Que.
- Granby—Granby Hort. Soc. Sept. 4-6. Loran G. Ball.
- Maniwaki—Gatineau Co. Agrl. Soc., Div. B. Sept. 8-10. Palma Joanis.
- Montmagny—Montmagny Agrl. Soc. Aug. 21-24. Paul Carignan.
- Papineauville—Papineau Agrl. Soc. Sept. 19-17. J. N. Frappier, Plaisance.
- Quebec—Provincial Expo. of Quebec. Aug. 29-Sept. 7. Emery Boucher.
- Quyón—Pontiac Co. Agrl. Soc. Sept. 15-17. Gervase O'Reilly.
- Richmond—Richmond Co. Agrl. Soc. Aug. 14-16. Antoinette Lihahen.

- Rimouski—Rimouski Agrl. Soc. Aug. 13-16. Alfred Dube, Beausjour.
- St. Alexandre—Iberville Agrl. Soc. Sept. 5-8. Jean Braut.
- Saint Barnabe Nord—St. Maurice Agrl. Soc. Aug. 26. Romeo Boucher.
- Saint Castmir—Portneuf Agrl. Soc. Div. B. Aug. 19-21. J. A. Foley, St. Thurbie.
- St. Bruno—Chambly Agrl. Soc. Aug. 20-21. Albert Bernard.
- Saint Francois du Lac—Yamaska Co. Agrl. Soc. Aug. 14-16. A. Trudeau.
- Saint Jean—St. Jean Agrl. Soc. Aug. 29-30. Hector Deland.
- St. Scholastique—Deux-Montagnes Agrl. Soc. Sept. 8-11. A. Laframboise.
- St. Stanislas—Champlain Agrl. Soc. Aug. 26-27. Nelson Cossette, La Perade.
- St. Victoire—Richelieu Agrl. Soc. Aug. 22-23. J. U. Girouard, St. Ours.
- Shawville—Shawville Fair. Sept. 18-20. R. W. Hodgins.
- Sherbrooke—Sherbrooke Fair. Aug. 23-29. Marguerite St. Pierre.
- Trois Rivieres—St. Lawrence Valley Exhn. Aug. 16-24. H. Paul Martin.
- Valleyfield—Valleyfield Fair. Aug. 27. J. W. Dinel.

You Make \$2100 at Least

WITH THESE BRILLIANT NEW SOLID GOLD GUARANTEED GENUINE ZIRCONS

FOR MEN AND WOMEN



\$800

SELLS FOR \$16.00 YOU MAKE \$8.00



\$1300

SELLS FOR \$26.00 YOU MAKE \$13.00

Here's a profit deal no smart business man will pass up. Robert's exclusive one carat diamond-size zircon for women. Beautifully mounted on distinctive 14K gold. Also Robert's exclusive diamond-size zircon for men, one carat exceptionally fine stone, handsomely set in modern 10K gold mounting. Feature these two terrific rings—both are best sellers—both are big money makers. Order them NOW.

Send for our new catalog.

ROBERTS JEWELRY MFG. CO., INC. 7 West 45th Street • New York 17

## JEWELRY SUPPLIES

ROLLED GOLD PLATED WIRE AND BRASS CHAIN

- Swivels ● Spring Rings ● Jump Rings
- Chains ● Earring and Jewel Sets in many styles ● Stone-Set Hearts ● Brass Lockets
- All shapes Mother-of-Pearl.

WRITE FOR PRICE LIST TODAY!

Sample orders to your choice: \$5.00 Assortment. \$2.00 down, balance C. O. D.

Also Jewelry Made to Your Specifications . . . Send Sample.

**Williams & Co.** Manufacturers' Representatives  
RM. 606, 169 WEYBOSSET ST. PROVIDENCE 3, RHODE ISLAND

## COUNTY FAIR SPECIAL

For Immediate Delivery

20-Piece Service for 4-piece Dinner Set, red border decoration, \$3.00 per set

20-Piece Service for 4-piece Dinner Set, gold decoration, \$3.00 per set

Minimum order, 12 sets.

Each set individually packed.

Also larger Dinner Sets and Cake Sets.

**MANHATTAN CROCKERY COMPANY**  
200 BOWERY NEW YORK 12, N. Y.

Decorators and distributors of distinctive dinner sets since 1919

## NOVELTY KEY CHAINS

With assorted plastic ornaments for Prizes, Premiums, Souvenirs or for a 10¢ seller. SCOTTIE'S SKULL ● BOXING GLOVES ● FIELDER'S MIT ● AND OTHERS

Attractively carded. 2 doz. to card. Sold in gross lots only. Specify styles or we ship 6 assorted designs to the gross.

\$4.00 THE GROSS

SPECIAL 10 GROSS \$36.00

Send check or money order to

**ACE-HY PLASTICS CO.**

306 Bowery, New York 12, N. Y.

# Coming Events

## Arizona

Clifton—Elks Carnival. Sept. 13-14. George C. Wright.  
Miami—Celebration. Aug. 30-Sept. 1. L. F. Francho.

## Arkansas

Mammoth Spring—Soldiers, Sailors and Marines Reunion. Aug. 18-23. E. E. Sterling.

## California

Bishop—Home-Coming. Aug. 31-Sept. 2. Ralph M. Talbot.  
Healdsburg—Harvest Festival. Aug. 29-Sept. 1. John E. Croul Jr.  
Hollister—Saddle Horse Show-Rodeo. Aug. 22-24. Roy A. Hubbell.

Lodi—Grape and Wine Festival. Sept. 12-14. Frank S. Van Arsdale.  
Los Angeles—Industrial Expo. Aug. 16-24. E. Burnside.  
Los Gatos—Dick Wittington's Carnival. Aug. 28-30. Wendell Huxtable.  
San Francisco—Toiletries Show. Aug. 24-28. Kay Leber, 323 Geary St.  
San Francisco—Flower Show. Aug. 27-28. Glenn T. Mack, 173 Marced Ave.  
San Gabriel—La Fiesta de San Gabriel. Sept. 5-7. Thomas W. Temple.  
San Mateo—Fiesta. Sept. 18-21.  
Yuba City—Peach Bowl Festival. Sept. 19-21. Reba Perry.

## Colorado

Craig—Ride'n Tie Days. Sept. 5-6. Raymond Green.  
Rocky Ford—Watermelon Day. Sept. 4.

## Florida

Tampa—All-Florida Gift-Art Show. Aug. 23-26.

## Illinois

Biggsville—Home-Coming Picnic. Aug. 28-30. George Kelley.  
Chenoa—VPW and Legion Fall Festival. Sept. 4-6. H. Good.  
Clayton—Old Settlers Reunion. Aug. 21-22. Donald Kirkpatrick.  
Depue—Motor Boat Races. Aug. 30-Sept. 1. F. J. Rauh.  
Elmwood—Am. Legion Fall Festival. Sept. 4-6. Elmore Brown.  
Eureka—Pumpkin Festival. Sept. 26-27. Mrs. Geneva Wargo, George F. Haecker.  
Planagan—Am. Legion Fall Festival. Sept.

18-20. Leroy Huxtable.  
Geneseo—Corn Festival. American Legion and VFW. Sept. 4-6. Elmer Schweinger.  
Golden—Corn Festival. Sept. 11-13. R. A. Galloway.  
Greenfield—Home-Coming. Aug. 20-22. George W. Rives Jr.  
Hartford—Home-Coming Picnic. Sept. 6-7. Civic League.  
Lena—Firemen's Fall Festival. Sept. 4-6. H. V. Wales.  
LeRoy—Fall Festival. Sept. 4-7. O. J. Lere.  
Meredosia—American Legion Home-Coming. Aug. 29-30. Alfred Hodgson.  
Minier—American Legion Home-Coming. Aug. 22-23. R. L. Allen.  
Mokence—Gladiolus Festival. Aug. 21-23. John Gellino.  
Rochelle—Farmers' Picnic. Aug. 21. Mike Pullin.  
Strasburg—American Legion Celebration. Sept. 11-13. Lauren R. Hamm.  
Streator—Home-Coming. Aug. 30-Sept. 1. E. A. Hultman.  
Sullivan—Home-Coming. Aug. 19-23. Cal Razor. Tuscola, Ill.  
Teutopolis—Home-Coming. Aug. 30-Sept. 1. Chas. Thoele.  
Washburn—Lions Club Fall Festival. Sept. 4-6. R. L. Pacey.  
Wilsonville—Firemen's Home-Coming. Aug. 23-24. Louis Pellegrini.  
Wyoming—Horse Show. Aug. 24. Noble Malone.

## Indiana

Bloomington—Fall Festival. Sept. 25-27. Lowell B. Walter, Commercial Club.  
Bowling Green—Old Settlers Reunion. Sept. 5-6. D. R. Staley.  
Burlington—Old Settlers Celebration. Aug. 28-30. George Stephen, American Legion.  
Covington—Legion Street Fair. Aug. 25-30. Herman L. Simmons.  
Crawfordsville—Fall Festival. Latter part of September or early October. G. B. Maple.  
Denver—Fall Festival. Sept. 16-20. Elvin R. Long.  
Farmland—Shedville Home-Coming. Aug. 25-30. Lem L. Ford, Ridgeville.  
Fowler—VPW Fall Festival. Sept. 17-20 or Sept. 24-27. C. P. Headlee.  
Freetown—Odd Fellows Celebration. Aug. 30-Sept. 1. C. C. Forgey.  
Garrett—American Legion Street Fair. Sept. 3-6. W. C. Hersh, Auburn.  
Knox—Fall Festival, Fire Dept. Aug. 21-23. Frank Young.  
Medaryville—Lions Club Fair. Aug. 28-30. Homer Steele.  
New Haven—American Legion Street Fair. Sept. 8-13. W. C. Hersh, Auburn.  
North Manchester—American Legion Street Fair. Sept. 15-20. W. G. Hersh, Auburn.  
Orleans—VPW Fall Festival. Aug. 25-30.

IT'S HOT!



IT'S NEW!

FOOTBALL BAR PIN IN COLORS \$12.00 GROSS

TWILL CREW HATS ..... \$6.00 PER DOZEN  
ROBIN HOOD HAT WITH FEATHERS ..... 9.00 PER GROSS  
7 IN. FUR HANDLE HUNTING KNIVES ..... 3.00 PER DOZEN

# 4 Dart Balloons	1.00 Per Gr.	70-L Roy Rogers Buttons	4.25 Per 100
# 7 Plain Balloons	2.35 Per Gr.	50-L Roy Rogers Buttons	2.25 Per 100
# 9 Plain Balloons	3.00 Per Gr.	Large Jap Coolie Hats	3.50 Per Doz.
# 8 Kat Balloons	8.00 Per Gr.	Lancaster Swagger Sticks	8.00 Per Gr.
# 10 Kat Balloons	8.50 Per Gr.	Large Leis	6.50 Per Gr.
# 14 Kat Balloons	8.50 Per Gr.	Small Leis	3.25 Per Gr.
# 9 Print Balloons	5.50 Per Gr.	Comic Hatbands \$1.50 per 100	13.50 Per 1000
Mickey Mouse Toss-Ups with feet	14.00 Per Gr.	46-L Comic Buttons	10.00 Per 1000
Dancing Clowns	6.50 Per Gr.	56-L Comic Picture Buttons	12.50 Per 1000
7-Inch Comp. Dolls	15.00 Per Gr.	4 1/2-Inch Comic Picture Buttons	10.00 Per 100
5-Inch Comp. Dolls	9.00 Per Gr.	Men's Pocket Combs	1.50 Per Gr.
Feather Dress	9.00 Per Gr.	Ladies' Combs	.75 Per Gr.
Lancaster Bell Batons	15.00 Per Gr.	Plastic Compacts, big flash	3.00 Per Doz.
Large Fur Monkeys	8.25 Per Doz.	Rubber Knives	9.00 Per Gr.
Small Fur Monkeys	2.50 Per Doz.	Keychain Puzzle Pups	15.00 Per Gr.
White Plastic Horses	9.00 Per Gr.	Asst. Plastic Slum Keychains	8.15 Per Gr.
Large Gun & Holster	13.50 Per Gr.	Composition Green Snakes	7.80 Per Gr.

## KIM & CIOFFI

912 ARCH ST. MA 7-2283 PHILADELPHIA 7, PA.  
NOTE NEW ADDRESS AND PHONE NUMBER  
WE HAVE MOVED TO LARGER QUARTERS TO GIVE YOU BETTER SERVICE

## ATTENTION, CONCESSIONAIRES

NOW AVAILABLE

## STUFFED BEARS AND DOGS

Direct from our factory at reasonable prices  
Inquiries Invited

Samples shipped C. O. D. on request

B. ISRAEL

220 East 7th St.

New York, N. Y.

stores, demonstrators,  
coupon and fair workers,  
ring salesmen!

Sterling Jewelers offers  
you America's best  
line of popular-priced  
jewelry. Rings in every size and  
style. It's your best bet  
for greater profit!



Here is a perfect reproduction  
of a high priced diamond  
ring! Beautiful ladies' "Tif-  
fany" sterling silver or rolled  
gold whitestone mounting  
with baguette sides. Ba-  
guettes available in either  
white or blue. Center stone  
approx. 1 carat.

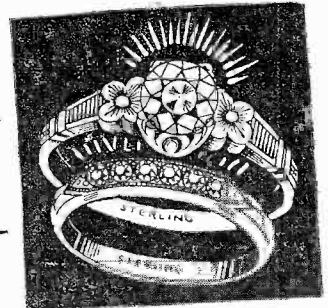
Order No. 018  
\$13.50 per doz.



Ladies' Five Stone Sterling  
Silver Solitaire.  
Order No. A-3-S5  
\$4.75 per doz.—\$54.00 per gr.

Ladies' Solitaire. Large cen-  
ter whitestone set in solid  
sterling mounting.  
Order No. A-1 S. S.  
\$4.00 per doz.—\$42.00 per gr.

Six Stone Sterling Wedding  
Band to match  
Order No. B-6 S. S.  
\$5.00 per doz.—\$57.00 per gr.



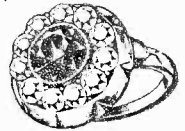
Ladies' whitestone  
solitaire with side  
stones. A fast-sell-  
er anywhere. In  
white or gold on  
bronze.  
Order No. 22  
\$2.85 per doz.  
\$33.00 per gr. ↑



Ladies' Beautiful  
"Fishtail" Wedding  
Band, set with 5  
sparkling white-  
stones.  
Order No. 1  
\$2.85 per doz.  
\$33.00 per gr. ↑



Sterling Silver Clus-  
ter Ring. Available  
with birthstone col-  
or centers. Mounted  
with whitestones.  
Order No. 863  
\$12.00 per doz. ↑

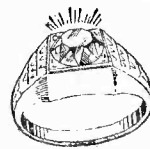


## STERLING OFFERS SPECIAL VALUES IN MEN'S RINGS

Heavy Sterling Silver.  
Large Simulated Zircon.  
Order No. M-W, S.S.  
\$7.50 Per Doz.  
\$34.00 Per Cr.  
Order No. MWC, Gold  
Over S.S.  
\$7.75 Per Doz.  
\$90.00 Per Gr. ↑



Whitestone Ring With  
Embossed Sides. One  
Carat Size Stone.  
Order No. 84—  
\$3.00 Per Doz.  
\$35.00 Per Gr. ↑



Massive Men's Ring.  
Sterling or Gold Filled.  
Order No. 351—  
\$13.50 Per Doz.  
Specify mounting  
desired. ↑



Sterling Jewelers also offers a complete line of Watch  
Bracelets, Earrings and Novelty Items. Write today for a  
free catalog and price list! Over a hundred different  
styles to choose from.  
We will send you a sample ring assortment for only \$10.00

# Sterling jewelers

WORTHINGTON OHIO



Fred B. Cauble.  
Waveland—Fish Fry and Home-Coming. Aug. 28-30. Oscar Cook.

**Iowa**

Atlantic—Fall Festival. Sept. 17-18. M. E. Hoelzen.  
Charter Oak—Celebration. Aug. 30-Sept. 1. William Groth.  
Clarinda—Inda-Clar Celebration, Sept. 18-20. H. J. Morgan.  
Drakesville—Old Soldiers-Settlers Reunion. Aug. 28-29. Mrs. J. Paul Wilcox.  
Garner—All-Veterans Celebration. Aug. 22-23. Emil Eling.  
Keokuk—Street Fair and 100th Anniversary Celebration. Sept. 8-13. Floyd A. Nelson.  
Sioux City—Livestock Show and Sale. Sept. 15-18. Ray A. Rodgers.  
Washington—Historical Spectacle. Aug. 18-21. Robert F. Downing.

**Kansas**

Melvern—Sunflower Days. Aug. 28-29. B. C. Craig.  
Newton—Poultry Show. Sept. 1-4. O. C. Sharits.  
Wichita—Chislom Trail Jubilee. Sept. 9-14. Wm. F. Floto.

**Kentucky**

Paducah—Central Labor Union Celebration. Sept. 1-6. J. E. Lovvo.

**Maine**

Woodland—Central Labor Union Celebration. Aug. 25-Sept. 1. John M. Siefinger.

**Maryland**

Baltimore—Better Homes Expo., 5th Regt. Armory. Sept. 19-28. Jos. Brooks.

**Massachusetts**

Boston—Gift Show in Hotel Statler. Sept. 1-5. G. F. Little, 220 5th Ave., New York.  
Orange—Mardi Gras. Aug. 29-Sept. 1. Ralph B. Leavitt.

**Michigan**

Paw Paw—Grape Festival. Sept. 18-20. Horace W. Adams.  
Pontiac—Festival. Aug. 23-Sept. 1. Jos. D. LaLonde, 726 Glenwood Ave.  
Romeo—Peach Festival. Aug. 30-Sept. 1. Donald F. Walker.  
Shepherd—VFW Home-Coming. Sept. 4-6. Sylvester Kunick.

**Minnesota**

Austin—Celebration. Aug. 29-Sept. 1. Helen E. McDermott.  
Plainview—Commercial Club Fall Festival. Sept. 30-Oct. 1. T. V. Zabel.  
Sanborn—Watermelon Day. Aug. 28. F. H. Harder.

**Mississippi**

Natchez—Horse Show and Mule Races. Sept. 27-28. Norman Lawrence.  
Newton—Newton State Dairy Show. Sept. 22-27. W. A. Bell.  
Senatobia—Livestock Exhibition. Sept. 16-18. S. R. Morrison.

**Missouri**

Altenburg—E. Perry Community Fair. Sept. 26-27. E. D. Kreyling.  
Boonville—Chamber of Commerce Celebration. Sept. 10-12.  
Buffalo—American Legion Reunion. Aug. 21-23. Richard E. Petree.  
Carrollton—Fall Festival. Sept. 18-19. Anne M. Calvert.  
Clarence—Home-Coming. Aug. 21-23. E. R. Weems.  
Dexter—Fall Festival. Week of Sept. 29. C. R. Lurton.  
Dixon—Lions Club Fall Festival. Aug. 29-Sept. 1. Elmer Blanton.  
Edina—Lions Club Soybean Queen Festival. Aug. 30-Sept. 1. Robert Magness.  
Fayette—Fall Festival. Sept. 16-18. Lorene Winscott.  
Hamilton—Legion Race Meet. Aug. 26-29. Dean R. Trosper.  
Hermann—Chamber of Commerce Home-Coming. Aug. 30-31. Mayor B. W. Ochener.  
Hopkins—Picnic. Aug. 21-23. Russell L. Cross.  
Huntsville—Fall Festival. Sept. 12-13. Ray C. McClure.  
Jackson—Legion Home-Coming. Aug. 27-30. Eldon Roberts.  
Jamesport—Grand River Fox Hunt. Sept. 9-13. Robert O. May.  
Kennett—Fall Festival. Third week in September. W. G. Wicker.  
Lamar—Farm and Industrial Expo. Sept. 18-20. Bud Moore.  
Liberty—Horse Show. Sept. 4-6. James R. Howard.  
Lucerne—Stock Show. Aug. 21-23. O. T. Hughes.  
Marshall—4-H Show. Sept. 13. T. A. Reid.  
Maysville—Fair and Horse Show. Sept. 1-3. John M. Duncan.  
Miller—Picnic. Aug. 20-23. R. S. Crawford.  
St. Louis—St. Louis National Horse Show. Sept. 15-21. Noar H. Cooper, Chase Hotel.  
Steelville—Livestock Show. Aug. 21-23. E. E. Rouse, Boosters Club.  
Stover—Fall Festival. Sept. 18-20. J. L. Stevinson.

**Nebraska**

Auburn—Agrl. Festival. Aug. 20-21. Chester May.  
DeWitt—Diamond Jubilee Celebration. Aug. 21-22. G. W. Nicholas.  
Humphrey—Com'l Club Celebration. Aug. 19-20. Leo Schueth.  
Schuyler—American Legion Celebration. Aug. 30-Sept. 1. Wm. J. Lobb.

**New York**

New York—National Business Show. Sept. 29-Oct. 4. E. O. Tupper, 30 Vesey St.

**North Dakota**

Garrison—Jr. C. of C. Fall Frolic. Sept. 19-20. B. M. Kirchen.

**Ohio**

Ada—Farmers-Merchants Picnic. Aug. 20. George Conn.  
Adena—Church Festival. Sept. 11-12. Catholic Church.  
Antwerp—American Legion Home-Coming. Sept. 11-14. P. S. Rockefeller.  
Ashtabula Harbor—North End Street Fair. Sept. 4-6. John J. Porter, Ashtabula.  
Bethel—American Legion Celebration. Aug. 25-30. Harold Drew.  
Bellaire—Lions Club Celebration. Aug. 28-30.  
Blanchester—Fall Festival. Sept. 22-27. Wm. Gugel, American Legion.  
Canal Winchester—American Legion Fall Festival. Sept. 17-20. Mrs. Chas. Benner.  
Cheviot—Harvest Home Festival. Sept. 5-6. J. J. O'Rourke, 3706 Davis Ave.  
Cincinnati—Food Show at Zoo. Aug. 19-Sept. 1. A. E. Scheffer.  
Cleveland—National Air Races. Aug. 30-Sept. 1. Parker Hill, 400 Un. Comm. Bldg.  
East Palestine—Legion Street Fair. Aug. 21-23. Ray W. Davis.  
Gibsonburg—Home-Coming. Aug. 27-30. Frank Otney.  
Jackson—Apple Festival. Sept. 17-20. R. H. Wick.  
Junction City—Home-Coming. Sept. 8-13. Eugene Clark.  
Marietta—Regatta. Aug. 23-24. American Legion. Robert A. Weaver.  
Perrysville—Street Fair. Aug. 27-30. H. Hoare, R. D. 1.  
Quaker City—Home-Coming. Aug. 21-23. I. W. Hartley.  
Sabina—VFW Fall Festival. Sept. 9-13. Robert M. Stover.  
Seaman—Fall Festival. Sept. 17-20. C. R. Steen.  
Seville—Lions, Firemen and VFW Autumn Festival. Sept. 17-20.

**Oklahoma**

Perry—Cherokee Strip Celebration. Sept. 14-16. Clarence Faden.  
Quapaw—Commercial Club Celebration. Aug. 24-26. J. F. Evans.

**Oregon**

Astoria—Salmon Derby. Aug. 30-Sept. 4. Frederick C. Hetzel.

**Pennsylvania**

Bryn Mawr—Horse Show. Sept. 25-27. A. A. Craven Jr., Ambler, Pa.  
Lyon Station—Firemen's Fiesta. Aug. 29-Sept. 1. Earl F. Heffner, Fleetwood.  
McClure—Bean Soup Celebration. Sept. 11-13. S. H. Bubb.  
North East—American Legion Grape Carnival. Sept. 25-27. Harry B. Couse.  
Philadelphia—Gift Show at Benjamin Franklin Hotel. Sept. 16-20. G. F. Little.  
Wernersville—Firemen's Carnival. Aug. 23-30. Clarence Reigel.

**South Dakota**

Aberdeen—Golden Pheasant Festival. Sept. 15-20. Wilbur T. Kearns.  
Howard—Farmers Days. Aug. 21-22. Calvin A. Petty.  
Menno—Stock Show. Sept. 11-13.  
Salem—Harvest Festival. Aug. 18-19. Wm. Knutson.  
Timber Lake—Days of 1910. Aug. 22-23. R. J. Gibson, Community Club.

**Tennessee**

Petersburg—Colt Show. Sept. 2-3.  
Shelbyville—Tenn. Walking Horse National Celebration. Sept. 3-6. P. J. Scudder.  
Wartburg—4-H Club Fair. Sept. 19. C. R. Jansch.

**Texas**

Dallas—Dallas Gift Show. Aug. 31-Sept. 5. Fred Sands, 1610 Dierks Bldg., Kansas City.  
Hallettsville—Lavaca Fiesta. Sept. 4-6. Virgel Minear.  
McKinney—Livestock Show. Sept. 29-Oct. 2. W. T. Dungan.

**Utah**

Bingham—Galena Days. Sept. 25-27.  
Brigham—Centennial Peach Days. Sept. 3-6. E. B. Owen.  
Deseret—Millard Co. Centennial Expo. Aug. 21-23.  
Payson—Onion Days and Home-Coming. Aug. 28-Sept. 1. Jordan A. Law.  
Richfield—Junior Livestock Show. Sept. 3-5. Fred Haynie.

**Virginia**

Bedford—Vol. Fire Co. Celebration. Week of Sept. 1.  
Fredericksburg—Odd Fellows Charity Fair. Aug. 21-30. Hugh W. Quann.

**Washington**

Grandview—Harvest Festival. Sept. 4-6. Bob Hamilton.  
Odessa—Livestock Show and Fall Festival. Sept. 5-6.  
Pomeroy—Livestock Show. Sept. 19-21.  
Port Angeles—Salmon Derby Week. Aug. 25-31. Hay Chase.  
Seattle—Gift Show. Aug. 17-21. Kay Leber, 323 Geary St., San Francisco.

**West Virginia**

Belington—Festival and Fair. Sept. 11-13. Theo. Murray.

**Wisconsin**

Fairchild—American Legion Celebration. Aug. 29-Sept. 1. Harvey W. Mueller, Adj.  
Gilman—American Legion Home-Coming. Last week in August. W. M. George.  
Portage—Baseball Club Celebration. Aug. 30-Sept. 1. H. H. Niemeyer.  
Tomah—Lions Club and Jr. C. of C. Celebration. Aug. 31-Sept. 1. A. E. Weimer, Sparta.  
Waukesha—Celebration. Aug. 30. Sept. 1.

Tie-up with the Season's Best Seller  
*The Westerner*  
SIX ATTRACTIVE SHADES TO THE DOZEN

GREEN • RED • WHITE • BLUE • TAN • YELLOW

**\$7.20** Per Dozen      Samples **\$1.00** Each

1/3 Deposit on All Orders—Balance Shipped C.O.D., F.O.B. N. Y.  
Sole Novelty Distributor in New York on This Item

**HAMMER BROS.' NOVELTY CO.**      114 PARK ROW  
NEW YORK CITY

We also carry large selection of fair and carnival items. Write for price list.

# UPS 'N DOWNS RACES

Trade Mark Reg.  
Featuring the **MAGIC STICK!**

UPS 'N DOWNS RACES  
TRADE MARK REG.

**THEY'RE OFF!**

**MAGIC PHOTO HANDICAP**

Made by the Manufacturers of Magic Photos Since 1927. First To Give You ALL These Sensational Values—at LOW, LOW PRICES . . .

- ★ 8 HORSES IN EACH RACE TO CHOOSE FROM INSTEAD OF 6
- ★ 25 NEW RACES IN A NEW PACKAGE INSTEAD OF 20
- ★ 6 BOXES IN AN ATTRACTIVE SELF-SELLING COUNTER DISPLAY CARD
- ★ AUTHENTIC TRACK PHOTOS OF 25 BREATHLESS RACES
- ★ NO MESSY PAPERS . . . NO WET HANDS . . . WITH MAGIC STICK. MAKES PICTURE APPEAR CLEANLY, SHARPLY, INSTANTLY.

1 Doz. Packages. 25 Different Races in Each Package (300 Races) With Magic Sticks. . . . **\$6.00**

Jobbers and large quantity users, write for special discount prices.  
Sample Package . \$1.00

**FRANCO-AMERICAN NOVELTY CO.**  
1209 BROADWAY      NEW YORK, N. Y.



# Frontier Contests

## Arkansas

Pine Bluff—S. E. Arkansas Livestock Show Rodeo. Sept. 12-16. T. R. Green.

## California

Barstow—Barstow Rodeo. Sept. 27-28. Clyde O'Hara.  
Fontana—Rodeo-Fiesta. Sept. 1-2. Legion, VFW and Lions Club.  
Merced—Rodeo. Sept. 13-14. W. C. Woxberg. Box 1352.

## Colorado

Rocky Ford—Fair Rodeo. Sept. 2-4. Carl D. Holder.  
Sterling—Overland Trail Round-Up. Aug. 18-20. H. E. McKenzie.  
Trinidad—Trinidad Round-Up. Sept. 7-8. H. B. Dovelton.

## Idaho

Burley—Fair Rodeo. Aug. 20-23. Saul Clark.  
Jerome—North Side Rodeo. Sept. 11-13. W. B. Churchman.  
Lewiston—Lewiston Round-Up. Sept. 5-7. Joe M. Skok.  
Sun Valley—Rodeo. Aug. 31-Sept. 1. D. L. Spackman, Box 921, Ketchum, Idaho.

## Iowa

Sidney—Iowa's Champ. Rodeo. Aug. 19-23. Royce H. Driskell.

## Kansas

Dodge City—Southwest Fair Rodeo. Sept. 5-7. Joseph A. Berkeley.

## Michigan

Dearborn—Dearborn Rodeo. Aug. 24-Sept. 2. Jack Olinn, 7237 Reuter St.

## Minnesota

St. Paul—Rodeo in Auditorium. Sept. 13-21. Leo J. Cremer.

## Missouri

Brookfield—Hoof and Horn Club Rodeo. Aug. 31-Sept. 1. George F. Breen.  
St. Joseph—Pony Express Rodeo, Chamber of Commerce. Sept. 19-21. Jack Lacy.

## Montana

Dillon—Beaverhead Rodeo. Aug. 31-Sept. 1. L. A. Schultz.

## Nebraska

Gordon—Fair Rodeo. Sept. 4-7. George B. Comer.

## Nevada

Winnemucca—Nevada Rodeo. Aug. 31-Sept. 2. Mildred Robin, Box 326.

## New Mexico

Tucumcari—Tucumcari Round-Up. Aug. 22-24. W. C. Jackson.

## New York

New York—World's Championship Rodeo at Madison Square Garden. Sept. 24-Oct. 26. Frank Moore.

## Oklahoma

Chickasha—Chickasha Rodeo. Aug. 26-29. Dr. W. S. Flagler.  
Elk City—Ackley Park Rodeo. Aug. 30-31. George W. Peeler.  
Pawhuska—Rodeo. Aug. 30-Sept. 1. John G. Dirckson.  
Vinita—Will Rogers Memorial Rodeo. Aug. 29-31. H. B. Moore.

## ASSORTED LEATHER WALLETS

(Seconds)

**\$10 Per Hundred**

Plus \$1 Postage and Ins.  
Cash—Check or M. O.  
**SHIPPED SAME DAY**

**American Auction Co.**  
34 Patton St. Springfield, Mass.

## PRACTICAL JOKE GOLF BALLS

Explodes When Hit!  
Will Not Roll Straight!

Looks Like A High Priced Golf Ball!

Here's the ball that's guaranteed to ruin yours and your friend's golf game. A fast-selling item at 25¢.



Gross 6 Dozen  
**\$14.40 \$9.00**

Send for Sample Dozen, \$2.00 Postpaid, 1/3 Deposit with order, balance C. O. D.  
**ALAN JOYCE Industries**  
431 S. Dearborn St., Chicago 5, Ill.

## Oregon

Heppner—Heppner Rodeo. Sept. 5-7. Jack Lloyd.  
Pendleton—Pendleton Round-Up. Sept. 10-13. Oren G. Allison.

## South Dakota

McLaughlin—McLaughlin Rodeo. Aug. 30-Sept. 1. Wilmer A. Krause.  
Sturgis—Key City Rodeo. Aug. 30-Sept. 1. Richard B. Williams.

## Texas

Dublin—Dublin Rodeo. Sept. 11-14. Everett Colborn.  
Marfa—Highland Rodeo and Colt Show. Sept. 12-14. Billy Crews, Crews Hotel.

## Washington

Ellensburg—Ellensburg Rodeo. Aug. 30-Sept. 1. R. L. Bayne.

## Wyoming

Evanston—Cowboy Days. Aug. 31-Sept. 1. Bob Rowley.  
Riverton—Riverton Rodeo. Aug. 23-24. G. F. Deckert.  
Thermopolis—Thermopolis Rodeo. Aug. 31-Sept. 1. George E. Fogelsonger.

# Labor Day Celebrations

## Colorado

Ouray—Range & Ranch Show.

## Illinois

Colchester—C. R. Crabb, Box 44, Macomb.  
Crete—Aug. 30-Sept. 1. Fire Dept., Don East-day.  
East Moline—Veterans of Foreign Wars, Don Sweet.  
Fairfield—Aug. 31-Sept. 2. T. W. Pappas, Veterans of Foreign Wars.  
Grayville—American Legion.

## Indiana

Highland—Industrial Union Council. Russell S. Graves.  
Muncie—C. I. O., 416 S. Walnut St.  
Princeton—United Mine Workers. Aug. 31-Sept. 1. Joe Baley.

## Iowa

Toronto—Firemen, Edward J. Cavey.

## Kansas

Hoisington—Chamber of Commerce. J. O. Ragan.  
Natoma—Free Barbecue, I. P. Slocum.

## Kentucky

Central City—Lions Club. F. E. Massey.  
Paducah—Central Labor Union, J. E. Lovvo.

## Michigan

Belding—Chamber of Commerce, Earl S. Eidt.  
Farwell—Merchants Assn. Louis Gee.

## Minnesota

Tracy—Box Car Day. V. J. Keul.

## Nebraska

Gothenburg—Harvest Festival. Sept. 1-2. Chester Hugo.

## Ohio

Peebles—Adams Co. Reunion. C. C. Fenre.

## Pennsylvania

Harrisburg—Water Carnival. R. C. Leitner.  
Lilly—James Rodgers.

## South Dakota

Buffalo—Commercial Club.  
Lead—  
Parkston—Sept. 1-2. Commercial Club.  
Wagner—Chamber of Commerce. Ann Reinhart.  
White Lake—Commercial Club.  
Winner—Chamber of Commerce. Harold Balle.

## Utah

Wellsville—Founders Day. Sept. 1-2.

## West Virginia

Parkersburg—Industrial Union Council.

## Wisconsin

Beaver Dam—Central Labor Union. Mrs. Alice Tetzlaff.  
Cornell—Aug. 31.—Sept. 1. Charles E. Stickler.  
Gratiot—Gratiot Memorial Center.  
Madison—Aug. 31-Sept. 1. Federation of Labor.  
Wausaukee—American Legion. Aug. 3-Sept. 1. Ted J. Thompson.  
Wisconsin Rapids—Central Labor Body. Irving Hogschild, Port Edwards.

# Dog Shows

## California

Del Monte—Sept. 21. Marion Kingsland, Box 1316, Carmel.  
Petaluma—Sept. 14.  
Sacramento—Sept. 28. Mrs. A. B. Asbury, 3500 13th St.  
San Diego—Sept. 21. Mrs. Violet Romero, Box 357, Chula Vista.  
San Francisco—Aug. 30. Vera A. Ashton, 2214 46th Ave.

## Connecticut

Avon (Cherry Park)—Sept. 20-21. Frank Parker.  
Darien—Sept. 16. Foley, 2009 Ranstead St., Philadelphia.  
Watertown—Aug. 24. Foley, 2009 Ranstead St., Philadelphia.

## Illinois

Chicago—Sept. 28. Irma Goepfing, Elm-hurst, Ill.

## Indiana

La Fayette—Sept. 28. Thomas J. Dearloff, Box 79, Rossville.

## Iowa

Cedar Rapids—Aug. 30.  
Waterloo—Aug. 31. Mrs. Russell Petersen, 624 Pine St.

## Maryland

Hagerstown—Aug. 31. Foley, 2009 Ranstead St., Philadelphia.

## Massachusetts

Great Barrington—Aug. 31. Foley, 2009 Ranstead St., Philadelphia.  
Hamilton—Aug. 23. Foley, 2009 Ranstead St., Philadelphia.  
Lenox—Aug. 30. Foley, 2009 Ranstead St., Philadelphia.

## New Jersey

Far Hills—Sept. 12-13. Foley, 2009 Ranstead St., Philadelphia.

## New York

Huntington—Sept. 27. Foley, 2009 Ranstead St., Philadelphia.  
Port Chester—Sept. 5. Foley, 2009 Ranstead St., Philadelphia.  
Rye—Sept. 7. Foley, 2009 Ranstead St., Philadelphia.  
Westbury, L. I.—Sept. 28. Foley, 2009 Ranstead St., Philadelphia.

## Ohio

Akron—Sept. 21. Mrs. E. E. Delegrange, 832 Lakewood Blvd.  
Lorain—Sept. 28. Mrs. Wm. G. Lorenz, Strongsville, O.  
Ravenna—Aug. 23. J. T. Collins, 869 W. Spruce St.  
Tiffin—Sept. 7. A. W. Combs, 712 Buckley St., Fostoria.  
Warren—Sept. 20. Mrs. C. R. Thompson.

## Pennsylvania

Allentown—Sept. 20. Foley, 2009 Ranstead St., Philadelphia.  
Bradford—Sept. 14. Foley, 2009 Ranstead St., Philadelphia.  
Chester—Sept. 1. Foley, 2009 Ranstead St., Philadelphia.  
Reading—Sept. 21. Foley, 2009 Ranstead St., Philadelphia.

## Washington

Spokane—Aug. 31. Miss Frances O. Holland, Box 184, Lake Grove, Ore.

## West Virginia

Wheeling—Aug. 31. Mrs. John H. Musgat, Shadyside, O.

# CARNIVAL-PARK-CIRCUS SPECIALS

Robin Hood Felt Hats, Gr.	\$ 9.00
Spanish Felt Hats, Gr.	21.00
Mexican Felt Hats, Gr.	21.00
Flock Birds (Whistler), Gr.	10.00
Hawaiian Leds (3 Gr. to Ctn.), Gr.	3.00
Large (1 Gr. to Ctn.), Gr.	8.00
Comic Buttons, 3/4", M.	6.00
Comic Buttons, 1 1/4", M.	15.00
Comic Buttons, 2 1/4", M.	35.00
Comic Buttons, 4", M.	85.00
Comic Felt Hat Bands, M.	13.50
Comic Felt Placques, M.	21.00
Wh. Metal Crucifix and Necklace, Carded, Gr.	8.00
Swagger Canes, With Tassie, Gr.	8.00
Ball Knob Canes, Gr.	5.00
Horseshoe Placque, Pin Up or Religious, Gr.	7.20
Horseshoe Placque, asst. subjects, large, Gr.	15.00
Plastic Dogs (Slum), Gr.	1.25
Plastic Dogs (Medium), Gr.	6.00
Beautiful Large Plaster, #A. 100	14.00
Beautiful Large Plaster, #B. 100	30.00
Pocket Combs, 5", Gr.	2.00
Ladies' Colored Dressing Combs, 7/4", Gr.	4.80
Bow Flags, Cloth, Gr.	1.25
18" Balloon Sticks, Gr.	.65
Sabers, Gr.	36.00
Cigarette Holders on Card, Gr.	3.00
Alum. Pin Wheels, Gr.	6.00
Key Chains, Plastic, Carded, Gr.	3.50
Metal Tongue Whistle, Gr.	.85
1 Oz. Whiskey Glasses, #001, Gr.	3.25
#502, Gr.	3.50
502 Gay Ninety Tumblers, Gr.	4.00
P-10 Coffee Cups, Gr.	4.50
P-10 Saucers, Gr.	4.50
1/3 Deposit With Order, Balance C. O. D.	

Distributors of Oak Hytex Balloons  
**NEWMAN & STERN CO.**  
60 WILLIAMS ST. NEWARK 2, N. J.

## HEALTH WORKERS

### GIBLARTAR POCKET EXERCISER IS BACK

The sensational little money maker of pre-war days now available. Made of pure Para rubber (not synthetic). Flashy Box, Illustrated Chart and Instructions. Be the first one in your territory.

Sample, \$1.00. All orders cash. C. O. D., 1/2 deposit required.

**Natural Health Products Co.**  
143 West 41st St., New York 18

**\$6.60**  
Dozen  
In Gr. Lots  
F. O. B.  
N. Y.

# EVERYBODY IS TALKING ABOUT WATTA HELLUVA

ALWAYS KEEPS A DRINKIN'—NEVER STOPS  
ACTUALLY 7" LONG  
TO RETAIL ABOUT **\$1.00**

SELLER IS THE **AMAZING DIPPY DILLY**  
(THE ORIGINAL YES BIRD)

Every Bird Guaranteed

★ ASSORTED COLORS  
★ EACH BOXED  
★ STAND AND INSTRUCTIONS

# \$7.20

Per Doz.

SAMPLE \$1.00  
★  
JOBBER, WRITE FOR QUANTITY PRICES  
★  
We Are Now Equipped To Give You IMMEDIATE DELIVERY  
★  
WRITE—WIRE—or PHONE

TERMS: CASH WITH ORDER or 25% DEPOSIT, BALANCE C. O. D.

**ROYAL ROBIN CO.**  
43 EAST 19TH STREET  
New York 19, N. Y.  
AL 4-0795

## ENGRAVERS! CONCESSIONERS!

GIFT SHOP ASSORTMENT of Hawaiian Shell Jewelry, Brooches, Earrings, Necklaces and Bracelets. A \$35.00 retail value for only \$5.00 cash or money order.

Save 50% on these NEW LOW Prices

Aluminum Ident. Bracelets	..... \$1.75 Doz.	—\$18.00 Gr.
Twin Heart Bracelet	..... 1.00 Doz.	— 10.80 Gr.
Twin Heart Fob, S.S.	..... 1.10 Doz.	— 12.00 Gr.

Send for 65-Pc. Sample Assortment of Cedar Wood Jewelry for \$5.00 cash or money order.

**Free Illustrated Catalog**  
**ALLIED ART INDUSTRIES**  
2871 Lincoln Ave. Phone: LINcoln 4394 Chicago 13, Ill.





## DUO BALL POINT PEN

WRITES IN 2 COLORS  
24 KT. GOLD PLATED



**\$8.50 per doz.**

The most beautiful pen you ever saw, anywhere, at any time for the money.

- Writes blue on one point, red on other point.
- 2-Year unconditional guarantee.
- Extra cartridges available.

Special prices quoted on large quantities. Sample Pen mailed \$1.25

**SAMPA SALES**  
37-04 JUNCTION BLVD., CORONA, L. I.

## COIL WORKERS

**ATTENTION!**

Brand New Modern Coil. No Larries — Squawk Proof. Immediate Delivery. Free Sample to Known Workers.

Wire or Write

**M. B. SPENCER**  
Rm. 514, General Motors Bldg., 1775 Broadway, New York City

## FILL-O-MATIC PENS

Hooded-Point, Ball-Point and Push-Filler Models

PRICE LIST ON REQUEST

**ARGO PEN-PENCIL CO.**  
220 Broadway New York 7, N. Y.

## JEWELRY WORKERS

ROCK BOTTOM PRICES

Gold lariat earrings, pierced, \$2.00 per doz. pr.; unpierced, \$5.00 per doz. pr. Lowest prices on agate rings, pendants and other agate jewelry. Gold horse-blanket pin tie slide. Something new and different. Butterfly Wing jewelry, including rings, necklaces and pins. Abalone shells, cut and polished, and ready for mounting into rings, pendants, etc. Numerous other items. Write us your needs, or send \$5.00 for sample assortment.

**DEAN AND DEAN CO.**  
221 E. Yakima Ave., Yakima, Washington

**MAGIC, FANNY DANCER, MIDGET BIBLES, KNIFE THROWING, DREAMS, FORTUNES**

Sensational Big Profit Items for Pitchmen

### FAST MOVING BOOKS

Popular, flashy, paper covered books. 1000 Sample Doz. \$ 1.00 \$ 5.00 \$ 40.00


Midget Bible (Black Cover)	.15	.70	5.00	40.00
Midget Bible (Gold Cross on Black Cover)	.25	.80	5.50	45.00
Fanny Dancer (Flip Action Book)	.12	.84	6.00	50.00
125 Card Tricks	.25	1.68	12.00	100.00
279 Amazing Tricks	.12	.84	6.00	50.00
Handcuff King & Chain Escape	.12	.84	6.00	50.00
Knife Throwing Book	.12	.84	6.00	50.00
Sketches of Naughty Ladies	.12	.84	6.00	50.00
Book of Forbidden Knowledge	.12	.84	6.00	50.00
25 Lessons in Hypnotism	.12	.84	6.00	50.00
Dream Book & Fortune Teller	.25	1.68	12.00	100.00
Late Dance Steps	.25	1.68	12.00	100.00
Ancient & Modern Magic	.25	1.68	12.00	100.00

F.O.B. Detroit; Add Postage—C.O.D. or Cash With Order

**JOHNSON SMITH & COMPANY**  
Publishers Detroit 7, Michigan

## WIREWORKERS

We have been making wire for wireworkers since 1875. Send for our price list. Quick service.



227 EDDY STREET PROVIDENCE 3, R. I.

operators work straight?" Ted queries. "After all, all they are doing is queering things for decent pitchmen."

THEY TELL US . . . that Esther Handler, widely known among pitchfolk, is editor of a newspaper in Milwaukee.

RAY SMITH . . . has his med contingent clicking off good lettuce scores playing Kansas spots.

## World of Mirth Gets Top Money at Bangor

(Continued from page 56)

tho some stalwart fair-goers were around and spent a few dollars. The two-day rain turned the back end of the midway into a mud-hole that required 129 truckloads of sand and gravel to provide footing. However, the fair association spared no efforts or materials to put the midway in condition and the fun alley was in good operating condition shortly after the rains ceased.

Wednesday (30) was the big day. Crowds started arriving at 8 a.m., and by noon the midway and entire fairgrounds were packed. Money seemed plentiful and patrons liberal. All midway units received a big play and worked full steam until midnight. Grosses tho off 15 per cent from preceding year's Wednesday, were high and satisfactory.

Thursday (31) a hurricane warning was sent out by the weather bureau at Caribou at noon and at 1 p.m., heavy rains hit the grounds but the gale passed the midway by without damage. Weather cleared by mid-afternoon and the midway drew a good spending crowd at night.

Friday (1) and Saturday (2) were ideal and attendance exceeded that of the same days last year. Saturday drew the second largest crowd of the week, with grosses exceeding expectations.

General Manager Frank Bergen expressed general satisfaction with his first 1947 fair.

"Despite the handicap of two days of rain and the loss of part of a third, the Presque Isle crowds seemed anxious to try everything on the midway. There was plenty of money around and no operator reported any backing away because of price," said Bergen. He also stated that he failed to see any signs of the much-talked-of recession in midway spending and expects to top last year's business if given the breaks in weather.

## CW OKAY AT CANTON

(Continued from page 36)

here Monday night (4). However, its arrival was delayed by railroad difficulties on the move in from Clearfield, Pa., and it wasn't up and in operation until Tuesday.

R. C. McCarter, general agent and traffic manager, rejoined here after spending three weeks with his wife and new son, Larry James, in Spartanburg, S. C. He left Thursday (7) on a tour of the Midwest.

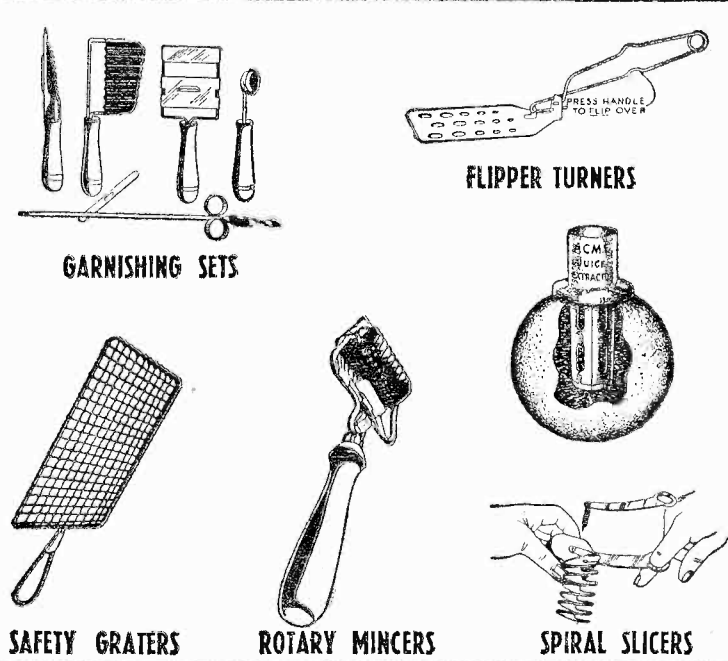
Shows' stand here is sponsored by the Military Order of Cooties, V.F.W., No. 58. Org snared several good news breaks on WHBC and WCMW, as well as in *The Canton Repository*.

Shows' previous stand at the Clearfield (Pa.) Fair was a good one, the gross being reported up from last year. Concessions were off from '46, but there was a marked increase in the take for the rides and shows.

# DEMONSTRATORS • Always Get Money

# PITCHMEN • with these

# Popular Sellers



**GARNISHING SETS**

**FLIPPER TURNERS**

**SAFETY GRATERS**

**ROTARY MINCERS**

**SPIRAL SLICERS**

## MERCHANDISE RIGHT. . . .

## PRICES RIGHT

### Deliveries Prompt and Dependable

# ACME METAL GOODS MFG. CO.

Newark 2, New Jersey

## NATION-WIDE DOES IT AGAIN!

Two of the Hottest GIANT BANK Items in the Country!

Meet "The Champ's" Brother—brand New Sensational ALL METAL GIANT PIGGY BANK (Cast in One Piece). Resplendent in DAZZLING GENUINE CHROMIUM PLATED FINISH!



Patent Pending Made in U.S.A.

Holds \$1,000 in Coin and Folding Money. Has removable Metal Lock-Tite Plate in base.

Suggested Retail Price **\$7.50**

**YOUR COST \$49.80 Per Dozen**

Sample, \$4.50.

Each individually boxed—dozen to master carton. Length circumference, 24". Height circumference, 19".

**LASTS FOREVER!**

Same size as above. Also in METAL with BAKED ENAMEL finish and hand-painted decorations. Your cost, \$35.40 Per Dozen. Sample, \$3.50. Colors—Blue, Pink, Ivory, Red.

Same size as above in non-metal materials with simulated Porcelain Finish and hand-painted decorations. Retail \$2.49 Each. Your cost, \$15.00 Per Doz. Sample, \$2.00. Individually boxed 12 to master carton. Colors—Blue, Pink, Ivory, Red.

### AND . . . . JUMBO, "The Lucky Elephant" Bank!

Length circumference, 24". Height circumference, 19". Takes up to 50-cent pieces. Cork opening in base. Holds \$1,000 in coin and folding money.



Made of non-metal materials with hi-glass simulated porcelain finish. Hand-painted floral decorations.

Retails **\$2.49 ea.** Your Cost **\$19.50 Per Doz.** Samples **\$2.50**

Money Slot in Mouth. Colors — Pink, Blue, Ivory, Red. 1/3 Deposit — Balance C.O.D., F.O.B. Chicago. All Samples — Cash with order.

STILL the Country's Greatest Seller!

**"THE CHAMP"**

Giant Piggy Bank, Hand Decorated. Colors—Blue, Pink, Ivory, Red. "Large as a Watermelon."

Still Only **\$24.00 Dozen!**

**IMMEDIATE DELIVERY!**

**NATION-WIDE MERCHANDISE CO.** Dept. 64 W. Randolph St. 8-16 Chicago 1, Illinois



# 1947 BIGGEST MONEY MAKER



The finest picture in the world couldn't do justice to this display beauty, with a "rarin'-to-go" race horse before each gate-opening.

**NOVEL, DIE-CUT, STARTING-GATE**  
with 10 bronze race horses—  
ready to go!

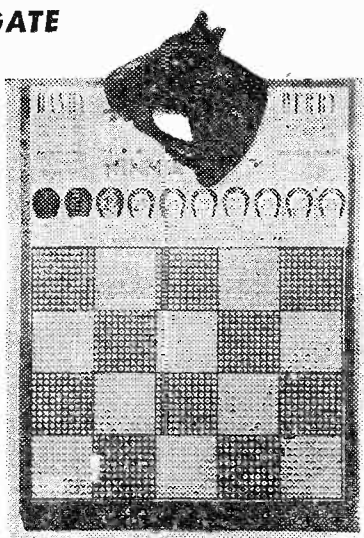
Player wins choice of horse PLUS \$1.00 to \$10.00 award! Plenty of consolations! Draws attention like a magnet! Pass this up and you are missing the "hottest" location-tested profit-maker in our 15 years of developing profit deals.

<b>#1 (Cash Definite)</b>	<b>#2 (Cig. P.O.)</b>
2000 holes, 5¢ play, takes	1500 holes, Pays (76 pkgs. @ 20¢ ea.)
<b>\$100.00</b>	<b>\$75.00</b>
Payout (def) <b>35.50</b>	<b>15.20</b>
<b>PROFIT \$64.50</b>	<b>PROFIT Excl. of Cig. Prof. \$59.80</b>
<b>DISTRIBUTOR'S PRICE \$13.95</b>	
Sample, \$14.95	

Turn back the pages of history: Get back into fast-action, big-play, BIG PROFITS! Rush your order for SPORT-OF-KINGS and put that great, big, contented smile back on your face.

25% Deposit with order, balance C. O. D. A few territories open for established salesmen. FREE CATALOG: 64 illustrated pages with scores of money-makers, new and tested items! Get a copy!

**PROFIT Manufacturing Co.**  
41 WEST 23D ST., N. Y. C. 10



# SALESBOARD SIDELIGHTS

## New York:

Bork Manufacturing Company has a new salesboard that is getting finishing touches before its announcement. . . . Max Greenglass, of Profit Manufacturing Company, reports that his new board, with 10 bronze race horses on it, is being well received. . . . Don Hyden, of Central Merchandise, has left for Chicago and Milwaukee on a biz trip.

Joseph Rake, of Rake Coin Machine Exchange, reports that firm is getting a large share of board biz with its new Consolidated Manufacturing Company line. . . . Black Sales Company will announce its appointment as factory representatives for a Chicago line within the next week or two.

Marty Pritchard, Boston, passed thru town this week on his way South. . . . Joseph Zimmerman, of Empire Press, Chicago, is reported headed this way. . . . Reports from New England indicate that this will be one of the best seasons for boards in the area for the industry. . . . One operator in Connecticut is offering coupons instead of merchandise as prizes—idea being to save coupons with from 1 to 50 offered on a board.

## Chicago:

Harlich Manufacturing Company's new sales manager, S. J. Feldman, reports that Manny Gutterman, firm's sales director, is still enjoying his vacation in Southern California. Gutterman left for the Southern clime about July 14 and is expected to be back in Chicago this week.

Harold Boex returned to the city July 28 from his Canadian vacation and again took over his desk at Pioneer Manufacturing Company. Pioneer is sporting a new telephone number this week. Old number of Haymarket 6101 has been replaced by Virginia 7820. Firm's William Wollpert left August 5 on a short business jaunt, returning last week-end.

J. Worth, Worthmore Sales, is due back from his Wisconsin vacation this week. He left about two weeks back just before the super hike in Chicago temperature. Boys at the plant hope he missed the heat. . . . Seymour Trott, Superior Products v.-p. and sales manager, arrived at the Chicago office August 4 from his Indiana-Michigan trip. Reports business favorable there and showing signs of continued revival. Seymour left Monday (11) for a jaunt thru Kansas, Nebraska and Missouri. He will contact Superior's district manager there, Bill Hershberger. Jack Morely, Superior Products president, says firm's national sales manager Joe Brodsky is currently with E. Russel, district manager of the West Virginia, Virginia and North Carolina territory, in Russel's stamping grounds. Max Sax, chairman of Superior's board, is on his way to L. A. to visit his family who in turn are there on a visit. Max should be back in a few days.

Charles Leedy, of Gardner & Company, reports that most of the staff have had their vacations now and are back hard at work in the field and plant. Charles says Gardner is expanding its sales force, production capacity and plant personnel. New automatic machines ordered several years ago are finally arriving. General business trend over the country is continuing to point toward a still higher level of activity, Leedy says.

While Excel Manufacturing Company's steno and phone op is taking her vacation, Irv Padorr is doing double duty at the office. Says callers don't appreciate his masculine tones as much as they do the dulcet qualities (voice) of firm's Gal Friday. . . . Bee-Jay Products' production manager, A. C. Binder, left Chi July 31.

Reuben Berkowitz has been receiving plaudits from the Sr. Berkowitz for his commendable job in handling affairs at Bee-Jay. Reuben and Mrs. Berkowitz celebrated their sixth wedding anniversary August 10. Reuben must regard the month of September as a triple-threat as far as birthdays are concerned. His own birthday comes up September 3, while his daughter's is due on the 21st and his grandfather's the 22d. . . . Empire Press also has a new phone exchange and number, Wabash 2451. Formerly they were reached at Webster 7985.

## West Palm Beach Has New Salesboard Tax

WEST PALM BEACH, Fla., Sept. 9.—New salesboard tax law went into effect here last Thursday (7), requiring distributors to pay a \$50 license fee. Stamps for the boards are obtainable at the city hall, and range from 25 cents to \$2.50 per board, according to F. B. McGarry, tax collector and director of finance.

Under an amendment approved by the city commission August 4, containers or bowls from which tickets are drawn were added to the items on which stamp taxes must be paid.

## New Harlich Plant Perks

CHICAGO, Aug. 9.—Harlich Manufacturing Company officials announce that the firm's modern, "streamlined" plant here completed in September, 1946, is now in capacity production.

# SALESBOARDS

IMMEDIATE DELIVERIES — 25¢ DEPOSIT			
Holes	Name	Profit	Price
400	5¢ Dollar Board	Def. \$ 7.00	\$ .55
1000	25¢ Charley Board	Def. 50.00	.89
1800	5¢ Lulu Board, X Tk.	Def. 18.00	1.49

NEW! 6 TICKETS PER HOLE BOARDS			
200	25¢ Kwik Fin	Max. Avr. \$37.50	\$2.60
200	25¢ 8 in 1	Max. Avr. 37.50	2.60
Many More. Write for Catalog Sheet.			

1000	25¢ J.P. Charley, Thick	Avr. \$52.08	\$ .98
1000	25¢ J.P. Charley, X Tk.	Avr. 52.08	1.10
1000	5¢ Win-a-Fin, Jumbo	Avr. 25.20	1.70
1200	25¢ Tex. Charley, Seal	Avr. 102.28	1.79
1000	5¢ J.P. Gillo, Jumbo	Avr. 27.00	2.59
2180	10¢ Rd. Wh. Bl. Sgls.	Tickets \$72.00	\$1.48
2170	5¢ Rd. Wh. Bl. Sgls.	Tickets 36.50	1.48
120	TIP Tick Books, Gr.	\$19.85; Doz.	1.89

NEW LOW PRICES—WRITE FOR CATALOG.

WORLD'S BEST BOARDS, TICKETS, CARDS  
**DELUXE MFG. CO.**  
Deluxe Building Blue Earth, Minn.

A GREAT NAME

# EMPIRE

IN SALES BOARDS

# EMPIRE PRESS

637 SOUTH DEARBORN ST.  
CHICAGO 5, ILLINOIS

RIGHT IN SEASON! **BIG HIT!**

Another **BIG HIT!**

**BIG HIT!**

200 M G L HOLES

TAKES IN \$50.00  
AVE. PAYOUT \$22.60  
PROFIT \$27.40



SIX TICKETS IN EACH HOLE

ONE FREE TICKET IN EACH HOLE

FORM No. 204 MGL

1200 N. HOMAN AVE. **HARLICH MFG. CO.** CHICAGO 51, ILLINOIS



Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES

1 Watch to the seller and 1 Watch to the winning seal.

Push Card Takes in \$21.  
Your Cost . . . . . \$10.  
EXTRA PUSH CARDS 10c EA.

Your Profit \$11.00

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

## Howard Machine Has New Board Premium

CHICAGO, Aug. 9.—A new premium possibility for salesboard operators is being advanced by Howard Machine Products Company here, salesboard distributors. Altho usual in that it is a "piggie bank," it is unusual in that it is made of metal, A. Schechter, Howard official, said.

Because the bank is made of metal it will not be subject to breakage, Schechter stated. Pig bank comes in a single "giant" size and has a plastic "window" on its back so that coins deposited may be seen.

## CARNIVAL ROUTES

(Continued from page 62)

Page Bros.: Lewisburg, Tenn.; Murfreesboro 18-23.  
 Page, J. J.: Wayland, Ky.; London 18-23.  
 Paramount Expo.: Chambersburg, Pa.; Hollidaysburg 18-23.  
 Parris & McIntyre: Belhaven, N. C.  
 Paul's Am. Co.: Cassville, Mo.  
 Pearl City Rides: Columbus Junction, Ia.  
 Peerless Celebration Am.: Terra Alta, W. Va.; Hooversville, Pa., 18-23.  
 Penn Premier: (Fair) Batavia, N. Y.; (Fair) Norwich 18-23.  
 Peppers All-State: Gary, W. Va.  
 Pike Am.: Diggins, Mo.; (Fair) Steeleville 18-23.  
 Pioneer: Fairport, N. Y.; Troy, Pa., 18-23.  
 Playtime: Quincy, Mass.  
 Powelson Greater: Scio, O.; Quaker City 18-23.  
 P. & P. Am. Co.: Wallace, Neb., 13-16.  
 Prell's Broadway: South Philadelphia, Pa.; (Fair) Carlisle, Pa., 18-23.  
 Queen City Am. Co.: Mechanicsburg, O.; Coaltion 18-23.  
 Rafferty & R. S.: Jacksonville, N. C.; Edington 18-23.  
 Raines Am. Co.: Clarksville, Ark.; Sallisaw, Okla., 18-23.  
 Red's United: Elgin, Neb., 11-13; Crofton 15-16; Tilden 18-19; Randolph 21-23.  
 Regent: Farmland, Ind.  
 Reid, King: (Fair) Lowville, N. Y.; (Fair) Sandy Creek 18-23.  
 Riley, Mathew J.: Hammonont, N. J.; (Fair) Oreland, Pa., 18-25.  
 Rockwell: Chappell, Neb., 11-13; Beaver City 15-17; Burden, Kan., 20-22.  
 Rogers Bros.: Waconia, Minn., 11-13; Barnum 14-16; Pine River 18-20; Princeton 21-23.  
 Rogers Greater: (Fair) Worthington, Ind.  
 Rogers & Powell: Greenwood, Miss.  
 Roof Garden: Greensburg, Pa.; Jennerstown 18-23.  
 Royal American: (Fair) Superior, Wis., 11-17.  
 Royal Crown: Richmond, Ind.  
 Rupe's Midway for Fun: (Fair) Macksville, Kan.  
 Sam's Funland: (Fair) Wallace, N. C.  
 Schafer's Just for Fun: Hico, Tex.  
 Scioto Valley: Lewisburg, O.; Knightstown, Ind., 18-23.  
 Shan Bros.: (Fair) Abingdon, Va.; (Fair) Tazewell 18-23.  
 Siebrand Bros.: (Fair) Billings, Mont.; (Fair) Casper, Wyo., 18-23.  
 Silver Slipper: Richmond, Ky.; (Fair) Falmouth 18-23.  
 Silver States: Deshler, Neb.  
 Smith Am. Co.: (Fair) Girard, Kan.; (Fair) Osage City 18-23.  
 Smith, Casey: Clinton, Okla.  
 Smith, George Clyde: Madera, Pa.  
 Snapp Greater: Fond du Lac, Wis.  
 Snyder's Greater: Sharpsburg, Ky.  
 Southern Am. Co.: Grandfalls, Tex.  
 Southern States: Lake City, Fla.  
 Southern Valley: Camden, Ark.  
 Strader, M. A.: Colby, Kan.  
 Stafford United, No. 1: Brookston, Ind.  
 Stafford's United, No. 2: Elwood, Ind.  
 Standard: (Fair) Baker, Mont., 16-18.  
 Steblar Greater: Harman, W. Va.  
 Stephens, C. A.: Pineville, W. Va.  
 Strates, James E.: Elmira, N. Y.  
 Stumbo, Fred: Gravette, Ark.  
 Sunflower State: McCook, Neb.  
 Sunset Am. Co.: (Fair) Decorah, Ia., 13-17; (Fair) Monticello 18-22.  
 Tassel, Barney: Catonsville, Md.  
 Tassel Shows: Surf City, N. J.  
 Tatham Bros.: Cullom, Ill.  
 Texas Expo.: Avinger, Tex.  
 Thomas Joyland: Wanamaker, Ind.  
 Thompson Bros., No. 1: Marysville, Pa.  
 Thompson Bros., No. 2: Renovo, Pa.  
 Tidwell, T. J.: Spearman, Tex.; Dalhart 18-23.  
 Tinsley, Johnny T.: Carrollton, Ga.; Griffin 18-23.  
 Tip Top: Scandinavia, Wis., 15-17; Bloomer 21-24.  
 Tivoli Expo.: Bloomfield, Ia.  
 Triangle: Kingsport, Tenn.; Nashville 18-23.  
 Turner Bros.: Shelbyville, Ill., 11-15.  
 20th Century: Norton, Kan.  
 Veterans United: (Fair) Rockwell City, Ia., 11-13; (Fair) Pochontas 14-16; (Fair) Emmetsburg 18-20.  
 Victory Expo.: (Fair) Springfield, Mo.; (Fair) Abilene, Kan., 18-23.  
 Victory United: White River, S. D., 15-17; Onida 21-23.  
 Virginia Greater: Crisfield, Md.  
 Wade, W. G., No. 1: (Fair) Mason, Mich.; (Fair) Sandusky 19-23.  
 Wade, W. G., No. 2: (Fair) Argos, Ind.; (Fair) Wabash 19-23.  
 Wallace Bros.: Maysville, Ky.  
 Wallace Bros. of Canada: (Fair) Three Rivers, Que., Can., 11-23.  
 Wallace, I. K.: (Fair) Abbotstown, Pa.  
 Wallace & Murray: Oak Hill, W. Va.  
 Ward, John R.: Evansville, Ind.  
 Wason Am.: Orange, Va.  
 Wheeler, Eddie L.: Summerville, Ga.  
 White Star Attrs., No. 1: Clyde, O.  
 White's Rides: Sunbright, Tenn.; Caryville 18-23.  
 Whitney & Scott: (Fair) Tipton, Ia.  
 Wilson's Famous: Coal City, Ill.  
 Winchester Am. Co.: Purcellville, Va.; Hyattsville, Md., 18-23.

## A Mild Beef From Ol' Jack Ruback

CHICAGO, Aug. 9.—Here's a mild beef from Jack Ruback, owner of the Alamo Exposition Shows, passed along via St. Louis, and registered in approximately Jack's own words:

"We just received a two-year-old chimp from Charles F. Close, Egypt, Mass., and it sure is a peach. It stood me \$650 plus \$47 air express.

"I also bought a chimp from another firm. I told them I did not want a chimp over three years old, so they shipped me a female about six years old. It broke out and took it on the Arthur Duffy, so we had to call the fuzzi to spray it with tear gas. The result was they fed it too much tear gas—the monkey died. I wrote and explained to the firm and mailed them a clipping out of the Corpus Christi newspaper. They have not even answered. So they clipped me!"

## ACA Roster Hits New High

(Continued from page 60)

shaping up and I already have received a commitment from the Hotel Sherman, Chicago, regarding meeting room reservations," Cohen said. He said generally the program will follow that of last year with a meeting of the associate counsel and a meeting of the board of directors Monday, December 1, at 2 and 4 p.m., respectively, followed by meetings of the membership Tuesday, December 2, at 1 p.m. and daily thereafter.

Cohen said he was planning to have one and maybe two prominent speakers this year. He said he had no definite promises from the ones sought and would make the announcement at a later date.

When the James E. Strates Shows played Rochester the week July 28, Cohen was a nightly visitor on the airport lot on Scottsville Road. He reported visits with Owner-Manager James E. Strates, General Agent William C. Fleming, Assistant Manager Dick O'Brien, Business Manager Roy Jones, Starr DeBelle, C. W. Franklin and Committee Chairman Louis Goler.

Among other visitors to the Strates lot, Cohen said, were Walter A. Schafer and family, of the W. G. Wade Shows; Manager Sprague, Holman's rides; Myron Colegrove, B & C Exposition Shows; Jack Hoffman, Hoffman Sales & Distributing Company, a member of the association, and H. William Jones, concessionaire.

During the course of the week, 50 additional personnel membership cards were issued to employees of the Strates org, placing that organization solidly in first place in the membership race with 250 cards issued to date.

On Wednesday night, July 30, personnel of the Strates shows, Cohen said, were entertained by the Rochester Professional Entertainers Club. Colored movies of the 1946 edition of Genesee County Fair were shown.

Cohen also reported visiting the firemen's carnival at West Henrietta, N. Y., July 30, at Hylan Airport, but found no organized show.

Wolf Greater: Charles City, Ia.; Garden City, Minn., 17-20; St. Peter 21-24.  
 Wolfe Am.: Greenville, S. C.  
 Wonder City: (Fair) Ashley, Ill.; (Fair) Greenville 19-23.  
 Wonder Shows of America: Owatonna, Minn.  
 Woodin, C. A.: Circle, Mont., 11-13; Terry 14-16; (Rodeo) Timber Lake, S. D., 21-23.  
 World of Mirth: Skowhegan, Me.  
 World of Pleasure: (Fair) Midland, Mich.; (Fair) Escanaba 18-23.  
 World of Today: New Ulm, Minn.; Sioux Falls, S. D., 18-23.  
 Wrigley, J. C.: (Fair) Johnson City, Tex.  
 Wrightsman's: Ferndale, Calif.  
 Young, Monty: (Fair) Logan, Utah.  
 Zeiger, C. F., United: Akron, Colo.; Lusk, Wyo., 18-23.  
 Ziegler: Morton, Wash.

## Kiwanis Heat Socks Midways Over Club's Refusal to Pay Negro

(Continued from page 58)

N. C., denied the delivery of a \$3,200 automobile to a Negro war veteran who held the lucky number.

After national attention was drawn to the incident and the International Kiwanis organization intervened, the Ahoskie club gave the Negro, Harvey Jones, 25, son of a farmer, a check for \$3,200.

Noah Garrett, Ahoskie merchant, and John Jenkins, Ahoskie lawyer, both members of the club, were in Chicago to appear today and tomorrow before the Kiwanis International Board of Trustees, and officials of the organization forecast that by-laws would be amended to make it impossible for clubs to hold raffles or give "door" prizes on ticket sales.

The incident caused so much commotion in the entire State that the State's attorney general took action recently to eliminate all raffles, etc., and then went further by instructing all sheriffs and fair managements that no gambling of any type will be permitted at the agricultural fairs in the State. The order was sweeping, including all types of percentage games as well as grind stores.

North Carolina fairs generally operate in late September and early October, and, as one in the know put it, "there are so many carnivals playing North Carolina in the fall, there literally is one every eight miles and all of these fellows will be hit hard unless that official attitude changes."

Agents in this territory arranging for the appearance of their orgs are not the least bit optimistic over the chance for full operation. One declared that it looks like North Carolina is following in the footsteps of Wisconsin, Minnesota, and North and South Dakota, where all midway activities are confined to rides, shows and hanky panks.

## Cohn, Fisher to Delve Into San Fran Politics

SAN FRANCISCO, Aug. 9.—Nathan Fisher Cohn, co-owner of the Golden West Shows, announced he will participate actively in the local mayoralty race, giving his support to Judge Elmer Robinson, leading local candidate.

Cohn reports that he will form a committee of local showmen to back Robinson, who is well known to local showmen having represented many show people while he was a practicing attorney here.

Harry (Polish) Fisher, general manager of the Golden West Shows, will serve on the Cohn Showmen for Robinson Committee.

## Two of "Our Lads" "Scatter" 1G Along Michigan Highway

GRAND RAPIDS, Mich., Aug. 9.—Two youths who said they were going to set up a carnival in Rockford, Mich., "scattered" \$1,000 in bank notes and coin along U. S. Highway 131 just east of this city Sunday (3). This is how it happened:

The youths, Gaylor C. Caler, 24, and Edward Brown, 18, both of Jackson, Mich., according to police, were driving along the highway. Their car hit two others and overturned, strewing the money along the highway.

Passersby picked up some \$896 of the money and turned it over to the county officials who put it in the county safe. Deputy Sheriff Arnold Pigorsh said the youths told him they were carrying about \$1,000 in two money bags to set up a carnival in Rockford.

## Free Acts Hypo Fairyland Biz

(Continued from page 60)

Duncan said. "These have been almost as good as a big picnic," he declared.

But with the Labor Day closing date approaching, Duncan says business this year won't measure up to the 1946 season. "The good days have been better, but in spite of the polio scare last year, this season won't measure up to last year," he said. Early in the season parks hereabouts were plagued by heavy rains, then Fairyland had a \$250,000 fire. In July and this month extreme heat (hitting 107 here) has kept attendance down.

Specialty acts playing Fairyland usually move on to Bob and Ann Ingersoll's Lake Contrary resort at St. Joseph, Mo., and Duncan said reports from there are that the Ingersolls' business has been excellent. The Ingersolls own the Roller Coaster at Fairyland.

**PUSH**  
**PUSH**  
**CARDS**

All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.

FREE Catalog. Write  
**W. H. BRADY CO., MFRS.**  
 CHIPPEWA FALLS, WISC.

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ .85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.70	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

## LEADING SALESBOARD MANUFACTURER WANTS

Experienced salesmen for the following territories: (Kansas, Missouri, Arkansas, Mississippi); (Iowa, Nebraska); (Washington, Oregon); (California, Arizona). Substantial drawing for men with established trade.

Box 229, The Billboard

1564 BROADWAY

NEW YORK CITY 19



ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

**FLASH!**

ANOTHER ORIGINAL by JAR-O-DO LUCKY "13"

4,580 RED, WHITE, BLUE TICKETS STAPLED IN BUNDLES OF 13 WITH ACTUAL STEEL STAPLES

WRITE TODAY FOR FREE LITERATURE

TAKES IN 4580 TICKETS, STAPLED 13 IN A BUNDLE FOR 50¢ ..... \$176.35  
 PAYS OUT (ACTUAL) ..... 132.00  
 PROFIT (ACTUAL) ..... \$ 44.35

**UNIVERSAL MANUFACTURING CO.**  
 "World's Foremost Mfr. of Jar Games"  
 405-411 E. 8TH ST. KANSAS CITY 6, MISSOURI

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

**COIN-OPERATED MACHINES, SECOND-HAND**

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

- A-1 BALL BUBBLE GUM—% INCH 140 Count, 40¢ lb., \$10.00 ctn. Sweet HART brand, 170 Count, \$14.95 per 25 lb. ctn. Boston Beans, \$9.10, 35 lb. ctn. Used Columbus Gum Machines, \$6.50; Home Run 1c Machine, \$15.00. English Music Co., Box 71, Sta. E., Toledo, Ohio. au23
- AAA STAMP MACHINES, SHIPMANS, VICTORYS, Singles, Duplex, Triplex, Roll Types, Multiply Folders, U.S.P., 100 Grand, Waterbury 63, Conn. au30
- ARCADE BARGAINS—AIRRAIDER, \$49.50; Skyfighter, \$64.50; Keeney Submarine, \$39.50; Paratrooper, new painted, \$14.50; Panorams, late serial numbers, guaranteed, \$275.00; four with films and extras, \$1000.00. We have bargains in Counter Games, 22 Gallery Ammunition, \$5.00 per case. Wire deposit. Pops Arcade, Anniston, Ala.
- BALLY HIGH HANDS AND CLUBS BELLS, \$37.50 each. Standard Scale Co., 4333 Duncan, St. Louis, Mo. au16
- BEST OFFER TAKES 70 1c AND 38 5c NUT Vendors and 10 Ball Gum Machines. Woodrow T. Little, 2617 High Street, Little Rock, Arkansas.
- BIG MONEY IN VENDING MACHINES—Smallest capital start, brings immediate profits that build permanent profitable business. Becker Vendors, 105-W. Dewey, Brillion, Wisconsin, se27
- FOR SALE—100 USED SLOT MACHINES, IN working condition, just off location. Watling and Pace 5c \$30.00, 10c at \$35.00, 25c at \$40.00; Mills and Jennings 5c at \$50.00, 10c at \$60.00, 25c at \$70.00. 5c Mills Jumbo Parade and 25c Watling Big Game at \$50.00 each. Lowest prices on Punchboards. Write for prices. Kellogg Sales Company, Koehler Hotel, Grand Island, Neb. au16
- FOR SALE—ONE SET OF PRODUCTION PAT. for producing a 1c Peanut Machine. Manufacture your own peanut machines with little equipment and sell surplus. Set of patterns complete, \$875.00. Write for details, don't wire. English Music Co., Box 71, Sta. E., Toledo, Ohio. au23
- FOR SALE—100 HOT NUT VENDING MACHINES, used 3 mo. Will greatly sacrifice account other business. For a real buy write David Price, 716 Fourth St., La Porte, Ind.
- FOR SALE—12 1946 ROCKOLAS. Will sell on location as route at \$725.00 each. If interested, write. I'll deal. Fedder Novelty Co., Box 723, Blackfoot, Idaho.
- FOR SALE—MUST SACRIFICE. 1 25c BLACK Cherry Bell, like new, \$175.00; 1 50c Mills chrome front, reconditioned, \$165.00; 1 10c Jennings Standard Chief, used one month, \$200.00. Terms, one third down, balance C. O. D. Make offer on three machines; will deal. Fedder Novelty Co., P. O. Box 723, Blackfoot, Idaho.
- MINT VENDER FREE PLAY CONSOLES FOR sale or lease. Standard Scale Co., 4333 Duncan, St. Louis 10, Mo. au16
- REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. se27
- ROLL-A-BALL—10 Ft., REVOLVING BARREL, \$100.00; Total Roll, \$195.00; also have Silver Moons, Triple Entries, Jumbo Parades, Paces Reels, Galloping Dominos, etc. No reasonable offer refused. All machines clean and ready for location. Penny Vending Mach. Co., 2112 E. Fairmount Ave., Baltimore, Md.
- SIX TOTAL ROLLS, \$285.00; GOALER, \$175.00; Wurlitzer Skee-ball Hiscore, \$195.00; Mills Throne, \$160.00; Supreme Bolascora, \$85.00; Wurlitzer 750 E. at \$295.00, 750 at \$280.00; Score a Barrell, \$125.00; Mechanical Hockey, \$19.50; Zip, \$15.00; Four Aces, \$65.00; Texas Mustang, Silver Skates, Big Chief at \$39.00; Cross Line, Home Run, \$22.00. Interstate Sales, 3017 So. 14th St., Milwaukee, Wis.
- SLOTS—MILLS BROWN FRONT, \$55.00; Columbia D.J.P., late, \$45.00; Vest Pocket, \$25.00; Mills 5c and 10c Woldoad, \$10.00 ea. Earl Burns, 3729 Hamilton, Dallas, Texas.
- SLOTS—1 25c MILLS BROWN FRONT, \$95.00; 1 10c Mills Cherry Bell, \$89.00; 1 5c Mills Cherry Bell, \$85.00; 1 5c Mills Blue Front, \$79.00; 1 10c Mills Roman Head, \$47.00; 3 5c Mills P.O.K. Escalator, \$42.00; 1 50c Jennings Gooseneck, \$49.00; 1 10c Jennings Silver Super Chief, \$39.00; Mills Golden Falls Original, write. Stewart Nov. Co., Salt Lake City 4, Utah.
- SPECIAL—ONE RECONDITIONED PEANUT Vendor and 5 lbs. of Peanuts all for \$8.50, or one reconditioned Ball Gum Machine and 1000 Balls of Gum for \$10.00. One-third deposit, balance C.O.D. T. O. Thomas Company, Dept. B., 1572 Jefferson St., Paducah, Ky. au30
- TIME TESTED SLOT MACHINE CLOCKS, ESCALATORS, Mechanisms, Castings, Cabinet Hardware; Seeburg Hideaway, five Wall-o-Matics, Speakorgan, Twin-12 Hideaway. Coleman Novelty, Rockford, Ill. au23
- WANTED—FIVE JACKS PENNY MACHINES. Must be in good condition. Edward J. Lambert, 2220 E. Alabama, Houston, Texas. au16
- WANTED—SEEBURG SELECTOPHONES TEN Record Machines, with or without cabinets, speakers or amplifiers. Chapman Enterprises, 3500 14th St., N. W., Washington 10, D. C.
- WANTED—ERIE HAND OPERATED DIGGERS, Exhibit Rotarvs; we buy Diggers of all types, no packing, we pick up. J. W. Landi, 323 Safford, Upper Darby, Pa.
- WILL TRADE—25 NEW SCHERMAK STAMP Machines, valued \$890.00, for Penny Ball Gum or Bulk Vendors in good condition. Or will sell; best cash offer. Fred McCurdy, Route 1, Clearfield, Utah.
- 4 BOWLING ALLEYS—EVANS DUCK PINS. They are fully automatic and do not require any pin boys. Thoroughly overhauled and reconditioned and in excellent shape. These Alleys are portable and can be readily moved and set up in any place. Size, 56 feet long, 5 feet wide. Price, \$1000.00 each. A. Nathanson, 907 W. 17 Street, Los Angeles 15, Calif.
- 5c HOT NUT MACHINES—USED 3 MONTHS, 15 like new, only \$22.50 each; reconditioned Northwestern No. 33's, \$7.75 each, only 22; Victors, globe type, \$11.75; cabinet type, \$13.75; Wall Brackets, 65c ea. Cast Iron Stands, \$3.50. Send ¼ rd. with order, balance C. O. D. Bitterman, 1405 Central, Kansas City 6, Mo.
- 5c, 10c AND 25c PACE CLUB BELLS—Brand new; original cartoons, latest type. Also old model used 50c Jennings Chief, \$500.00 for the lot. Billboard, Box 114, Chicago.
- 8 BUDDY DIGGERS, HAND OPERATED—10 Exhibit Iron Claw Diggers, 10 Merchantsmen Diggers, 6 Exhibit Rotarvs, 4 Texas Leaguers National, 4243 Sansom, Philadelphia, Pa.

**3 Tickets IN 1 Hole**

3 IN 1  
 500 JUMBO HOLES AT 10c PER HOLE  
 3 Tickets in Hole Hand Stamped Seals  
 500 at 10c \$50.00  
 AVERAGE PAYOUT \$26.88  
 MAXIMUM PROFIT \$39.50

THREE IN ONE  
 500 JUMBO HOLES AT 10c PER HOLE  
 3 Tickets in Hole Hand Stamped Seals  
 500 at 10c \$50.00  
 AVERAGE PAYOUT \$26.25  
 MAXIMUM PROFIT \$39.50

ALSO AVAILABLE IN CIGARETTE PAYOUTS

OUR NEW PHONE NUMBER IS VIRGINIA 7820

**Pioneer MANUFACTURING CO., Inc.**  
 2352 W. CERMAK ROAD, CHICAGO 8, ILLINOIS

**Husky PROFITS with these New Giant Hole Boards**

SIX 25¢ Tickets in each Giant Hole

25¢ You Can't Miss!!

SIX TICKETS IN EACH GIANT HOLE

ORDER No. 200 "TWELVE BIG FINS"  
 Giant Holes  
 6 Tickets in each Hole  
 25c Per Hole  
 - Thick -  
 Number Tickets  
 Avr. PROFIT \$28.16 (Maximum) PROFIT \$39.50

ORDER No. 200 "YOU CAN'T MISS"  
 Giant Holes  
 6 Tickets in each Hole  
 25c Per Hole  
 - Thick -  
 Poker Tickets  
 Average PROFIT \$27.45

**GARDNER & CO.** 2222 S. MICHIGAN AVE. CHICAGO 16, ILL.

# COIN MACHINE EXPORTS UP

## Detroit Area Suffers From Biz Decline

### Vender Sales Hurt

DETROIT, Aug. 9.—Coin machine receipts in the Detroit area, and in the Michigan resort counties, have fallen off in recent weeks, a sampling of operating firms indicates. In part, operators say the decline in business is a reflection of the general business conditions in this area, since Detroit has been hard hit by a series of strikes, actual or projected, and layoffs of various durations. The strikes and layoffs have been serious enough to make the average citizen more careful of his spending money. The situation is reflected, too, operators say, in the amount of money children have for recreation, since their pocket cash is largely dependent on the financial condition of their parents.

### Bulk Vending Off

Penny vending machine operators report that the youngsters are not patronizing bulk venders because the youngsters just don't seem to have the pennies they are accustomed to spend.

Despite these adverse reports, most operators in the State believe that the decline of gross receipts is only a reflection of a general, local business condition.

Music operators in the Detroit area report play down as a result of the general unrest in the local labor situation, and more than one music operator is reported expanding his operations into the vending field to provide that much additional revenue.

### Resorts Slower

The resort business up-State has not lived up to pre-season expectations. (See Decline In Biz on page 168)

## Coinmen Will Regret Closing Of Famed Chicago Lobby Arcade

CHICAGO, Aug. 9.—Coinmen coming to Chicago after the first of September will find something noticeably absent—namely the lobby arcade in Hotel Sherman.

Sherman Arcade has been a "must" on coinmen's visiting lists for the past 14 years—a spot so well known to the industry that it has become an institution to the industry.

Move was made necessary because of plans to expand the hotel's dining room. Equipment presently in the game room has been put up for "package sale" by Kenneth C. Wilson, its owner.

Arcade has long been a choice spot for advance showing of new developments in the coin machine field. It was founded by the late Paul Gerber who carried it on for many years in co-operation with the Sherman Hotel as a display center for the newest machines the industry might develop.

Gerber also made it an important center for people who attended conventions here in Chicago for there they could see the most modern development of the arcade business.

Gerber died in February, 1944, and ownership passed to his wife who maintained it by remote control from her West Coast home until she sold it to Wilson about a year ago.

Wilson maintained the arcade under the same principles established by its founder, keeping it up-to-date with the latest in new coin machine ideas. Recently Wilson disbanded the Amalgamated Distributors Company here, of which he is head, and plans to leave this week for a new business enterprise on the West Coast.

Arcade has been more or less unique among Chicago Loop arcades because play is affected little, if any, by changes in the year around because it opens on the hotel lobby and draws customers almost exclu-

sively from lobby crowds.

Because of its prominent location and role as a display room, equipment in the arcade has always been kept in the best working condition and outward appearance, setting an example for the arcade business.

Many have looked upon the Sherman Arcade as chronicle of advancements in the arcade industry which got its start with the now forgotten phonograph parlors of the 1890s.

Original placement of the popular nickel-in-the-slot phonographs in saloons, cafes and railroad and ferry terminals proved somewhat successful and John L. Andem, president of the Ohio Phonograph Company, one of the pioneer concerns in the field, conceived the idea of overcoming obstacles by grouping a dozen machines in a store location where they (See Coinmen to Regret on page 166)

## New Amusement Op Group Meets

NEW YORK, Aug. 9.—An open meeting of the Associated Amusement Machine Operators of New York, Inc. (AAMONY) will be held Thursday (14) at 8:30 p.m. in the Capitol Hotel, it was announced this week by Joe Hirsch, president of the new org. Plans for the September 11 court case on amusement bumper games will be discussed.

Besides Hirsch, officers of the association are Sol Wohlman, vice-president; Alex Koenigberg, treasurer; Murray Lax, financial secretary; Harold Kolsky, recording secretary, and Irving Wiener, sergeant at arms.

Temporary headquarters of AAMONY, until permanent office space can be obtained, are at 612 10th Avenue.

## \$2 Million Mark Passed

More, better equipment being purchased by overseas distributors, ops

WASHINGTON, Aug. 9.—During the first five months of 1947, coin machine manufacturers, distributors, jobbers and export houses sold a grand total of \$2,393,029 worth of coin machines to foreign buyers. This figure represents a total based on monthly reports released by the United States Department of Commerce, which this week announced the official coin machine exports during May amounted to \$422,742.

Juke boxes, tho they were shipped in fewer numbers than the combined total of games and venders sold abroad, amounted to the lion's share of dollar volume exports, accounting for \$342,994 of the total coin machine exports during May. Amusement game exports during May still held their long-established lead over vending machine exports, the statistics show, but there were indications during the past spring that several Latin-American countries and Canada may be counted upon as steady, perhaps eventually large buyers of venders.

### To Set Record

There is no doubt now that 1947 will set a new all-time high in coin machine exports, since the first five-month totals are approaching the approximately \$3,000,000 all-time high set in the years preceding World War II. If the export business continues thruout the rest of the year at its current pace the year's total exports will be double the previous all-time record.

The two biggest buyers of U. S.-built coin machines, May figures show, are still Canada and Mexico, and coin machine exporters believe these two countries will easily take the bulk of the machines sent out of the country until England is again in the market. At this time, coin machine export firms, acting on available information concerning Britain's strict export-import policy, are counting buyers in that country out of the list of prospects until at least 1948.

### Prices Going Up

The average price being paid for exported coin machines seems to be on the increase. At least, buyers paid more for their machines during May than they did for any previous month this year.

For instance, the average price of exported music machines in May was \$382, compared to an average price of \$348 in March and an average price of \$363 in April. This is not an indication, exporters say, that the price of jukeos on the export market is going up; rather it is an indication that foreign buyers are asking for, and getting, later model used music machines, and a few are buying new equipment.

Average price of venders likewise went up gradually during March, April and May. For these three months, the average price paid for (See Exports Exceed on page 169)

## Coin Machine Exports

May, 1947

COUNTRY	Totals			Phonographs			Venders			Amusement Games		
	No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price
Canada .....	1,351	\$174,779	\$129	298	\$117,113	\$393	448	\$10,335	\$23	605	\$47,331	\$78
Mexico .....	222	78,939	356	222	79,939	360	...	.....	...	...	.....	...
Cuba .....	112	39,764	355	107	37,142	347	5	2,622	522	...	.....	...
Venezuela .....	95	25,237	266	35	19,057	544	60	6,180	103	...	.....	...
Guatemala .....	32	14,609	457	27	12,564	465	...	.....	...	5	2,045	409
Argentina .....	55	14,020	255	55	14,020	255	...	.....	...	...	.....	...
Colombia .....	26	13,529	520	26	13,529	520	...	.....	...	...	.....	...
Philippine Republic .....	35	9,870	282	24	8,997	375	...	.....	...	11	873	79
Salvador .....	30	9,490	316	30	9,490	316	...	.....	...	...	.....	...
Belgium .....	15	8,549	570	15	8,549	570	...	.....	...	...	.....	...
Sweden .....	37	6,481	175	20	4,825	241	...	.....	...	17	1,656	97
Netherlands .....	40	5,489	137	...	.....	...	40	5,489	137	...	.....	...
Brazil .....	10	5,060	506	10	5,060	506	...	.....	...	...	.....	...
Union of So. Africa .....	10	4,748	475	10	4,748	475	...	.....	...	...	.....	...
Newfoundland .....	11	4,258	387	7	3,498	500	4	760	190	...	.....	...
B. Guiana .....	6	1,420	237	6	1,420	237	...	.....	...	...	.....	...
Panama .....	2	1,166	583	2	1,166	583	...	.....	...	...	.....	...
Bahamas .....	2	764	382	2	764	382	...	.....	...	...	.....	...
Honduras .....	1	753	753	1	753	753	...	.....	...	...	.....	...
Portugal .....	6	555	93	...	.....	...	...	.....	...	6	555	93
Other Countries .....	38	2,262	59	2	360	180	6	168	28	30	1,734	58
<b>TOTALS .....</b>	<b>2,136</b>	<b>\$422,742</b>	<b>\$198</b>	<b>899</b>	<b>\$342,994</b>	<b>\$382</b>	<b>563</b>	<b>\$25,554</b>	<b>\$45</b>	<b>674</b>	<b>\$54,194</b>	<b>\$80</b>



# Chicago Underwriters' Lab Testing New Coin Devices To Check for Danger Spots

Non-Profit Organization Renders Service to Industry

CHICAGO, Aug. 9.—Many new developments in the coin machine field are now under test by Underwriters' Laboratories (UL), Inc., whose testing plants in Chicago, New York and San Francisco are constantly rendering outstanding services to the manufacturers of juke boxes, vending machines and other types of electrical coin-operated devices.

In the modern Chicago testing plant of this non-profit service organization, engineers are presently testing four new juke boxes, many types of accessories for juke boxes, four new beverage venders, a new hot dog sandwich vender, two styles of automatic washers for coin operation, an automatic oil vender suitable for coin-operation and several other devices which will eventually find their way into the expanding coin machine field.

## Typical Assortment

This assortment is typical of the constant testing program carried on by Underwriters. The laboratories have recently finished extensive examination of several new popcorn venders, coin-operated gasoline pumps, electrical coin scales, hot nut venders, coin-operated hot coffee venders and similar equipment.

Entire Underwriters' Laboratories testing program is on a non-profit basis. UL does not solicit business and is supported from fees charged manufacturers to test products and to follow up with periodical examinations.

Many communities, especially West Coast cities, require laboratory approval of all electrical devices sold and if the manufacturer hasn't had his product already approved by UL, the distributor or operator must have a local laboratory test individual machines.

## Test Jukes

Typical of UL's work is the testing done on juke boxes. First step is to place thermo-couples in 20 or more spots thruout the box. Then the juke is played continuously for a minimum of 24 hours. During this time it is constantly checked for evidence of "hot spots" where the thermo-couples indicate a danger point.

Next test requires the juke to be disassembled and the entire mechanism is checked for voltage, possibility of shocks, and possible breakdowns. If there are moving parts in the machine which might cause shorting or other dangerous wear, the UL testers rig up a device which will duplicate the amount of action the juke box is apt to get on a busy location and observe the wear caused.

## Varied Tests

Now in operation at their Chicago laboratory is a "Rube Goldberg" type of contraption that is punching the keys on a wall box 6,000 times each in just such a test. Another device is opening and closing a new style radio, phonograph, television set 100,000 times and at the same time operating an automatic toaster and bending the head of a flexible type flashlight.

About 80 per cent of the devices tested have some defects that show up during their first test. These are sent back to the manufacturer for re-designing and when they return pass the rigid UL requirements 95 per cent of the time.

After a device has received laboratory approval, follow-up checks are made in the manufacturer's plant and

later on location where the device is actually in use. UL has several roving laboratories and field men in 200 cities thruout the U. S. and Canada to conduct these later tests.

## Stamp of Approval

Once the UL label of approval has been placed on anything, it means that the product has passed the tough tests which indicate that it will operate without fire, shock or accident hazard during its normal period of use.

Manufacturers submitting new products to UL are usually prompted (See *Chi Lab Tests* on page 169)

## Boasberg and Pace CMI Runyon Drive La. Co-Chairmen

NEW ORLEANS, Aug. 9.—Louis Boasberg and Julius Pace have been appointed Louisiana chairmen for the Coin Machine Industries' (CMI) Damon Runyon Memorial Cancer Fund drive.

Boasberg will plug the drive on his two radio programs and other advertising as well as on location at the arcades which he operates.

Pace said that fund stickers will be attached to the majority of coin machines in the State in an effort to boost the drive. Reception among operators and distributors in Louisiana has been most favorable, the co-chairmen said.

## L. A. County Ops Study New Licensing Proposal

LOS ANGELES, Aug. 9.—Proposed move of the Los Angeles County Board of Supervisors to boost the license for amusement machines from \$12 annually to \$24 is causing consternation among the majority of operators in this county. Most of the operators, who learned that the board of supervisors has voted for the increase, took the view that the proposed ordinance would work a hardship on operators here.

The measure, if it is adopted by the county as recommended by the supervisors, would also affect juke boxes which carry now, in addition to the flat fee a license of \$1 per wall or counter box.

## Goes Back to '46

Licensing of equipment in Los Angeles County on this basis goes back to early 1946, when the license fee of \$12 was set for amusement games, but also included phonographs. At that time a fee of \$24 was likewise placed on pinball, but the ruling permitting their operation has since been rescinded.

Ordinance 4615, enacted in February, 1946, placed licenses on "all coin-operated machines of skill, not otherwise provided for in this ordinance, including, but not limited to skee balls, gun machines, duck pins, Chicken Sam, Pokerino and Texas Leaguer and further stipulated that a

## \$7 Billion To Woo Tour Trade in '47

CHATTANOOGA, Aug. 9.—State, regional and city groups seeking tour trade will spend \$7,421,442 this year, major part going to direct advertising programs and construction to attract visitors, according to a just completed travel and recreation survey revealed here last week.

Survey also stated that between an estimated \$8,000,000 and \$9,000,000 will be spent this year by the nation's travelers.

California leads all States with \$1,180,230 to be spent for tourist-attracting programs, Florida is second with \$972,728, Washington third with \$578,000, followed by North Carolina, \$251,000; Virginia, \$130,000, and Oklahoma, \$115,000.

## Veeder-Root Builds Hartford Plant; To Close Bristol Site

HARTFORD, Conn., Aug. 9.—Veeder-Root, Inc., counting device manufacturers, announced August 1 that a new 60,000 square foot plant would be built here to take over operations currently being carried on in the firm's Bristol factory.

Later plant, employing approximately 500 workers, will be abandoned. Shutdown will not be sudden, as manufacturing operations there are expected to be moved gradually to the new Hartford plant when it is completed early in 1948. New building is on company property adjoining present facilities here.

By bringing to this city all manufacturing now done at Bristol, company officials said, firm can reduce expenses and eliminate shipment of parts from Bristol to Hartford where assembly of finished products is carried out.

## Plans Laid For Ladies At Confab

To Fete NAMA Wives

CHICAGO, Aug. 9.—National Automatic Merchandising Association (NAMA) is readying details for the entertainment of the hundreds of wives who will attend the association's 1947 convention and exhibit December 14-17 at the Palmer House here.

NAMA is making a special bid for women to accompany their husbands to the four-day meeting, and a special ladies convention committee is preparing a program of activities designed to keep the interest of feminine visitors. Co-chairmen of this committee are Mrs. E. G. Chandler, Los Angeles; Mrs. Aaron Goldman, Washington; Mrs. Sid Jones, San Antonio; Mrs. Sidney Kronenberg, Birmingham, and Mrs. C. S. Darling and Mrs. T. B. Hungerford, Chicago.

Initial point on the proposed program is a "magic carpet" tour of outstanding Chicago spots, beginning with a trip to Hull House Monday, December 15, and from there to the stockyards, Chinatown, colorful Mexican shops and restaurants and the University of Chicago Settlement, with luncheon at International House. Trip will be concluded early enough so that those who so desire may do last-minute Christmas shopping in the many State Street and Michigan Avenue stores.

Monday evening, while their husbands are attending the annual business meeting, the committee will entertain the women at a card party at the Sherman Hotel, where refreshments will be served and table prizes awarded. Other tentative plans for the remainder of the convention include the following:

Tuesday morning, December 16, the ladies may accompany their husbands on a "back-of-the-yards" district tour if they so desire. During the men's business luncheon, wives will dine at a fashionable Chicago restaurant and be entertained most of the afternoon by a special program provided by the restaurant. Tuesday evening, ladies may attend the theater with their husbands—committee plans to assist in obtaining advance reservations for a legitimate stage production.

Wednesday morning, the "magic carpet" tour will be continued with a visit to major public buildings in the Loop. Tentative plans include an afternoon attendance of the radio program, *Ladies, Be Seated*, presented daily over Station WLS. The annual banquet at 7:30 Wednesday evening will conclude the convention.

A special women's lounge and headquarters will be provided on the balcony adjacent to the fourth floor exhibition hall as a meeting place for their activities. It will be staffed at all times with convention hostesses or NAMA office members who will provide ladies with shopping information and perform other services.

## Gottlieb Under Knife

ASBURY PARK, N. J., Aug. 9.—Jerry Gottlieb, of the Gottlieb-Cutler Corporation, was removed to the Long Branch (N. J.) Hospital Friday (2) to undergo a major operation.

# SAY AUTO LAUNDRIES CLEAN

## Campaign for Vender Care Gets Support

### Detroit Area Surveyed

DETROIT, Aug. 9.—Recheck of the abandoned vending machine situation in the Detroit area has brought about substantially no indication of such machines in the territory, confirming preliminary survey made by *The Billboard* three weeks ago.

The campaign itself has attracted the interest of local vending machine operators, particularly in the candy, gum, and nut field. A few instances of old machines remaining on location have been turned up, typically the old style Pulver machines, which have in most cases apparently just been forgotten by their original owners, as indicated by the rusty condition of three machines spot-checked after they were reported.

Machines in stores almost without exception have merchandise in them. Experience shows that a location owner will not tolerate an unused or empty machine in his store. This trait, apparently universal in the Motor City, has served to check any tendency to neglect machines here.

Deliberate non-servicing of machines to try to get the pennies of youngsters for no value in return is completely out of the local picture.

## Portland, Frisco Confectioners To See Candy Movie

CHICAGO, Aug. 9.—Dates have been set for showings of "Candy and Nutrition," new candy industry motion picture, in Portland and San Francisco.

Portland showing will be held August 20 in the Chamber of Commerce Building there. S. A. Humphrey, Candy Products Company, will act as chairman of the meeting of candy men from the Oregon area at which the picture will be shown.

Northern California and Nevada confectioners will see the movie at San Francisco's Sir Francis Drake Hotel August 22. Theodore A. White, Sierra Candy Company of San Francisco, will be chairman of this meeting.

### To the Editor

Coffee Advertising Council  
New York 5, N. Y.  
July 30, 1947.

Dear Sir:

Your article headlined "Coffee Ad Council Examines Venders; Finds They're OK," has been called to my attention. While we had reported the offerings of these venders on the market and while I do believe that it is natural that coffee should receive early attention in the automatic vending field and that a substantial market exists, my comments were in no way intended to be an endorsement of any individual equipment now on the market.

I trust, therefore, that you will correct the impression that we have found "new devices for automatic merchandising of our product good."

Yours very truly,  
J. Rosenthal,  
Executive Director.

## Survey Reveals Few Neglected Vending Machines in Portland

PORTLAND, Ore., Aug. 9.—The vending machine situation in Portland, so far as the public is concerned, is relatively free from neglected, abandoned machines. A spot check of some 50 machines dispensing ball gum, candy or nuts failed to disclose one that was out of order or empty of merchandise.

The industry here admitted, however, that some machines are on location that are inoperative or empty, but the number is small. And in nearly every instance the location owner has removed the machine from public display, serving to avoid the bad relationship with the consuming public that may prevail in other centers. Operators say that occasionally, when approaching a location owner for permission to install a machine, he will fish out from under a counter a machine he has sequestered because of its harmful effects on his customers.

### Blame Service Failure

All elements in the vending business agree that an operator who fails to visit his locations as promptly as the merchandise is used up works a hardship on the entire trade.

Arnold Caplan, head of the vending division of the A & B Candy Company, said:

"Wherever this bad condition prevails, 90 per cent of it will be found to be the operator's fault, 10 per cent the fault of the equipment. And this condition is being corrected by the more desirable type of operator entering the field. More and more are taking up vending operation, many as an after-hours sideline that pays \$25 to \$35 a week in spare time.

## Western Candy Men To Attend August California Meet

CHICAGO, Aug. 9.—National Confectioners' Association (NCA) Council on Candy has announced that candy industry representatives from Arizona, New Mexico and Southern California will attend a regional meeting in Los Angeles August 25. Chairman of the area, George Kiepe, of George Kiepe & Sons, reports that the meeting will be held in the Grand Ballroom of the Los Angeles Elks' Club.

Council on Candy's motion picture, *Candy and Nutrition*, will be featured during the meeting. Smith H. Cady Jr., director of the Council, will introduce the film, explaining the tie-in of the movie with other promotional efforts of the candy industry.

Members of the committee in charge, in addition to Kiepe, are Alfred Beaudry, A. E. Bruckner, Robert W. Kaneen; E. A. Hoffman, Guy R. Showley, S. Denton Showley, John T. Troll, Warren Watkins, Lawrence A. See, Raymond Bottari, D. G. Ross, Mary Fitzmaurice, Bert Austin, Florence Neill, Richard Close, Arthur L. Kortiz, Ellis Stanely, Irving Part, Alex Finkenstein, Sam Hirschman, Arch Riddell Jr., John T. Bond, E. G. Alcorn, Sol Eisenberg, Joe Sloan, Ralph Unger, Joseph M. McDavitt, James Gallagher, V. O. Booth, Arch Riddell Sr., Pitt Walker, Jack Simmons, Manny Yellen, Roy Wittschen, W. S. Boedecker, Maurice Nathan and Rosalind Roberts.

Thus the careless or inefficient operator is withdrawing from the trade.

### Replacement Heavy

"Instances where old equipment is at fault are growing fewer as replacements are made with new-type machines."

Along this line are the new machines with simple instructions for operation posted. One cause of non-functioning has been failure of the purchaser to allow his coin to actuate the mechanism before he turns the handle. This has been remedied by the prominent instructions.

## Trade Code for Candy Industry

WASHINGTON, Aug. 9.—A Fair Trade Code for the candy industry, drawn up by National Candy Wholesalers Association (NCWA) and Federal Trade Commission (FTC) will be placed before an official industry conference in the early fall, NCWA announced this week.

A preliminary draft of the Code has already been made, listing practices which FTC has designated "unfair." NCWA also expects to draw up a list of voluntary standards of sound business practices, which would not have the force of law. Framework of the code is being done by NCWA's Trade Practice Rules Committee and FTC staff members.

### Activities Banned

Among activities banned under the first draft of the Candy Code are: any form of misrepresentation, failure to differentiate between wholesale and retail transactions, deception as to available supply of advertised products, use of any type of lottery schemes, imitation of established trade marks or trade names, misleading price quotations, use of "loss leaders," coercing use of one product as a prerequisite for obtaining another, defamation of competing candy products, circulation of threats for infringement suits, selling below cost, joining with other candy manufacturers to fix prices, suppress competition or restrain trade and any form of discrimination practiced against purchasers.

## Ind. Cigarette Tax Draws \$2,000,000 in Abnormal Month

INDIANAPOLIS, Aug. 9.—Indiana's new 3-cent a pack cigarette tax brought the State \$2,008,938 in its first month of operation, according to the cigarette tax division of the Indiana Alcoholic Beverage Commission.

The July collection, however, was termed abnormal, as many wholesalers stamped their entire stock and \$106,000 of the receipts came from sale of annual \$500 registration certificates to wholesalers. When the tax was introduced in the State Legislature early this year, it was claimed that the revenue would approach \$9,000,000 annually.

Indiana cigarette vender operators, who formerly sold packs for 16 to 18 cents, are now vending them for a straight 20-cent price, thus eliminating costly penny operations, it is reported.

## Health Depts. Make Reports

### Rep. O'Toole's statements proven untrue by special tests in Chicago, New York

CHICAGO, Aug. 9.—Public health officials the nation over have come forth to support industry claims that automatic laundries offer the highest possible standards of sanitation.

In refutation of statements made by Representative O'Toole, of New York, just before Congress adjourned in July (*The Billboard*, August 2), leading authorities on the subject of laundry sanitation pointed out that communal laundries are far from the disease spreaders they are accused of being by the congressman.

### Tests Clear Laundries

Extensive test being carried out here in Chicago by city health officials have thus far indicated no basis for charges that coin-operated automatic laundries are "a menace to the health of the nation," as O'Toole charges. Dr. Herman N. Bundesen, Chicago health commissioner, reported that his department will continue its tests, however.

In New York, Dr. Samuel Frant acting commissioner of health pointed out that his department made an investigation of coin-operated laundries last spring and said that "the combination of the hot water and soap powders, together with the series of rinsings, is adequate to destroy disease-producing organisms."

### Lab Backs Down

O'Toole told New York reporters that the tests which he used as a basis for his remarks were conducted by the National Diagnostic Laboratories and another unidentified New York firm. A check with the diagnostic lab by a New York newspaper indicated that technicians there were reluctant to "back up" O'Toole's statements and that the wife of at least one of the laboratory's technicians washes the family clothes in a coin-operated machine.

Extensive tests conducted by various laboratories at the request of makers of machines used in coin-operated laundries established that the bacteria-killing capabilities of the washers are 100 per cent effective under the conditions existent in their operation.

Representatives of both Telecoin, which uses coin-operated Bendix washers, and Ald, Inc., which operates Westinghouse machines, said that there have been no indications that O'Toole's charges have been harmful to their business.

## Wisconsin Cig Tax Extended

MADISON, Wis., Aug. 9.—Wisconsin's 2-cent per pack cigarette tax will be in effect for another two years following action taken here last week by acting Governor Oscar Rennebohm, who signed a measure extending the tax. Earlier Wisconsin cigarette operators were concerned about proposals to hike the tax.

At the same time, Wisconsin's acting governor signed another law pertaining to fair trade practices, increasing the maximum fine for violators from \$50 to \$500 for loss-leader sales. The new fair trade act likewise outlaws tie-in sales.



# Request Intervention in Automatic Canteen Case

WASHINGTON, Aug. 9.—National Candy Wholesalers' Association (NCWA), following a recent executive committee meeting here, has applied for leave to intervene in the case of the Automatic Canteen Company of America, now pending before the Federal Trade Commission (FTC). Announcement of the wholesalers' application was made by M. J. Herrick, Bismarck, N. D., president.

In a statement, the association declared "the application was filed by NCWA legal counsel, W. A. Quinlan, Washington, after a study of the case revealed that the respondent, the Automatic Canteen Company of America, is in substantial competition in many areas with the members of the NCWA, and the association is, therefore, vitally interested in the outcome of the case.

"If permission to intervene is granted by the Commission," the statement continues, "the NCWA will be in a position to act to protect the general interests of its members in all hearings and motions made in the case."

### Adopted Resolutions

Herrick said that the executive committee was acting in accord with resolutions which the association adopted at its recent convention in Chicago. These resolutions asked the association "to take the necessary action to bring about an early decision in the case in which the Commission charges that Automatic Canteen Company of America has received discriminatory prices from some 90 odd candy and gum manufacturers in violation of the Robinson-Patman act."

NCWA said that, under the allega-

tions, the prices paid by Canteen were 10 to 25 per cent lower than prices candy wholesalers are paying.

Members of the candy group's executive committee who met in Washington included M. J. Herrick, Sweetheart Candy Co., Bismarck, N. D., president; H. W. Looock, Allen, Son & Co., Baltimore, chairman of the board; C. M. McMillan, executive secretary of NCWA, Washington, and William A. Quinlan, attorney and counselor, Washington. John Postker, Cincinnati, vice-president of the group, did not come to Washington for the meeting, but the group announces he assisted in making the decision.

## McClelland New Ad Mgr. Of Vendo; Izzard To Have Changer Dept.

KANSAS CITY, Mo., Aug. 9.—John T. McClelland has been appointed advertising manager of the Vendo Company, makers of beverage venders and automatic coin changers, it was announced.

McClelland, who formerly was advertising manager of Hall Brothers, big Kansas City greeting card makers, succeeds Alex Izzard. Izzard has been appointed manager of the company's new coin changer department.

### Nutri-Cola Reorganizes

NEW YORK, Aug. 9.—Nutri-Cola International Corporation has been formed at 677 Fifth Avenue to take over the assets of Nutri-Cola Company, Long Island City, according to an announcement this week by Lionel Marks, Nutri-Cola president.

## "Bowls for Bars" Promotion Angle Draws More \$\$\$

DALLAS, Aug. 9.—New wrinkle for increasing vender sales has been promoted by the T & C Company, makers of "Pop" Corn Sez Venders, with headquarters here. It is their "Bowls for Bars" promotion.

Set-up consist of placing brightly colored plastic bowls on tables, in booths or on bars where they will call attention to popcorn available thru a coin-operated vender at the location.

Accompanying advertising encourages customers to have their waiter or waitress fill the bowl from the machine. Employees have been generally co-operative with the plan since it is a tip-bringer.

Biggest drawback thus far has been a tendency on the part of customers to appropriate bowls for souvenir purposes. This problem has been overcome at some locations by keeping the bowls at the bar and calling attention to their availability by table tents printed in bright colors.

Present plans call for plastic or wood blocks to replace the cardboard tents now in use if this alternative becomes popular.

Operators who have tested this point of purchase promotion have found that it increases sales as high as 300 per cent. Plans call for an expansion of the program as soon as more bowls are available.

## Daval Products Corp. Names Six Distributors For New Stamp Mach.

CHICAGO, Aug. 9.—Daval Products Corporation here has appointed six distributors for its Postmaster roll-type stamp vender, according to President A. D. Douglass.

Distributors appointed are Seaboard Corporation, N. Y., for New York, New Jersey and Connecticut; General Vending Sales Corporation, Baltimore, for Maryland, Delaware and District of Columbia; Scott-Crosse Company, Philadelphia, for Eastern Pennsylvania; Kerner Vendors, Chicago, for Northern Illinois and Michigan; H & L Distributing Company, Atlanta, for Georgia and Alabama, and L. A. Specialty Company, Los Angeles, for Southern California.

Daval's Postmaster, a triple-unit vender, is designed to vend 1, 2, 3-cent and airmail stamps direct from government rolls, with each unit adjustable to handle from two to five stamps of any denomination so as to meet local preferences.

Firm officials state the machine is in full production and that quantity shipments will be made shortly.

## American Chicle Co. Developing New U. S. Sources of Supplies

CHICAGO, Aug. 9. — American Chicle Company is developing sources of supply which will largely replace ingredients originating outside the United States, Thomas H. Blodgett, president of the company, said in a statement accompanying a financial report for the first half of 1947.

Company's inventories of chicle and other essential ingredients are adequate under present supply conditions, the statement also said.

Operations for the first six months of 1947 showed a net profit rise to \$2,425,543 as compared with \$1,456,716 for the corresponding 1946 period.

# N. J. Cig Men Organize New Trade Ass'n

### Grout Elected Prexy

NEWARK, N. J., Aug. 9.—Formation of a trade association to be known as the Cigarette Merchandisers of New Jersey (CMNJ) has been reported by Sol L. Kesselman, executive secretary and general counsel. Other officers are Jack Grout, Jersey Cigarette Service, president; Edward Dierickx, Dierickx Vending Company, vice-president; George Beecher, who operates his own service, treasurer, and David Kranztohr, Lewis Vending Company, secretary.

On the board of directors are John Miner, G & M Vending Company; John Lee, an independent operator; Charles W. Stange, Unit Vending Company; Harry Catley, Excelsior Sales, and Pat Trimmer, Jersey Sales Company.

### 30 Members

CMNJ, which will have its headquarters in Newark at 60 Park Place, now has a membership of 30 firms and expects to grow. Designed to operate along the lines of other trade associations, it will cope with such problems as accent on methods of handling the return of competition and the increase in local operating costs, especially those concerning taxation.

Kesselman also is counsel to the Music Guild of America (MGA) and the Phonograph Operators Association of Central New Jersey. MGA's headquarters is in Newark, the other association's in Trenton.

## Automatic Canteen Passes \$18,000,000 Mark for Year's Biz

CHICAGO, Aug. 9. — Automatic Canteen Company of America did a business totaling \$18,288,938 during the 52 weeks period ended June 7, 1947, with a net income at the end of the period of \$688,449, according to a statement sent to stockholders this week.

Net profit shows a \$125,312 rise over profits during the fiscal year ended September 30, 1946.

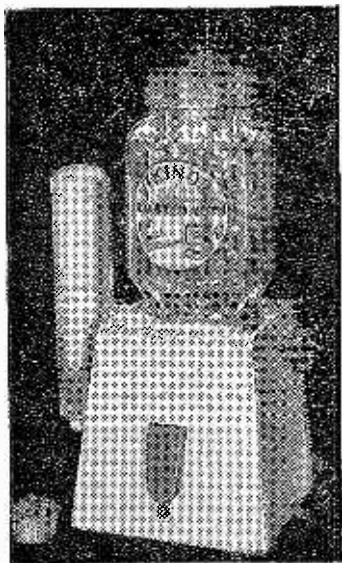
In the statement, Nathaniel Leverone, chairman of the board, said: "The company's sales, due to the greater availability of confectionery and similar products, are running approximately 65 per cent in excess of sales for the preceding year. Net income, however, has not continued at that pace owing to the high cost of such products generally experienced during this period. It is the opinion of the company that, as merchandise becomes more generally available and the rationing of sugar and chocolate is discontinued, profits will improve. The company also anticipates that as production of its Canteens increases, it may expect its sales to increase accordingly."

## New "Soapless Soap" For Auto Laundries

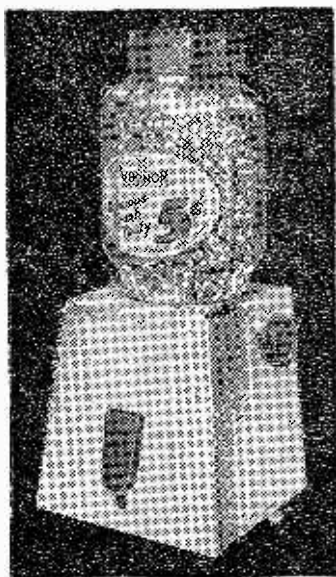
CHICAGO, Aug. 9.—All, a new detergent designed especially for use in automatic laundries, has been developed recently by the Monsanto Chemical Company and the Westinghouse Electric Company appliance division.

New soapless soap will be in granular form and will be distributed thru Detergents, Inc., of Columbus, O.

Introducing our New Models



**VIKINOR 5c**  
**HOT NUT**  
← **VENDOR**



**VIKINOR 5c**  
**BULK**  
**CANDY**  
**VENDOR** →

**MODERN DESIGN — ADJUSTABLE DISPENSER**  
**SLUG-PROOF — and many other new Features**  
We also make WALL BRACKETS, FLOOR STANDS — smart, durable, inexpensive.

Write for literature, prices, discounts, stating whether distributor or operator

**ALKUNO & CO., INC.**

**Mechanical Manufacturing Laboratories**  
**408 CONCORD AVE. NEW YORK 54, N. Y.**

### Sales Indicate Roll-Your-Own Popularity Rise

CHICAGO, Aug. 9. — Sales of smoking tobacco and cigarette papers are on the rise, reports from throuth the nation show, indicating a "roll-your-own" trend.

During the first four months of 1947, sale of smoking tobacco was increased more than 4,000,000 pounds over the corresponding 1946 period. Sales of cigarette papers have shown an even larger rise, now selling 300 per cent above 1946.

Tobacco industry spokesmen have attributed this development to the imposition of new and increased cigarette taxes in several States and an economy urge among lower-income families due to the general high cost of living.

Past trends of this nature have been short-lived, it was pointed out, since smokers soon tire of "rolling their own" and shift back to factory-made smokes.

### Minn. Cig Tax Yields Million In First Month

ST. PAUL, Aug. 9. — Receipts totaling \$1,030,913 were collected in July by the State of Minnesota on the new three-cents per pack cigaret tax which became effective July 1, the cigaret tax division reported here.

Of the total receipts reported, \$17,068 represented license fees collected from 154 distributors at \$100 each and 139 sub-jobbers at \$12 each.

Earl Pettibone, director of the division, said 42 metering machines already are in operation and accounted for \$423,352 in tax imprints, while \$643,557 in tax stamps were sold.

Pettibone explained that the July levy was, for the most part, on cigaret inventories already in the hands of distributors and dealers when the new levy became effective. He said the July total probably will be the peak for some time.

One-third the cigaret revenue will be allocated, according to population, to municipal and county subdivisions of government, starting next February 15.

### Fed Cig Tax Collections Up

WASHINGTON, Aug. 9.—Internal revenue cigarette tax collections during the fiscal year ended June 30, 1947, totaled \$1,145,261,626, according to U. S. Treasury Department figures announced last week. Figure is an increase of 6.75 per cent over the 1946 fiscal year receipts, which were \$1,072,798,838.85.

Cigarette revenue amounted to 92.53 per cent of total tobacco tax collections. Latter reached \$1,237,768,301, covering returns on cigars, chewing and smoking tobacco, snuff, etc., a gain of 6.20 per cent over previous year's collections.

A decline was registered in collections from large cigarettes, cigarette papers and tubes—96.35 per cent for the former and 69.34 per cent for latter—for fiscal year ending this June 30 over 1946 returns.

For June, 1947, internal revenue taxes on cigarettes amounted to \$101,839,816 as compared to June, 1946, returns of \$92,262,587.

### Munro - Matlack Develops New Sen-Sen Vender

CLEVELAND, Aug. 9.—New penny vender to dispense Sen-Sen breath pellets has recently been announced by the Munro-Matlack Company with general offices here.

New vender has been approved by the American Chicle Company, makers of Sen-Sen, who will package the product in special one pound lots for distribution thru Munro-Matlack to bona fide operators and distributors of the new vender. Machine will be known as the MMCO Sen-Sen Machine.

Vender has a visible empty indicator, MMCO coin mechanism and slug rejector with return release for rejected coins. Unit is housed in a steel cabinet and has a glass merchandise container.

Machine is adaptable for either

### Cracking Down!

MIAMI, Aug. 9.—How would you like to be sentenced to 30 days on vanilla ice cream?

Last week an ice cream vending machine was installed in the city jail here where a cigarette and a candy vender have been on location for some time. However, there was a catch to it—only one flavor—vanilla.

counter use or to hang on a wall and has been so decorated to tie in with Sen-Sen national advertising. Munro-Matlack expects to start manufacture of the vender immediately and make first shipments by October, 1947. Company is also working on other new penny venders. Products already on market by Munro-Matlack include coin-operated Room Radio, MMCO Postage Stamp Dispensers, Venus Hot-Nut Vender and Neptune convertible nut-gum-candy vender.

### Stange & Sharenow Organize Distrib To Handle Cigar Vender

NEWARK, Aug. 9. — Stange & Sharenow Distributors have been organized here by Charlie Stange and Johnny Sharenow, both veterans in the coin machine industry, to represent Automatically Yours, a new 10-cent cigar vending machine. Offices of the new distributing firm have been established at 60 Park Place.

Lester Paul, recently connected with West Side Distributing Corporation, New York, as head of the vending machine department and formerly owner of his own distributing firm, is a member of the new organization. Paul will serve in a sales capacity.

Both Stange and Sharenow are best known to the industry as operators of large cigarette vending machine routes in New Jersey. Stange also is a member of the board of directors of the newly formed Cigarette Merchandisers of New Jersey.

# ONE MAN POP CORN FACTORY



## POP!

# 75%

NET PROFIT FROM AVERAGE STANDARD RETAIL SALES

approx. 3'x6'—on rollers (smaller kettles available)

## Spectacular Performance

**MAXIMUM CAPACITY ONE TON DAILY**

**— TIME SAVER —**

**FOR RETAIL AND WHOLESALE SUPPLY TO THEATRES AND VENDING MACHINE OPERATORS**

Manufacturers of various types of small and large Gas and Electric POPPERS

**SIX OPERATIONS VISIBLE THROUGH SANITARY PLEXIGLAS**

1. Pops Corn
2. Screens
3. Lifts by air
4. Removes chaff
5. Cools corn for crispness
6. Loads hopper for immediate bagging

# INTERNATIONAL

1840 CIMARRON ST.

VENDING MACHINE CORP.

LOS ANGELES 7, CALIF.



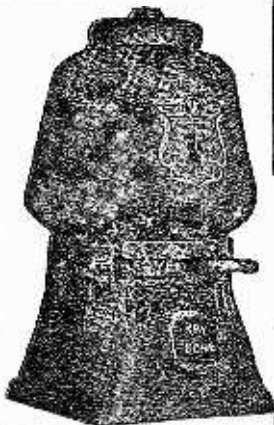
**10 SILVER KINGS**

and 10,500  
Balls 5/8"  
Bubble Gum,  
\$150.00  
Delivered.

5 Silver Kings  
and 7000  
Balls 5/8"  
Bubble Gum,  
\$80.00.

Immediate  
Shipment.  
Full Cash With  
Order.

**T. O. THOMAS  
CO.**  
Dept. B  
1572 Jefferson  
Paducah, Ky.



# September Meetings Set For Three NAMA Regions; Greene, Seedman To Speak

## Dates Set for Virginia, Missouri, Texas Conferences

CHICAGO, Aug. 9.—Regional meetings at Old Point Comfort, Va.; Kansas City, Mo., and Dallas, Tex., will wind up the National Automatic Merchandising Association's (NAMA) pre-convention schedule.

All meetings will be held in September. First scheduled is the Region III meet at Old Point Comfort where members of Regions II, A and IV will be guests. This Virginia meeting will be held at the Chamberlin Hotel, September 12 and 13.

Kansas City meeting will be at Hotel Muehlebach September 19 and 20, for members in Region VIII. Region IX sessions will be held at the Baker Hotel in Dallas September 21 and 22.

NAMA's board of directors will convene at Old Point Comfort September 11, the day before the Virginia meeting, and the 1947 convention executive committee, headed by Chairman George M. Seedman, will meet the following morning for reports on the national convention and exhibit scheduled for December 14-17 at the Palmer House, Chicago.

Special features of all three regional meetings will be addresses by

NAMA President Robert Z. Greene and convention Chairman Seedman. Two-day meeting at Old Point Comfort is in charge of Region III Chairman Aaron Goldman and Committee Chairman J. S. Johnston. Region III includes Delaware, Maryland and Virginia. Guests will include visitors from Region II (New York), Region A (New Jersey and Pennsylvania) and Region IV (Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee).

### Forum Featured

Program will feature a forum and talks by suppliers. Registration will be conducted Friday morning (12) from 10 a.m. to 1 p.m. Business session on Saturday (13) will start at 10 a.m. Concluding luncheon is set for 1 p.m. Saturday.

Other features of the Virginia meeting will be a tour of one of the large carriers or battleships at the naval operating base, a dinner and dance and a sight-seeing tour of the historic sights in the surrounding area for the women visitors. Golfing, boating, swimming and fishing are also on the entertainment programs.

Feature at the Kansas City meeting September 19 and 20 will be a tour Friday afternoon (19) from 2 to 5 p.m. of the Vendo Company plant. Tour has been arranged by Elmer Pierson, president of Vendo, who will speak at the luncheon earlier in the day.

Other features of the Missouri meeting will be talks by Fred L. Brandstrader, NAMA's legislative counsel for Regions VI to XII; Executive Director C. S. Darling and several suppliers. A round-table discussion on operating techniques and an informal luncheon are also scheduled.

### Dallas Service School

Big feature of the Dallas meeting September 21 and 22 will be a service school for key personnel which will be held Sunday (21) so that as many key employees as possible will be able to attend. Dallas members, headed by Chairman R. G. Jones, will participate in the presentation. Various makes of machines will be torn down and rebuilt in front of the audience and instructions will be given on the most efficient methods of repair and rebuilding.

Important part of the service school will be devoted to the handling of routes and the problems that arise in servicing. Humorous skit on "do's" and "don'ts" for servicemen will be one of the program highlights.

Monday (22) session will feature a discussion of mutual problems of operators. A special tour and fashion show has been arranged for the ladies.

## Conn. Bans Short Count Bar Package

HARTFORD, Conn., Aug. 9.—Food and Drug Commissioner Frederick H. Holbrook banned Connecticut sale of the candy bar Plantation Sweet-Py in its present package as of July 31.

According to Harold Clark, supervising inspector of the food division, about 150 boxes of this bar, each containing 24 packages, were seized in New London recently and were found to be about 50 per cent filled. Prohibition of the sale of the bar was made under the deceptive packaging provisions of the State food, drug and cosmetic act.

## N. Y. Food Men Say Coin Stores Okay

NEW YORK, Aug. 9.—A four-day convention and exhibition of the New York State Food Merchants' Association was opened Monday (4) by Dr. Israel Weinstein, New York health commissioner, in the Hotel Pennsylvania with an address which praised new cellophane packing methods and new forms of self-service.

Chief topic of the gathering was the various accepted and experimental types of self-service food stores. During one open forum on the first day of the convention, coin-operated food stores were spoken of favorably, the officials said that they were "far in the future."

## Tobacco Distributors in N. Y. Push for Curb On Cig Loss Leaders

ELMIRA, N. Y., Aug. 9.—New York tobacco distributors are pushing for a sales act which would prohibit or limit the use of cigarettes as "loss leaders." Proposal for such a measure was made by Harry Lagonegro, president of the New York State Association of Tobacco Distributors.

Lagonegro, a jobber in Elmira, said the loss-leader practice is common in the State and he urged distributors to plump for legislation at the next legislative session in January, designed to curb the practice.

What to do about the loss-leader problem—which cuts into all kinds of retail sales including sales thru vending machines—will be a topic for discussion when the State organization holds its next meeting here November 8.

### SPECIAL!

10 Globe Type  
Victor  
All-Purpose  
Vendors  
and 14,000 Balls  
of Bubble Gum  
all for \$147.50  
Delivered

1/3 Dep., Bal. C. O. D.  
**T. O. THOMAS CO.**  
Dept. B  
1572 Jefferson St.  
Paducah, Ky.



## A VERY GOOD BUY! BOSTON BAKED BEANS

25c per lb.  
35 lbs. to the carton.  
We Have Any Machine To Suit Your Needs.  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
**J. SCHOENBACH**  
Distributor of Advance Vending  
Machines  
1645 Bedford Ave. Brooklyn 25, N. Y.

### NORTHWESTERN VENDORS

DeLuxe Merchandisers ... \$25.00  
Model "33" ... 11.60  
Model "40" ... Write  
Model "33" Ball Gum ... 10.40  
1/3 Deposit, Balance C. O. D.  
Subject to change without notice.  
Liberal credit terms.  
CARL TRIPPE  
**IDEAL NOVELTY CO.**  
"Authorized Northwestern  
Distributor"  
2823 LOCUST ST.  
ST. LOUIS 3, MO.



## CIGARETTE MACHINES

NEW PX, 10 COLS.,  
425 PACK CAP. ... \$175.00  
NEW DU GRENIER  
CHALLENGER,  
7 COLS. .... 135.00  
ROWE ROYALS,  
10 COLS. .... \$105.00  
ROWE IMPERIAL,  
8 COLS. .... 75.00  
DU GRENIER CHAM-  
PION, 9 COLS. ... 95.00  
DU GRENIER MODEL  
W, 9 COLS. .... 69.50

DU GRENIER "S", 7  
COLS., 210 PACK  
CAP. .... \$ 47.50  
DU GRENIER, 6 COLS.,  
150 PACK CAP. ... 32.50  
STEWART-McGUIRE,  
8 COLS. .... 35.00  
UNEEDA, MODEL "E,"  
12 COLS. .... 67.50  
UNEEDA, MODEL "E,"  
8 COLS. .... 57.50  
NATIONAL 9A .... 125.00  
NATIONAL 950 ... 110.00  
NATIONAL 930 .... 75.00  
NATIONAL 630, 150  
PACK CAP. .... 32.50



NEW U-NEED-A  
"MONARCH,"  
8 COLS.,  
\$159.50

## CANDY MACHINES

ROWE DE LUXE, 8 COLS., WITH LIGHTS ..... \$115.00  
ROWE STANDARD, 8 COLS., 120 BAR CAP. .... 95.00  
UNEEDA, 5 COLS., 102 BAR CAP. .... 75.00

10c CIGAR MACHINES, Cap. 175, 7 Col. .... \$35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts  
for all makes and models.

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET BROOKLYN 11, NEW YORK



## 1948 IMPS

1c or 5c  
Cigarette  
or Fruit  
\$12.95

Stamp Folders  
For Shipman,  
Schermack, Vic-  
tory.  
10,000 ... \$ 5.75  
25,000 ... 13.95

## SHIPMAN TRIPLEX STAMP MACHINE

Brand new!  
Vends 1c, 3c  
and 5c Air-  
mail Postage  
Stamps.  
Sluggproof,  
compact,  
foolproof.  
Immediate  
Delivery.

Operator's  
Price  
**\$39.50**

Distributors inter-  
ested in selling our  
advertised ma-  
chines write for  
details.



1/3 Deposit on All Orders.

Write for Catalog on Bulk Vendors, Games, etc.

## PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

# Raise Ceiling Price Of Sugar; New Rule May Help Small Mfr.

CHICAGO, Aug. 9. — Following closely on the heels of the end of industrial sugar rationing (*The Billboard*, August 9) came an announcement of a price ceiling rise of 15 cents per 100 pounds for refined sugar.

Announcement made by the Department of Agriculture Tuesday (5) said that the increases at the primary distribution levels became effective at midnight that date.

Price increases were made necessary, the department said, by provisions of the contract with Cuba for purchase of her sugar.

That contract provides that as prices of commodities which Cuba buys in this country increase, the price which the U. S. pays for Cuban sugar will go up.

Present price brings sugar costs 93.7 per cent above 1941 level, an increase of 1.7 per cent over the last ceiling price.

Indications from representatives of confectionery companies are that the new sugar price boost will have little direct effect upon the present candy, chewing gum and soft drink picture, altho it will increase manufacturers' troubles.

Meanwhile, in Washington indications were that candy makers may find themselves out in the cold in the scramble for sugar supplies. Department of Agriculture officials predicted this development in spite of inventory controls instituted to prevent individual users "from corraling most of the sugar."

Sugar Control Order No. 1, which became effective August 1, fixes the maximum inventory of sugar which any person can have on hand at any time. Maximum allowed is the greater of the following: (1) 2,000 pounds; (2) 140 per cent of the amount used during the correspond-

# 1946 Candy Production Lowest In Six Years; Bars Lead Drop

WASHINGTON, Aug. 9.—Despite the record dollar value of candy sales last year, the total 1946 production was the lowest in six years, with the chocolate covered bar heading the decline, Commerce Department spokesmen disclosed recently in its publication *Domestic Commerce*.

Penny candy, the statement says, has been practically nonexistent since 1942. Total candy sales in 1946 climbed to the all-time record of \$687,000,000, altho production was off 10 per cent from 1945.

The apparent paradox is explained by pointing out that the average wholesale price of candy reached 28.2 cents per pound—4 cents higher than in 1945, and 13.2 cents higher than the 1939 level.

### Candy Supplies Rise

Candy ingredients soared to record levels last year, accounting for the higher wholesale price, the Commerce Department reports. Sugar increased from 5½ cents per pound to 8 cents, while the price of cocoa beans skyrocketed 300 per cent.

On the basis of individual State sales last year, the Commerce Department figures indicate that the best place to start a new candy vending route is in Utah where the average person consumed a total of 34.2

pounds of candy as compared with the U. S. average of 17.1 pounds. The Rocky Mountain area also took over second place, with Colorado buying 27.3 pounds per capita. Lowest 1946 per capita consumption was in the Southern States, Kentucky and Alabama having sales of less than 10 pounds per person.

### N. Y. Consumes Most

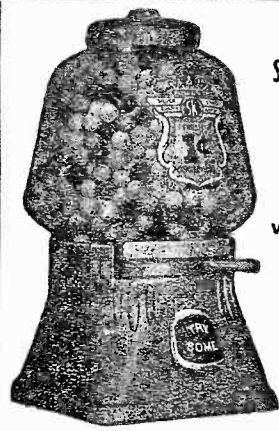
According to the commerce survey, New Yorkers spent the most money on candy in 1946—a total of \$78,974,000. "Half of all candy sold," the article declares, "is sold in the area between New York and Wisconsin, extending thru Pennsylvania, Ohio, Maryland, Virginia, Indiana, Michigan and Illinois."

Altho the production of bar candy was off about 10 per cent, luxury boxes retailing at more than \$1 per pound showed an increased production of 34.3 per cent over 1945 as manufacturers switched much of their production to the higher-priced lines to absorb rising costs.

The article, which appeared in the July number of *Domestic Commerce*, was based on statistics gathered by the Commerce Department under the financial sponsorship of the National Confectioners' Association (NCA). NCA has been paying for the annual survey for the past 30 years. Article was prepared by George Duik, of the foods, fats and oils section, office of domestic commerce.

### Laundromat for Miss. City

JACKSON, Miss., Aug. 9.—Laundromat self-service laundry has recently opened for business here with Mrs. Wanda Gurley as manager.



Immediate Delivery  
**SILVER KING VENDORS**  
Peanut or Ball Gum,  
**1c or 5c,**  
**\$13.75**  
for Sample Write for Quantity Prices.  
Prices Greatly Reduced for Quantity Orders.  
Both types can be changed to handle bulk merchandise, including ball gum at no extra cost.

Made to handle any size Ball Gum.  
**VENDING MACHINE**  
**STANDS, \$3.50 F. O. B. CHICAGO**

- Peanut Machines
- Ball Gum Machines
- Stamp Machines, Etc.

Weights only 8½ lbs., comes un-cemented to assure the minimum freight expense. After you cement the steel base you have a secure, rigid stand weighing 40 lbs., giving maximum support to any vending machine.

Several Territories Open for Distributors.  
Write for Full Information.

**J & S SALES**  
624 So. Fairfield Ave., Chicago, Ill.



15" Base  
39" Ht.  
Overall  
1" Diam.  
Pipe

### GIVE THOSE LAGGING PROFITS A "SHOT IN THE ARM" WITH

### FAMOUS EPPY CHARMS!

- #1250—Series 1 ..... \$3.50 Per 1000
- #1255—Series 2 ..... 4.50 Per 1000
- #1260—A-Z Alphabet Charms 5.00 Per 1000
- #1265—Sassy Wise-Crack Picture Buttons ..... 6.00 Per 1000

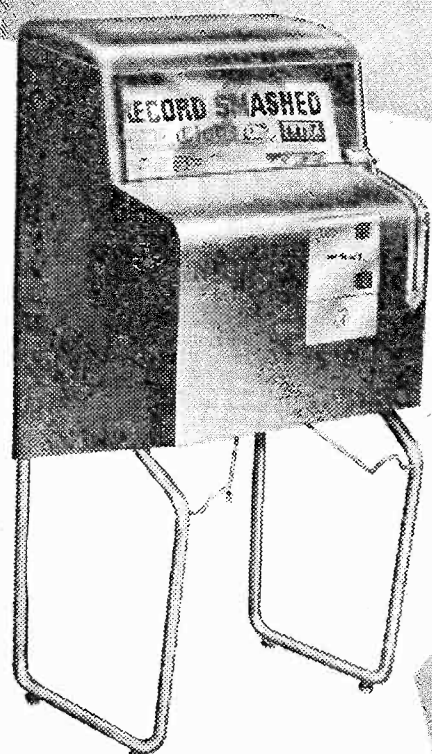
### T. O. THOMAS

Dept. E, 1572 Jefferson St., Paducah, Ky.

# DISTRIBUTORS WANTED

## auto newsy

A SAFE SILENT SALESMAN  
24 HOURS A DAY



**TERRITORIES NOW OPEN.** A rare opportunity to get in on the ground floor of a sensational new product. Little if any competition. A thoroughly tested and foolproof machine. The answer to every progressive newspaper circulator's dream.

**ACT NOW!**  
Write for full particulars of territories available and our distributor plan.

- \* **A SURE BET.** Positive vending... a paper or your money back. Operates under any climatic condition. No adjustment for paper thickness. Waterproof and rustproof throughout.
- \* **SAFE PROFIT ASSURANCE.** Sealed and locked coin boxes prevent theft by public or employees. Rejects incorrect coins and slugs.
- \* **DAMAGE RESISTANT.** Unbreakable plastic window. Safety clutch to prevent damage to mechanism. Provision for solid attachment in location.
- \* **EASY TO SERVICE.** Side opening lid facilitates paper loading. Marked levers change from daily to Sunday prices. No lubrication necessary.
- \* **NO MAINTENANCE PROBLEM.** Complete vending mechanism removed and replaced with interchangeable unit in two minutes. No tools necessary. Small charge factory service plan.
- \* **PLEASING APPEARANCE.** Modern streamline design. Attractive on any inside or outside location.
- \* **PROFITABLE.** Paper load capacity 1200 pages. Requires no display poster. Amazing sales appeal.

P.S. Preference will be given to former newspaper circulators and experienced coin machine operators.

**AUTO-NEWSY INC., 305 TOBIN AVE., RENTON, WASHINGTON**



**NEW SILVER KING VENDORS**



**5c Hot Nut**  
Handles Almonds, Pistachios, Cashews, all Mixed Nuts.  
**\$29.50** Ea.



**1c-5c MODEL SAMPLE**  
**\$13.95**  
10 or More **\$12.50** Ea.  
25 or More **\$10.30** Ea.

Send for Literature and Prices on All Other Machines.  
Send for Literature and Quantity Prices.  
**1/3 DEPOSIT REQUIRED WITH ORDERS**

**FRANK DIST. CO.** 535 N. 8th St. Phila. 23, Pa.

# Railroad Men Interested In Possibility of Coin Vending Mchs. for Trains

Survey Shows Undeveloped Field Waiting To Be "Shown"

CHICAGO, Aug. 9.—Railroad officials are still interested in the idea of coin-operated vending machines aboard passenger trains, a survey conducted by *The Billboard* this week indicated.

Altho most of the officials contacted say that they haven't been sold on the idea yet, they expressed definite interest in the possibilities of such installations.

Main objections to the idea were similar to those which have faced operators who have attempted to enter any undeveloped location such as the belief that vendors would lessen business at snack bars and in dining cars, that they would be difficult to maintain, that they would be easily damaged, that they would prove unprofitable and that they would detract from the atmosphere the railroads are attempting to instill into their equipment.

### Never Tested

None of the railroads contacted had ever tried out modern coin-operated vendors even as an experiment or knew of any cases where such an idea had been tested.

Many of the roads are doing away with "news butchers" aboard their trains because of objections to the high-pressure salesmanship necessary to make such business profitable, and

in the majority of cases, the wares formerly dispensed by these salesmen, have not been made available thru any other source.

New style "snack-bars" aboard several of the post-war trains fulfill the sandwich requirements of passengers, but these are usually so crowded that the waiting necessary is objectionable to many of the passengers. On several of the trains employing this type of service the snack bars are open for business only during meal hours, thus leaving several hours during which hungry passengers must stay hungry.

### Station Stops Few

Smaller items such as gum and candy often are not available at all except at station counters, and along many of the railroads such station stops are few and far between.

Beverages present a different problem. Quite often these are available at lounge or bar cars, but to those who object to the tavern atmosphere of such facilities there is no alternative, leaving an ideal position for soft drink vendors.

Lack of "news butchers" also leave vacant a source of supply of reading material. One railroad contacted pointed to the free magazines and newspapers supplied in lounge and club cars as the answer to this need. Such a supply, however, fails to take care of more than a small percentage of the passengers who are unable to supply themselves except before boarding the train. Vendors of pocket books, magazines and newspapers could easily take care of this problem.

Surveys conducted a few years ago by the Frisco Line and the New York Central indicated that passengers wanted an extension of the "news" services then available, but railroads, in general, have gone the opposite direction during the past two years.

### News Companies Interested

Representatives of the three major railroad news service companies, which were included in the survey, showed a greater interest in coin-operated vendors than the majority of railroad officials.

All three companies—Fred Harvey, Union News and Interstate Company—claim that they are waiting to be shown the profitability of train-board venter operations before making a step in that direction.


Representatives of Union News said that they are presently expanding their venter operations in station locations, but over-all indications of the survey were that even station venter operations are highly undeveloped.

Other forms of transportation are finding use of vendors in station and terminal locations highly successful. One of the most completely developed type of locations is rest stops and terminals for bus lines. Air line terminals, likewise, are finding vendors most profitable.

### Tjaden New Chase Manager

ST. LOUIS, Aug. 9. — Lowell E. Tjaden has been appointed Western sales manager for Chase Candy Company, according to an announcement by W. A. Yantis, president of the firm. Naval veteran of World War II, Tjaden was formerly with Montgomery Ward & Company, J. C. Penny Company and E. J. Brach & Sons, Chicago.

**Northwestern**  
World's Finest Bulk Vendors



DELUXE .....\$25.00  
MODEL 39..... 13.40  
MODEL 33..... 11.60  
33 BALL GUM..... 10.40  
MODEL 40..... 9.85

**Sensational! New! Beautiful!**  
**NORTHWESTERN STAMP VENDOR**

High Grade Bubble Gum  
Zenobia Pistachios—Candies  
Write for Prices  
Terms to Reliable Parties

**American Distributors**  
1349 Fifth Ave. 12046 Linwood Ave.  
PITTSBURGH, PA. DETROIT, MICH.

**FOR SALE**

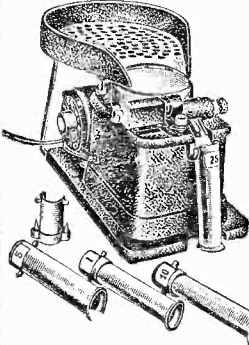
**WELL ESTABLISHED GOING BUSINESS**  
**VENDING MACHINE SALES & SERVICE**  
New York City locality

Excellent turnover with unlimited expansion possibilities. Fully equipped factory with large supply of parts & machines. Sale includes building premises.

**Price \$85,000.** Terms Arranged

Write to Box 220, The Billboard  
1564 Broadway, New York City 19

**WHY COUNT 'EM BY HAND!**



Save time, avoid mistakes by counting your coins by machine. Counts pennies, nickels, dimes, or quarters, with just one adjustment. Complete with 4 aluminum stacking tubes, reserve tray, and bagging attachment. **ONE YEAR GUARANTEE!**

Model DE (motor driven) \$300.00  
Model D (hand operated) \$185.00

**R. H. ADAIR CO.**  
6924-26 W. Roosevelt Rd. Oak Park, Ill.

**STEADY PROFITS!**

are yours when you operate the LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof!

Price, \$39.50 Each.  
**IMMEDIATE DELIVERY!**  
1/3 Dep., Bal. C. O. D. ★  
Send for free leaflet ★

**R. H. Adair Company**  
6924-26 Roosevelt Rd. Oak Park, Ill.

**FOLDERS**—Only \$16.75 for 25,000, which return gross profit of \$250.00.

**Tiny California Almonds (800 Count)**  
Per Lb. .... 85¢  
#1 Spanish Blanched Peanuts. Per Lb. .... 20¢  
Virginia Blanched Peanuts. Per Lb. .... 26 1/2¢  
Virginia Red Skin Peanuts. Per Lb. .... 23 1/2¢  
Small Filberts. Per Lb. .... 65¢  
Small Cashews. Per Lb. .... 60¢  
Salted White Pistachios. Per Lb. .... 65¢  
Salted Red Pistachios. Per Lb. .... 73¢  
Royal Mix Nuts (Fancy). Per Lb. .... 70¢  
Deluxe Mix (Fancy With Blanched Peanuts). Per Lb. .... 40¢  
Special Vending Mix (Fancy and Peanuts). Per Lb. .... 28¢  
Bubble Gum (140 Count, 5/8 Size). Per Lb. .... 40¢  
1/3 Deposit, F. O. B. St. Louis, Mo.

**Ace High Products Co.**  
1811 S. 14th St. St. Louis 4, Mo.

**NOW!**  
turn to **INSIDE FRONT COVER**  
for an important story on **POPCORN PROFITS**



**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

**SPECIAL**

50 5¢ Reliable Cash Tray Vendors. Each \$ 4.95  
50 1¢ 3-Column Nut Vendors. Ea. 10.00

**BUBBLE BALL GUM**

5/8" Ball Gum ..... 40¢ lb.  
170 Ball Gum ..... 45¢ lb.

Virginia Peanuts ..... 28¢ lb.  
Pistachio Nuts ..... 60¢ lb.  
Cashews ..... 50¢ lb.  
Boston Beans ..... 28¢ lb.

Also new, used Columbus, Silver King, Advance, Northwestern, Victor and Master Vendors.

**CAMEO VENDING SERVICE**  
432 W. 42nd St. New York 18, N. Y.

**THEY'RE BETTER • THEY'RE CHEAPER**

Replacement **GLASS GLOBES**  
For VICTOR, SILVER KING, ADVANCE and COLUMBUS VENDORS

**\$1.00 Each**

Northwestern Globes (Large Open Top) \$1.25 each. All prices in lots of 12—packed 12 to a case—1/3 With Order Balance C. O. D.

**JOBBERS WRITE FOR PRICES**

**VEEDCO**  
2113 Market St. Phila. Pa.

**NORTHWESTERN VENDORS**

Deluxe Merchandiser \$25.00  
Model "33" ..... 11.60  
Model "40" ..... 9.85  
Model "33" Ball Gum 10.40

Lower Prices in Quantity.  
**BUBBLE GUM, 45¢ PER LB.**  
1/3 Deposit, bal. C. O. D.  
**WAITING SCALES, SLOTS.**

**CAPITOL COIN MACHINE CO.**  
1321 K Street N. W. Washington 5, D. C.

**PARTS SUPPLIES GLOBES**

# No Courthouse Venders Except For Fla. Blind

TALLAHASSEE, Fla., Aug. 9.—Florida Attorney General Watson has ruled it illegal to place profit-making soft drink venders in county courthouses for public use unless the machines are installed for the benefit of "needy blind persons."

Watson told Ben Coker, clerk of the Hardee County Commission, who had requested the ruling: "I feel sure you can appreciate the wisdom of this law for the courthouse is built as a place where the business of the county can be conducted.

"If one club or charitable institution should be allowed to install a vending machine in the courthouse there should be no discrimination if other organizations should ask for that same privilege. You can readily see how this condition could hamper the business of the county."

# R. I. Unincorporated Biz Tax Doubled

PROVIDENCE, R. I., Aug. 9.—Tax on unincorporated Rhode Island businesses has been doubled. Amusement business, along with other unincorporated firms, will now be taxed at a \$2.00 per \$1,000 gross receipts. Former rate was \$1.00 per \$1,000.

Old ruling which exempted the first \$5,000 of gross has been revised so that now all receipts are taxable. However, if gross amounts to less than \$5,000 during an income year no tax will be required.

Revised rates become effective immediately upon passage and, therefore, will be applicable to the gross receipts of the present calendar year, the tax becoming due next February 15. New measure is expected to produce an additional \$400,000 revenue.

## "Keedoozle" Store Back Again; Shoppers Will Shoot Purchases

CHICAGO, Aug. 9. — Clarence Saunders, Piggly-Wiggly chain founder, has again pushed his "keedoozle" store idea into the news. First tried out before the war, Saunders' automatic shopping invention did not catch on because it took a crew of electricians to keep experimental stores in operation, but now he has announced that a perfected keedoozle unit will be put in operation in Loop store here in September.

According to Saunders, the Chicago keedoozle will be the first in a coast-to-coast chain of similar stores. He states that for every "million dollars worth of business only four employes will be needed."

### Originated in Memphis

The original keedoozle venture was tried out in Memphis, back in 1937. Memphis housewives were initiated to the effortless shopping idea before their fellow homemakers across the nation because it was the home of its inventor. Three attempts to root the automatic store in that city failed, and when the war started all attempts to develop the idea ceased. In October, 1945, Saunders revealed that \$600,000 had been spent on the project and that future development of the idea was assured.

### How It Operates

In keedoozle selling customers do all of their buying without actually touching any of the items for sale in the store. The keedoozle itself is in the shape of a pistol and contains a roll of paper-tape. Customers walk down rows of glass-windowed dispensers, using their "gun" to "shoot" desired items of food. By pressing the end of the keedoozle into chute indicated for each article wanted, and pressing an adjacent button once, twice or more times depending upon the number of items of that article desired, the number is recorded by means of dots made on the paper tape.

Upon conclusion of the customer's shopping, the keedoozle is given to a clerk who runs the paper tape thru a machine which translates the data on it into electrical impulses. These impulses in turn cause chutes on those compartments in which the "gun" was inserted to open and the food selected—in bottles, cans and packages—pops out onto conveyors which carry them to the clerk's counter. At the same time an automatic adding machine adds up the total price of the purchase.

The latest model of the keedoozle also offers vegetables that are cleaned and "ready for the pot." "Everything will be sold by the serving and not the pound," Saunders says. He claims that five to 10 customers can be handled a minute, counting the time for packaging by hand and making change.

### Vending Application

Actual coin operation of a keedoozle would have practical application from the point of view of the vending machine trade. While simpler, more specialized coin grocery venders, such as those for frozen foods, fruit juices, etc., will see actual location operation in the near future, the Saunders system may well herald the day of entire coin-operated grocery stores.

In the opinion of leading vending machine operators, the keedoozle store if successful will serve to overcome a major handicap in the adaptation of coin-operated principles to the grocery trade. That handicap is the unwillingness of shoppers to travel from store to store to acquire the different types of food which they need.

In competition with Saunders' keedoozle idea, is the "key register" grocery purchasing plan of another

Memphis inventor, Sam Esgro, who once worked with Saunders and has patented his idea after working on it for 10 years. It differs from the keedoozle gun principle in that it resembles a miniature cash register and requires the carting of items away from store shelves by the purchaser. With Esgro's device, the shopper plugs the key register into a locked shelf holding the item desired and a small slip of paper in the portable register indicates the price. Total is paid at the cashier's desk. Cash registers and checkers are not required in the store. Esgro claims that his idea is being considered by several Midwest grocery firms with a view to early trials.

## Shipman Plant Addition Will Boost Output

LOS ANGELES, Aug. 9.—Completion of the new addition to the factory of the Shipman Manufacturing Company on South Lorena Street is expected soon, according to sales manager Jack Olson. The addition, of twin Quonset design, is being constructed on a lot 70 by 90 feet adjacent to the present quarters. When completed, the Shipman plant will have a frontage of 170 feet.

The plant will begin production even before the finishing touches are put on the new structure, Olson said. Plans are under way to speed production of the two-compartment 5-cent vender for Hershey bars and other candy of similar size. Hershey bars, however, are the confections most often associated with Shipman venders because of the long-time business association of A. V. Shipman, president of the concern, with various Hershey executives.

Shipman's selective 5-cent merchandiser, which will be in production within two weeks utilizing assembly line methods, will incorporate no major changes over the pre-war model, Olson said. It will be available in brown or ivory porcelain enamel finish and features a streamlined modernistic design. It is 3½ inches wide, 17 inches high, seven inches deep and weighs 27½ pounds. Machine holds 62 to 64 Hershey or similar type vending machine bars. A removable name plate is furnished to cover the word "Hershey" (which is enameled on the vender) when other merchandise is sold and two display windows on either side of machine carry labels showing products in the machine.

In addition to candy the machine will vend nuts, gum, toys, handkerchiefs and many other products that can be sold in boxes obtainable thru the Shipman company. In warm weather the company recommends that candy bars be replaced by merchandise not affected by heat in order to continue profitable operation.

Machine can be placed on counters, walls or stands. It rejects most slugs in common use and returns coins when both magazines are empty.

According to Olson, only a few more dies are required before the machine will be in large scale production. These are expected to be delivered within a few days and shipments will be made within 60 days.

Sales methods remain the same as in pre-war year, said Olson. Machines will be sold to operators and residential distributors.

Completion of the new factory building will also allow increased production of the Shipman triplex stamp vender.

## Ice Cream Makers Plan Oct. Meet in Chicago

NEW YORK, Aug. 9.—Sessions for the four-day National Association of Retail Ice Cream Manufacturers (NARICM) annual convention in Chicago, October 14-17, will be held in the Congress Hotel, according to an announcement by Ed Warder, NARICM executive secretary.

Annual banquet will be held Friday, October 17, in the Congress Hotel. Association showed an interest in coin-operated ice cream vending machines at their last year's convention in Atlantic City.

**200 STEWART-McGUIRE**  
4 Column GUM MACHINES  
Complete lot @ \$12.75 each.  
★ ★  
Each machine guaranteed to  
LOOK AND OPERATE LIKE NEW  
★ ★  
Deluxe Vending Mach. Sales Co.  
125-01 Jamaica Ave., Richmond Hill, L. I.

**VEND-A-SHINE**  
The new, proven shoe-shiner that brushes shoes for either 5¢ or 10¢ is now in production. Exclusive distributorships available. For complete information and prices write  
**VEND-A-SHINE COMPANY**  
5067 DUVAL ST. AUSTIN, TEXAS

## NORTHWESTERN BULK VENDERS

**MEAN MORE FOR YOUR MONEY**

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

Pistachio Queens, Red, 5 Lb. Bags	72¢ Per Lb.
Pistachio Large, Tulip Red, 5 Lb. Bags	50¢ Per Lb.
Jumbo Peanuts, 30 Lb. Ctn.	31¢ Per Lb.
Spanish Peanuts, 30 Lb. Ctn.	24¢ Per Lb.
Cashew, 480 Count, 30 Lb. Ctn.	56¢ Per Lb.
Squash, Red or White, 25 Lb. Ctn.	20¢ Per Lb.
Boston Baked Beans, 32 Lb. Ctn.	28¢ Per Lb.
Rainbow Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Cinnamon Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Licorice Lozenges, 38 Lb. Ctn.	30¢ Per Lb.
M & M, Ass'd Colors, 16½ Lb.	42¢ Per Lb.
Ball Gum, ¾, 140 Count, 25 Lb. Ctn.	40¢ Per Lb.
Ball Gum, 170 Count, 25 Lb. Ctn.	50¢ Per Lb.
Adams Gum, All Flavors, Tab or Candy Coated. Box 100	54¢

**DELUXE 1c & 5c**  
**SINGLE UNIT . 25.00**  
**LESS THAN 100 24.75**  
**100 OR MORE 24.25**

Charms • Stands •  
Brackets • Globes  
(Glass and Plastic) •  
Used Machines • Send  
for Free List.

**1/3 Deposit With All Orders, Balance C. O. D.**

### NORTHWESTERN SALES & SERVICE COMPANY

4105 16TH AVENUE Telephone: Windsor 8-3600 BROOKLYN 4, NEW YORK

ALL QUOTATIONS NET F. O. B. BROOKLYN SUBJECT TO CHANGE WITHOUT NOTICE.

WATCH FOR



● YEARS AHEAD OF ANYTHING ON THE MARKET  
A new triple unit, roll-type, precision-built POSTAGE STAMP VENDOR. Soon in mass production. Distributorships being allotted now. Write for full details.

**DAVAL PRODUCTS CORPORATION**  
1512 North Fremont Ave., Chicago 22, Ill.

**WHY PAY MORE? asks ROY TORR**

**BALL BUBBLE GUM (DIAMOND BRIGHT)**

**40c Per Pound**

500 Pounds 5/8 (70,000 Balls)	\$200.00
500 Pounds 1/2 Inch—170 Count—(85,000 Balls)	\$235.00

On orders less 500 pounds, 2¢ per pound additional.  
Full cash with order—prompt shipment

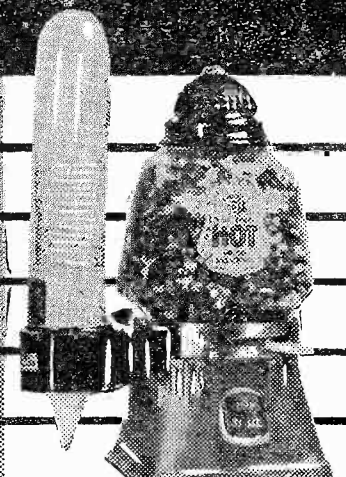
**FREIGHT PAID TO YOUR DOOR**  
MINIMUM SHIPMENT 100 POUNDS.

**ROY TORR** Lansdowne, Penna.



**SILVER KING**  
Makers of the World's  
Finest Bulk Vendors  
Now Offer Their

**BRAND NEW  
HOT NUT VENDOR**



HEATING UNIT GUARANTEED  
FOR A LIFETIME  
VENDS ANY KIND OF NUT  
CAPACITY—5 LBS.

**NEW LOW PRICE**  
\$19.95 Complete  
with  
modern cup  
dispenser

1/3 Dep. With Order, Balance C.O.D.

**SCOTT-CROSSE CO**  
1423-25 SPRING GARDEN ST., PHILADELPHIA 30, PA.

# Candy Men Say New Peanut Parity No Help to Them

CHICAGO, Aug. 9.—Confectioners were quick to denounce the statement made this week by peanut industry leaders that the recently approved 11.1 cents per pound peanut parity promises a "bright future" for end users as well as peanut growers. Spokesman for a local candy manufacturer who uses peanuts extensively in his products pointed out that under the present peanut price set up the future for end users is anything but bright.

**Legislation Incompleted**  
Legislation being considered to aid peanut users remained incompleted as Congress adjourned recently.

## Electro-Serve Producing New Popcorn Vender

PEORIA, Ill., Aug. 9.—Electro-Serve, Inc., here is in production on a new model pre-popped popcorn vender introduced in July, according to C. E. Bobenmyer, firm's president. New machine replaces the first Electro-Serve model ESA vender which was designed by the company before the war and saw initial production in 1946.

The new model ESB vender is adaptable to either floor or counter use and 5-cent or 10-cent operation. Former machine could be used for counter set-ups only. Standing 40 inches high, with a base 16 3/4 square, machine weighs 56 pounds net, operates on AC or DC current. When used as a floor model, a metal cabinet serves as a base for the actual vending unit. Both come in an ivory tone finish. Vender and cabinet are produced by Electro-Serve in their own plant here, Bobenmyer said.

Popcorn compartment will hold five pounds, or sufficient corn for 106 3/4-ounce bags at the nickel price. Vending unit is adjustable to deliver from 0 to 1 1/2-ounce portions (latter for dime operation). Corn is contained in a four-sided clear plastic paneled unit with aluminum side mouldings. Colored transparent lettering set in three sides of the vender base, reading "Hot Popcorn," is illuminated and flashes on and off. Compartment for paper bags is built in the base, enclosing all bags and permitting selection of but one bag at a time.

**New Heating Unit**  
According to Bobenmyer, a new type electric heating unit is incorporated in the vender. Housed in a metal "cable" one-quarter inch wide, the unit straddles the entire base of the machine in the form of an arch, heating corn both immediately above and below.

Electro-Serve, incorporated in 1939, is now concentrating on production of popcorn vending machines exclusively, Bobenmyer said. Before the war, firm produced popcorn dispensing units requiring an attendant, and experimented with a self-popping machine. Present vender is sold thru distributors, direct sale to user being made in those territories not covered by a distributor. Electro-Serve vendors are also being distributed in Canada and Puerto Rico, with other foreign outlets being readied.

Bobenmyer said the firm's service policy included arrangements with commercial popcorn companies throughout the country to supply operators of their machines with pre-popped corn. Operator may or may not use this service. Bags for the vendors are supplied by Electro-Serve at wholesale prices, Bobenmyer said.

Candy industry representatives appearing before a House committee considering the legislation had pointed out that unless something was done to aid them, the candy makers had but two alternatives: (1) Further reduction of peanut content of confectionery products in direct relationship to any price increase, or (2) eliminating peanuts practically in their entirety from the products of the industry.

One other alternative is now considered possible, however. That being that if the present rising increase in demand for confections containing peanuts continues, the larger output possible will keep total profits high enough to continue with the present standards for peanut-containing products.

**No Price Increase**  
Candy spokesmen stated that there is little, if any, possibility of a further rise in the wholesale cost of peanut candies, since such a rise would make their sale prohibitive. Overall bar size may have to be reduced in several cases, tho, they said.

Recent accepted parity is 11.1 cents per pound for farmers' stock peanuts. Peanut farmers are now receiving approximately 100 per cent of last year's 9.55 cents per pound parity. Altho the Commodity Credit Corporation (CCC) is guaranteeing only 90 per cent of the new parity, the 1947-48 crop is expected to bring peanut farmers greater returns than ever before in peanut history, National Peanut Industries Committee (NPIC) spokesmen said.

Department of Agriculture purchase and loan support prices run as follows for farmers' stock in the shell: \$203 per ton for Spanish and Valencia east of Mississippi; \$201 per ton, west of Mississippi; \$185 for runners, and \$195 for Virginias. These are base grade prices for peanuts which have a sound mature kernel content of 65 per cent in the case of Virginias and runners and 70 per cent for Spanish and Valencia. Cost of peanuts is currently running 209 per cent above the 1941 cost.

## Cointrol Improves Horoscope Machine

CHICAGO, Aug. 9.—Cointrol Corporation here has incorporated a number of appearance and functional changes in its coin-operated Horoscope Typewriter, according to firm head J. D. Kintzel. Major changes include the use of an inverted glass before the typewriter itself, thus eliminating reflection and giving a clearer view of the machine; use of a knob-type hand indicator to select the signs of the Zodiak instead of the former pushbutton type, and new plastic corner edgings on the cabinet which are illuminated from behind by fluorescent lighting.

Kintzel states the newly designed unit is in steady production, and is finding such spots as restaurants, night clubs, train and bus terminals receptive locations. The Horoscope Typewriter has been well received on the Pacific Coast, in addition to other sections of the country, and has also appeared in Hawaii, Kintzel claims.

## Wrigley Net Above 1946

CHICAGO, Aug. 9.—William Wrigley Jr., Company reported a net profit amounting to \$3,891,357 for the six-month period ended June 30. Net for the corresponding 1946 period was \$3,555,409.

**SPECIAL DEAL!**  
VICTOR  
MODEL V  
FAMOUS  
PRE-WAR  
VENDORS

10 GLOBE  
TYPE PLUS  
100 POUNDS  
OF BUBBLE  
BALL GUM,  
ALL FOR  
\$155.00

Mention  
Deal A  
When  
Ordering


We Accept Trade-ins. We  
Buy & Sell Used Machines.

Virginia Peanuts,  
30 Lb. Ctns., 27¢ lb.  
28 Lb. Ctns. .... 25¢ lb.  
Spanish Peanuts, 30-lb. Ctns. 21¢ lb.  
Boston Baked Beans, Limited  
Quantity, 40 Lb. Ctns. .... 24¢ lb.  
Model V Deluxe  
Cab. Type ..... \$13.75

**BUBBLE  
BALL GUM**  
5/8" - 140  
COUNT  
40c LB. In 25 Lb.  
Ctn. Lots.

1/2 Deposit, Certified Check or Money  
Order. Balance C. O. D.  
**PIIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
461 Sackman St. Brooklyn 12, N. Y.  
Phone: Dickens 2-7992

**MASTER  
ALL MER-  
CHANDISE  
VENDOR**



1¢ worth for  
a penny, 5¢  
worth for a  
nickel. Sample  
model,  
\$17.50.

Write for a  
new low  
quantity  
prices.

1/3 deposit,  
bal. C.O.D.

**T. O.  
THOMAS  
CO.**  
DEPT. B  
1572 Jefferson  
Street  
Paducah,  
Ky.

**FAMOUS EPPY  
CHARMS**

Series #1 Series #2  
\$3.50 per M \$4.50 per M

Six other charm and prize items available from us. Write in and ask for free samples.

**SAMUEL EPPY & CO., INC.**  
113-08 101ST AVENUE  
RICHMOND HILL 19, L. I., N. Y.

**Nut Machine Operators**

Sell French Fried Corn in your Penny Machines. People like it. It vends smoothly in machines. It is priced low. Free samples on request. Packed in 20# cartons at 23¢ per lb.

**SUNPURE FOODS**  
P. O. Box 2406 Phoenix, Arizona

**Northwestern**

1ST CHOICE OF ALL  
EXPERIENCED  
OPERATORS



This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

**THE NORTHWESTERN CORPORATION**  
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

**BUBBLE  
GUM  
DEAL  
10  
MODEL V  
CABINET  
VENDERS  
and  
100# BUBBLE  
Gum, \$157.50**

1/3 deposit,  
F. O. B. Brillion

**L. M. Becker Vending Service**  
105-5 DEWEY ST. BRILLION, WIS.

**VERY SPECIAL!  
ADAMS 1c GUM VENDORS**

Brand new. It's compact, it's beautiful. The latest type mechanism is slug proof. Capacity: 342 pieces. Size: 17 1/2" high, 10 1/2" wide, 5" deep. Six columns. Color: red and blue. All keyed same. Guaranteed permanent quota: one thousand (1,000) pieces ADAMS GUM per month with each machine, at 51¢ per box 100 pieces.

PRICE, \$24.00

Only a limited number, so hurry. 1/3 deposit.

**JOE F. FLOYD**  
513 Taylor St. ANDERSON, S. C.  
Ref.: S. C. National Bank.

### Rochester Company Gets Contract for P.O. Stamp Venders

ROCHESTER, N. Y., Aug. 9.—The Post Office department in Washington has awarded the Commercial Controls Corporation of this city a \$675,000 contract for stamp vending machines which will be installed in main post offices of the nation's principal cities.

Announcement of the contract was made public by Charles R. Ogsbury, president of Commercial Controls, who said the machine is expected to eliminate the long queues that form every rush hour at post office stamp windows.

New vender is so designed that it will vend stamps at no profit in whatever denominations are desired.

This is Commercial Control's first venture into the coin-operated field. The firm makes metered mailing equipment and mail room supplies.

## Kansas Looks To Boom Days This Autumn

### Farmers Reap Harvest

KANSAS CITY, Mo., Aug. 9.—The bumper Kansas wheat harvest, oddly, has made a large dent in coin machine play thru the wheat belt, according to reports of visiting operators and returning salesmen of distributors. But operators are looking for some boom business later from it.

Reason seems to be that the farm folk were just too busy keeping their combines roaring to think of the juke boxes and pinball machines. As always, they were racing the threats of rain to get their grain into the bins and elevators.

As one returning salesman put it: "Those Kansas towns were just like that during the harvest. You would hardly see a person on the street. But the money is stacked up out there almost as high as the piles of wheat. The farmers have money they haven't even had a chance to count yet. One merchant told me that even in the rich war years the people on the farms never had so much money."

### Expect Big Play

Another reported that play on juke boxes and pinballs is at a low level, but operators in the wheat sections are expecting to do a big business soon.

"The wheat money is just beginning to flow into the coin chutes," he said. "With wheat at \$2 a bushel, and the harvest running 35 and 40 bushels to the acre, the operators out there are looking to do some business as soon as the crop is out of the way and the plowing done. The merchants all over Western Kansas are looking for a tremendous trade and the coin machine operators expect a share of it in the juke and pins."

Elsewhere thru the Missouri-Kansas area, play is reported in the mid-summer doldrums. Intense heat during the past two or three weeks thru this area has hit tavern business and consequently the music and pinball collections. Other locations, such as restaurants, also have felt a sharp decline in business, which naturally is reflected in coin box revenue.

### Receipts From Park Meters Rise at Jackson, Mississippi

JACKSON, Miss., Aug. 9.—Parking meter receipts here during July reached a record high; city officials announced that \$7,884.92 was collected for that month. Revenue from the meters has climbed steadily since their installation, from the \$1,000 mark up to \$6,357.54 in June, which preceded the top returns in July.

When the meters were installed it was predicted that they would pay approximately \$50,000 annually into the city's general fund. To date, \$30,818.57 has been collected, with but seven months of the year gone.

### Miss. Tax Collections Make \$4,000,000 Rise

JACKSON, Miss., Aug. 9.—Mississippi July tax collections gained \$777,081.66 over those collected in July a year ago. State tax commission reported a \$4,075,448.67 July, 1947, collection.

During the first seven months this year, the State's tax take has been \$27,749,183.34, as compared with \$23,347,585.43 during the corresponding 1946 period, an increase of \$4,401,597.91.

### New Cig Vender

STAMFORD, Conn., Aug. 9.—Firemen here found themselves in the vending machine business this week without giving the matter a forethought.

Arriving at an alarm box in response to a call they found Edward Rich standing there, surprised at all of the commotion. His explanation: He thought the box was a cigarette vending machine.

### Kansans Cross Line To Mo. for Tax-Free Cigarette Purchases

KANSAS CITY, Mo., Aug. 9.—Increase in Kansas cigarette tax has meant a boom in cigarette sales for Missouri border cities, reports from this area indicate.

Kansas cig tax now totals 3 cents per pack while Missouri has no such tax. Kansas tax was increased 1 cent to its present three recently, and shortly thereafter sales in Kansas border cities took a definite decline while Missouri sales went up.

Kansas City, Mo., has a city tax on cigarettes, but recent price cutting has caused anxiety in some quarters. One local chain store recently offered cigarettes at \$1.45 a carton.

### Wedeles Tobacco Co. Expands

QUINCY, Fla., Aug. 9.—The Max Wedeles Tobacco Company has completed a modern tobacco packing house here, Joe Wedeles, firm president, announced this week.

Building contains more than 21,000 square feet of floor space, is constructed of jumbo brick and steel and features latest installations for tobacco processing.

Wedeles said the plant would grade and process 72,000 pounds of tobacco daily, requiring an additional 150 workers.

### Liquor Sales Down, Cigs Rise in Texas

AUSTIN, Tex., Aug. 9.—Sales of alcoholic beverages in Texas continued to drop in July but cigarette consumption increased, according to a comparative statement of stamp sales for the month by State Treasurer Jesse James.

In July this year only \$406,519 in liquor stamps were sold, while \$1,000,502 were sold in July, 1946, and \$331,396 for June this year. Wine stamp sales also showed a decrease, with \$28,564 worth going in July, contrasted with \$47,408 a year ago.

Beer stamp sales totaled \$372,127 for July, an increase of \$92,464 over same month in 1946, but still below the June, 1947, figure of \$438,302.

Cigarette stamps sold were on the increase, totaling \$2,104,699 for July, which figure was \$335,922 over July, 1946.

### S. C. Beer, Wine Revenue Shows Sharp Climb in July

COLUMBIA, S. C., Aug. 9.—State tax department reports that tax collections on beer and wine for July was \$1,257,980, compared with \$214,590 for same month last year. Officials, however, stated that "this does not mean that more beer was consumed," and pointed out that heavier taxes on the beverages imposed by the last legislature and effective July 1 were primarily responsible for the sharply increased returns.

For July, 1947, State collections on soft drinks were \$386,946; for July, 1946, figure was \$311,429.

### Beech-Nut Earnings Up

CANAJOHARIE, N. Y., Aug. 9.—Beech-Nut Packing Company reported a net profit of \$1,989,053 for the first six months of 1947. This was a rise of \$552,783 over the first six months of 1946.

### Dixie Cup Co. Profits Down

EASTON, Pa., Aug. 9.—Dixie Cup Company here reports a net profit of \$1,286,487 for the 12 months ended June 30 as compared with \$1,388,036 for the corresponding period ending June 30, 1946.

### Hartford Coimman Dies

HARTFORD, Conn., Aug. 9.—Leon Samuel Silver, 64, of Self Service Sales, Inc., cigarette distributor here, died August 1 after a brief illness.

### WE LEAD AGAIN WITH NEW LOW PRICES

#### 5/8 BALL BUBBLE GUM

40c per lb.  
BALL BUBBLE GUM 45c Per Lb.  
170 Count, Per Lb. 25 Lbs. to Carton  
The Best in the Nation

#### LICORICE LOZENGES

30c per lb.  
App. 530 Count per lb.  
38 lbs. to carton

#### PISTACHIO NUTS AFGHAN RED

45c per lb.  
App. 800 Count per lb.  
LARGE RED . . . . . 71c per lb.  
App. 575 Count per lb.

#### BOSTON BAKED BEANS

35 Lbs. to Carton . . . . . 25c per lb.

WRITE FOR QUANTITY PRICES  
We Buy and Sell New and Used Vending Machines  
All Orders F. O. B. New York  
1/3 Deposit, Balance C. O. D.

SUNFLOWER DISTRIBUTING CO., INC.  
2125 Amsterdam Ave., New York 32, N. Y.

### NEW AND RECONDITIONED EQUIPMENT!

COUNTER GAMES		VENDING MACHINES	
Marvel's Pop-Up (New) . . . . .	\$34.50	Northwestern Deluxe, 1¢ & 5¢ . . . . .	\$25.00
Champion Basketball (New) . . . . .	34.50	Northwestern Mod. 39, 1¢ . . . . .	13.40
American Bat-a-Ball (New) . . . . .	34.50	Northwestern Mod. 33, 1¢ . . . . .	17.60
Kicker & Catchers (New) . . . . .	37.50	Northwestern Mod. 33, Ball Gum . . . . .	10.40
Kicker & Catcher . . . . .	24.50	Northwestern Mod. 40, 1¢ . . . . .	10.00
Bingos, 1¢ . . . . .	14.50	Shipman Triplex Stamp (New) . . . . .	39.50
Acme Electric Shockers (New) . . . . .	18.50	Advance Stamp (New) . . . . .	15.00
Go-High Grip Scales (New) . . . . .	34.50	Shipman Duplex Stamp . . . . .	24.50
Daval Buddy's 1¢ (New) . . . . .	29.50	Shipman Electro Serve Popcorn, 5¢ . . . . .	69.50
Amer. Eagles, 1¢, Token Payout . . . . .	17.50	Snacks, Gum 3 Pkts. With Stand . . . . .	17.50
Marvels, 1¢, Token Payout . . . . .	29.50	Variety Shop, 5 Comp. With Stand . . . . .	17.50
Liberty & Mercury, 1¢ . . . . .	14.50	Parrish, 2 Comp., 1¢ . . . . .	12.50
Victor Home Runs, 1¢ . . . . .	19.50	Columbus Bi-Mor, 2 Comp., 1¢ . . . . .	25.00
Champion-Sparks, 1¢, Token Payout . . . . .	19.50	Advance Cracker & Biscuit, 5¢ . . . . .	39.50
Klix Blackjack, 1¢ . . . . .	12.50	Star Card Vendors (New), 1¢ . . . . .	19.50
Bouncers (New), 1¢ . . . . .	24.50	Regal, 1¢ (Like New) . . . . .	8.95
Whirl-a-Ball, 1¢ (New) . . . . .	37.50	Adams Cigarette Vender, 1¢ (New) . . . . .	24.50
Imps, 1¢ Counter Reel Game . . . . .	14.50	Model S, 7 Col. Cigarette . . . . .	49.50
Case of Six . . . . .	82.50		
PHONOGRAPHS		CONSOLES	
Wurlitzer 6-16, Light-Up . . . . .	\$139.50	Keeney Bonus Bell, 5¢ . . . . .	\$349.50
Wurlitzer 6-16, Plain . . . . .	99.50	Bally High Hand, 5¢ . . . . .	99.50
Wurlitzer Model 61, Counter . . . . .	99.50	Fast Time, 5¢, F/P . . . . .	39.50
Wurlitzer Model 41, Counter . . . . .	30.00	Harvest Moon, 5¢, F/P . . . . .	39.50
Seeburg Symphonola . . . . .	49.50	Bally Big Top, 5¢ . . . . .	39.50
		Watling Big Game, 5¢, F/P . . . . .	39.50
ARCADE EQUIPMENT		Jennings Bobtail, 5¢, F/P . . . . .	39.50
Evans Tommy Gun . . . . .	\$49.50	Jumbo Parade, 5¢, F/P . . . . .	39.50
Seeburg Parachute . . . . .	69.50	Cig-a-Rola, 5¢ . . . . .	39.50
Zingos . . . . .	49.50		
Grip Scales, Floor Models . . . . .	24.50	SLOTS	
Shoot to Tokyo . . . . .	49.50	Columbia Twin Jackpot (New) . . . . .	\$132.50
Mutoscope Hand Digger, 1¢ . . . . .	39.50	Columbia Deluxe (New) . . . . .	189.50
Exhibit Photoscopes, 1¢ . . . . .	19.50	Mills Vest Pockets (New) . . . . .	64.00
Mutoscope 1¢ Movie . . . . .	25.00	Mills Vest Pockets . . . . .	49.50
FREE PLAY GAMES		Watling Rola-Top, 5¢ . . . . .	49.50
Majors . . . . . \$19.50	Chief . . . . . \$19.50	Jennings Silver Chief, 5¢ . . . . .	79.50
Sport Parade . . . . . 19.50	Band Wagon . . . . . 19.50	Jennings Chief, 5¢ . . . . .	49.50
Anabel . . . . . 19.50	Paradise . . . . . 19.50	Mills Blue Front, 10¢ . . . . .	99.50
SUPPLIES AND ACCESSORIES			
Pistachio Nuts (Large), 60¢ Ctn. . . . .	\$44.40	Charms, Large, Per 1000 . . . . .	\$ 4.50
Pistachio Nuts (Small), 60¢ Ctn. . . . .	30.00	Charms, Small, Per 1000 . . . . .	3.50
Spanish Peanuts, 30¢ Ctn. . . . .	6.60	A to Z Alphabet Charms, Per 1000 . . . . .	5.00
Virginia Peanuts, 30¢ Ctn. . . . .	8.40	Sassy Buttons, Per 1000 . . . . .	6.00
Deluxe Mixed, 30¢ Ctn. . . . .	14.70	Grab-Ail Tool for Charms . . . . .	1.00
Hard Shell B.B. Beans, 35¢ Ctn. . . . .	10.15	Penny-Nickel Pocket Coin Counter . . . . .	1.25
Hard Shell Army-Navy Mix, 35¢ Ctn. . . . .	10.15	Pee Wee Rainbow Peanuts, 32¢ Ctn. . . . .	10.64
Hard Shell Rainbow, 35¢ Ctn. . . . .	10.15	Pee Wee Ginnamon, 32¢ Ctn. . . . .	10.64
Licorice Lozenges, 38¢ Ctn. . . . .	11.40	Penny-Nickel Counting Scales . . . . .	18.50
Pee Wee B.B. Beans, 32¢ Ctn. . . . .	10.64	Route Cards, Per 100 . . . . .	1.00
Bubble Gum, #144 Count, 25 Lb. Ctn. . . . .	10.00	Bubble Gum, #170 Count, 25 Lb. Ctn. . . . .	11.25

ALL ORDERS MUST BE ACCOMPANIED BY 1/2 DEPOSIT  
SEND FOR COMPLETE LIST OF COIN OPERATED AMUSEMENT AND VENDING MACHINES SUPPLIES AND ACCESSORIES. WE ACCEPT TRADE-INS.  
ADDRESS ALL MAIL TO DEPT. BB

### RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



# Survey Distributors on Juke Disks

## Claim Scientific Buying Step-Up From Disk Makers' Answer to Supply Problem

### Survey Shows Record Suppliers Want Juke Business

NEW YORK, Aug. 9.—More scientific buying by juke box operators and a better delivery schedule from factories are the answers of record distributors to the big problem facing them, a survey by *The Billboard* has revealed.

Answers to a questionnaire by record distributors from Maine to Hawaii claim these two factors are the solution to the majority of problems facing them today and the possible answer to accusations that they have been falling down on supplying hit tunes fast enough.

Juke ops, say the distributors, do not purchase records scientifically and do not hop on a hit tune fast enough, and consequently suffer when orders for popular numbers begin flooding distributors faster than they can handle them.

#### Partly Blame Manufacturers

Part of the blame must also be laid at the doorstep of manufacturers, the answers by the distributors said, for not providing faster delivery facilities, better mechanical quality in their disks and for not pressing enough copies of a hit to supply the immediate demand.

This latter problem, the consensus of opinion indicates, is the major problem delaying the improvement of distributor service to the operator. Answering distributors emphasize that they feel operators are a most important sales outlet—and they are most anxious to continue to develop that outlet by improving their services as soon as possible.

Taken point for point, the questionnaire answers broke down as follows:

(1) In answer to the question, "Do you believe the average operator buys records scientifically?" the distributors answered "no" by two to one. In this regard, most of those answering negatively believed that the average op selected only hit tunes for his machines, but did not attempt to scientifically select new tunes that were either regionally suitable (such as folk tunes) or tunes that they felt might go well despite their standing in other media.

(2) The majority of distributors answered "yes" to the question: "When a record clicks and an operator reorders heavily, and you cannot fill the order immediately, does the average operator watch this re-order and cancel or cut down promptly in case the hit starts fading before you can make delivery?"

(3) Practically every distributor answered "yes" to the question: "Are you presently trying to build your sales to operators or is it still a matter of rationing?" Only three distributors reported they were still forced to rely on some sort of a rationing system at this time.

(4) Opinion was equally divided on the question of whether it was easier to do business with operators or retailers. In this respect, it was pointed out by *The Billboard* last week in the survey of juke box operators that the trend toward joint ownership of routes and retail stores, as was first noted in these columns years ago, is steadily growing.

(5) Once again the distributors

were practically unanimous in their answers to the question, "How do your operators feel about the quality of records now as compared to pre-war disks?" The ops, it would appear, feel that the pre-war record was superior to the present-day output. However, firms like RCA and Decca are now working hard to improve the quality of post-war recordings (See *Scientific Buying* on page 154)

## Prices Should Go Down Soon, Report Says

NEW YORK, Aug. 9.—Indications that the post-war inflationary price rise is nearing its end and that probabilities seem to favor a downward movement of the price index in the next 12 months were presented here in a 13-page report on the price level prepared by Roy L. Reiersen, of the Bankers Trust Company.

Report said, "The prices of some manufactured goods may show a further modest, and probably temporary, rise, but it is believed that any such movement will be more than offset by declines in the prices of farm and food commodities and some other raw materials."

The bank warned, however, that a combination of factors could upset its forecast.

### Still No Wash

ASBURY PARK, N. J., Aug. 9.—A well-dressed gent who owns one of the summer hotels at this resort walked into the Tradio plant the other day and wanted to know why his wash wasn't being picked up. "I've been sending the hotel's laundry here for the past 10 years," he protested, "and now all of a sudden you don't care about my business."

The Tradio boys set the ruffled customer down in a comfortable chair and explained the laundry was out of business, and that this was now the home of Tradio, manufacturers of coin-operated radios. Before the man left, Harry Rockafeller, Tradio sales manager, had a signed order for coin-operated sets to be installed as soon as possible in the hotel.

P.S.—The laundry is still unwashed.

## Capehart at Wis. Premiere Showing Of New Manhattan

MILWAUKEE, Wis., Aug. 9.—First showing of the Packard Manhattan August 2 in the showrooms here of Packard Distributing Company drew over 300 people, according to hosts George and Ed Gessert, of the firm, and C. S. Pierce, of Pierce Distributing Company, Brodhead, Wis.

Homer E. Capehart, chairman of the board of the Packard Manufacturing Corporation, was guest of honor. Other officials of the company present were Art Nagel, regional manager of this area; Bob Bleekman, Midwestern regional manager, and Bob Jordan.

The showing lasted from 10 a.m. until midnight.



SOUTHERN CALIFORNIA Automatic Music Operators' Association (SCAMOA) officials meet to discuss important matters pertaining to the group they represent. Left to right: (seated) Jay Bullock, managing director; George Arraj, president; Johnny Huntsman, Hal G. Sherry; (standing) Jack Ley, W. L. Lee and Ken Spaulding.

## Sunshine Coin To Show Filben Music in Miami

MIAMI, Aug. 9.—First Florida showing of the Filben Music line will be held in the new quarters of the Sunshine Coin Machine Company, 1470 N. W. 36th Street here August 17. Sunshine Coin, headed by Sam Getlan and Max Becker, only recently moved into their new offices.

Getlan and Becker formed Sunshine Coin earlier this summer to distribute Filben equipment.

Both men are well known in the coin machine industry. Getlan entered the business as an operator in the New York area, later became distributor for Mills Novelty Company (1934-'36). The past 11 years, Getlan has been operating in Florida.

Becker has been in the coin machine business for the past 10 years, starting out as an operator in Maryland where he was also connected with the Oriole Coin Machine Company for approximately seven years. During the war he served with the army air corps, came to Florida following his discharge to help Getlan set up the Sunshine Company.

Refreshments and food will be served thruout the day-long showing of the Filben Music line.

## Annual Picnic for Cleve. Juke Ops Set for Aug. 19

CLEVELAND, Aug. 9.—Richmond Country Club, August 19, will be the site of the Cleveland Phonograph Merchants' annual picnic, association executives announced this week. The picnic will feature the selection of the association's hit tune of the month for September, to be selected by the group's membership and their guests.

Over 350 people are expected to attend this year's picnic which is always one of the outstanding events on the Cleveland association's calendar of activities.

Program, in addition to the hit tune selection, will include baseball, field events and various other games in the afternoon. Refreshments will be served thruout the day, and the afternoon events will be followed by dinner and dancing in the evening.

## Service School at Milwaukee for Ops

MILWAUKEE, Aug. 9.—Service school for coin machine operators, servicemen and routemen will be conducted next week at the Packard Distributing Company here, George Gessert, president, has announced.

School, which will begin Monday (11), will be conducted by factory-trained experts. Sessions will be held in the mornings and evenings thru Friday (15).

## Wurlitzer Declares Dividend on Stock

NORTH TONAWANDA, N. Y., Aug. 9.—Rudolph Wurlitzer Company has declared a dividend of 25 cents on the common stock, payable September 1 to stock of record August 15. Like amount was paid June 2.





EASY TO GET AT TITLE STRIPS

EASY TO GET AT SWITCH BANK ASSEMBLY

EASY TO GET AT COLOR CYLINDER MOTOR

EASY TO GET AT RECORD TRAY STACK

EASY TO GET AT COIL BANK

EASY TO GET AT DISTRIBUTION PANEL

# ROCK-OLA

## PLANNED ACCESSIBILITY

cuts maintenance costs—increases your profits

The PHONOGRAPH That Sells—MUSIC



ROCK-OLA MANUFACTURING CORPORATION • 800 N. KEDZIE AVE. • CHICAGO 51, ILL.



## 15¢ EACH FOR YOUR USED RECORDS!

Why take less than 15¢ each for your used records? Ship them prepaid to us and we will send you a "CREDIT MEMO" for all that you ship us at the rate of 15¢ each. Don't ship junk. Ship only records off of your juke boxes and in jackets. You can use your credit memo for purchasing new records from us. We handle all of the leading brands, and because we sell at list price we can give you immediate service on the top discs that you need for your boxes. We sell only at full retail . . . BUT with this premium price for your used records you are actually getting your full discount. Figure it out for yourself! What are you selling your used records for now for cash? Let's say that you are getting 9¢ each for all that you ship . . . that's \$90.00 a thousand . . . and for your 90 bucks you get \$150.00 (at retail prices) worth of records and have to buy them from a dozen or more sources. We give you 15¢ each in credit . . . and for your 1000 records you can buy FROM ONE SOURCE your \$150.00 worth of platters. We have them all. Get on our mailing list. Get the new tunes when you want them and save the trouble of having to buy from all of the different outlets. Ship us any amount of records. Pack the records 25 to a box . . . and four boxes to a carton . . . attach your order for new records and we'll ship the same day! This offer made only to bona fide operators!

### DON LEARY'S, Inc.

"The N. W.'s Leading Record Supplier"

56 EAST HENNEPIN  
MINNEAPOLIS, MINN.

### WANT TO BUY

Model 332 Wurlitzer Bar Boxes, also Model 320 Wurlitzer Wallboxes.

Will pay \$8.50 each.

### K. T. ENTERPRISES

1139 17th Street Portsmouth, O.

## Scientific Buying Answer To Disk Supply Problem

(Continued from page 152)

and, as was revealed last week, many of them are noting success.

(6) This question was the same as No. 5, with the exception that the distributors were asked for their own opinion of the two types of recordings. The distributors go along with the operators in the belief that post-war recordings are below pre-war standards.

Suggestions as to what could be done by the operators and the manufacturers so that distributors could speed their service to operators were offered to *The Billboard* by many of the distributors.

From Canada comes the suggestion that record companies should not jump release dates, and that operators should be more consistent in their visits to the distributors as they (the ops) are usually hard to contact, especially when the distributor has a supply of a current hit that is moving fast.

A St. Louis distributor urges the operator to order from release cards and not wait until the last minute when the disks are difficult to obtain.

Stating that manufacturers should jump on additional production of hits as soon as the sales potential is realized, a Milwaukee dealer believes that operators should also order early before the supply is exhausted.

A distributor in Chicago says he would rather do business with the operator because he purchases in large quantities and usually knows what he wants. The same thought was expressed by a distributor in Hawaii, who said he could not improve his service to the operator

unless he got faster service from the mainland.

Reiterating that ops should buy more freely from the prospective list, a Knoxville, Tenn., distributor believes that many ops are losing money because they don't try to pre-pick hits, and thereby enjoy the full play on the record for as long as it remains a hit.

A distributor covering a good portion of the Northwest suggests that operators in given localities select one day a week to visit the distributor in a body. Then the distributor and the factory could work together to efficiently service the ops' requirements.

*Music operators have lately been experimenting with various ideas for making their purchases of records an easier and more systematic process. Certainly, the idea of a number of music operators taking a day off to tour record distributors' offices would be impractical for the majority of music men. On the other hand, having record distributors present at operator meetings—such as at regular association gatherings, has worked out successfully in several cities. More recently, local juke box operator associations, in an effort to make both the record distributor's selling, and operator's buying simpler and more convenient, have opened up music rooms in association headquarters where operators can drop in regularly at their convenience to hear new releases. Each record distributor, under this program, leaves pads of order blanks for the operators' use. How effective this method of buying and selling will be remains to be seen, but music operators agree it is worth a try. Then, too, the success of such a program is limited to the number of cities which have aggressively active music machine associations.*

Many distributors expressed a desire to obtain larger return privileges from the manufacturers in order to carry sufficient stock without fear of taking a loss.

An Atlanta distributor believes the manufacturers should more carefully check the needs of the operators for the types of records required in their particular area, and that the manufacturers should put a greater stress on the quality of their disks. (This is now being done by the Big Four.)

A Seattle distributor wants the manufacturers to furnish the distributor hit records in quantities as fast as possible so that the juke box operator can receive the full benefit from the records in his machines. Another distrib says most operators could help by leaving firm orders for delivery within the next week or 10 days, which they currently are not doing in his area. The factories could help materially, according to this same distrib, by cutting down the time lapse between the order date and the delivery date, which is currently between four and six weeks on the average record—too big a spread for intelligent buying on the wholesaler's part.

From Denver comes word that the distributor's main complaint in that area is transportation. The dealers feel that until the manufacturers locate factories in the Rocky Mountain area, this problem is one that will remain unsolved.

## Tele Set Purloined By Latest Version Of Repairman Gag

NEW YORK, Aug. 9.—"A new wrinkle in the old juke-box game" was the way police officials here described the disappearance of a television set from the Hennessy Bar, 987 Second Avenue.

A man masquerading as a repairman walked into the bar early Thursday (7) morning and told the bartender that he was a "television technician" who was going to repair the bar's television set. "The transmission is burned out," the man told Edward McManus, the bartender, and he'd have to take the set to the shop for repairs.

Since the "technician" acted with authority, McManus helped him to move the set out to a car. When the tavern owner, Larence Hennessy, appeared in the afternoon and was told his set was being repaired on his orders, he called the police.

"There's nothing new in the way the set was taken," the cops told him. "They used to do it with juke boxes."

P. S.—They still do it with juke boxes and other game machines placed on location.

## Pittsburgh Showing Debuts Filben Line To Eastern Coinmen

PITTSBURGH, Aug. 9. — First Eastern showing of the Filben music line took place here July 27 at the headquarters of the Coin Machine Distributing Company, and drew over 400 operators from the surrounding territory as well as officials of the manufacturing corporation.

On hand to greet the operators were Sam Mannarino and John S. Larocca, officers of the Coin Machine Distributing Company, and Edward J. Steele, general manager of the firm. Bert Davidson, general sales manager of National Filben-Corporation, and several of the corporation's engineers made the trip from Chicago. Also present at the showing was Charles J. Margiotti, chairman of the board of directors of the Filben Corporation.

Among guests registered during the day-long showing were:

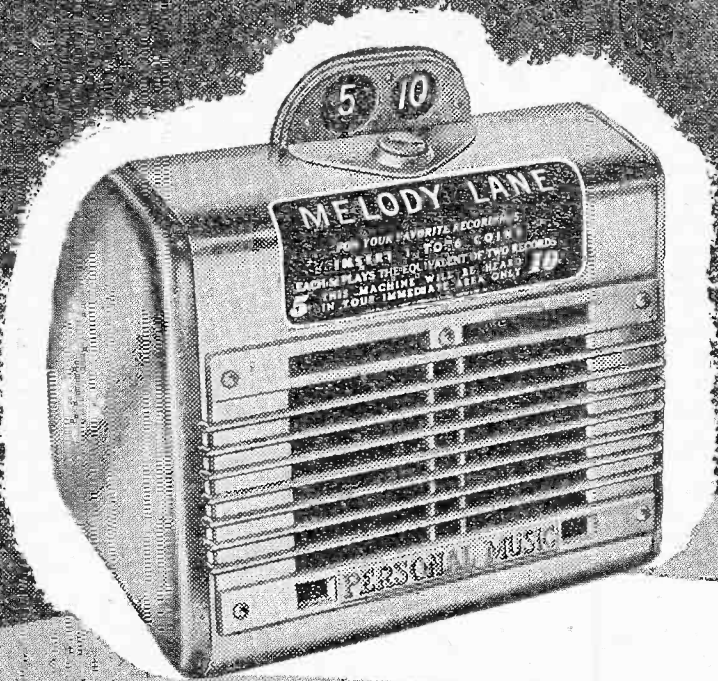
Louis (Lakie) Grossman, Frank Leon, Harry Lieberman, Charles Zimmerman, Hyman and Natin Martin, of Martin Distributors; Michael Genovese, of L. & G. Amusement Company; L. S. Emeterio, Washington Amusement Company, Washington, Pa.; H. Lindermann, Roth Novelty Company, Wilkes-Barre; Chuck Benegle, Bing's Music Service; Albert, Art and Fred Cerminara and A. J. Oley, Richmond, Va.; Joe Sica, Tri-Boro Amusement Company, East McKeesport, Pa.; Louis Volpe, Volpe Vending Company, Wilmerding, Pa.; Sal Marino and Peter Rock, Tri State Music Company, Sharon, Pa.; Phil La Russ, Tarentum, Pa.; Kelly Mannarino, Nu Ken Novelty Company, New Kensington, Pa.

Henry M. Garsson, Evanston, Ill.; Calvin Cartwright, Cartwright Music & Vending, Delmont, Pa.; Danny McKinley, Armstrong Amusement Company, Kittanning, Pa.; Oscar Williams, Tony Ripepi, Keystone Music Company, Pittsburgh; Claire Gillott, Pittsburgh Music Company; Sam Fratto, Butler Amusement Company, Butler; Chuck Teemer, Duquesne Vending Company, Duquesne; L. W. Adams and Philip Adams, New Kensington; Ben Long, Pioneer Coinomatic Company, Connellsville; J. A. Alvarez, Automatic Music & Novelty Company, Greensburg, and I. Castiglia, Music Mart, Connellsville.

"The Body" OF THE  
Aireon  
**Blonde Bombshell**  
Features **HARVILL**  
Chrome-plated  
● HIGH QUALITY  
● ENGINEERED  
**DIE CASTINGS**

**HARVILL CORPORATION** LOS ANGELES 45, CALIF.  
HARVILL NEW ENGLAND CORP., FALL RIVER, MASS.





*Your easy road*



**TO A PROFITABLE MUSIC ROUTE**

Now! More than ever, Personal Music gives you, Mr. Operator, the chance to build up a real money-making route.

1.

The low prices on our equipment make your investment on each location an attractive business proposition.

2.

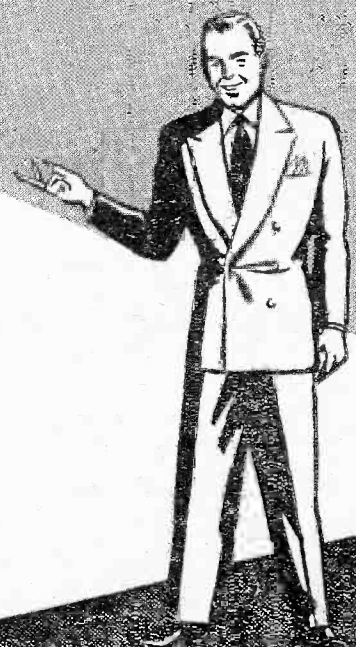
The Personal Music Box, always outstanding in beauty and tone, is further enhanced by the new nickel and dime coin chute, producing more plays and more revenue per box.

3.

High quality of Personal Music equipment means few service calls. Many locations can be served from a central studio, and our studio equipment is simple and completely automatic.

4.

Personal Music is easy to sell to locations. Each box is a money-maker. Attractive, small and easy to keep clean. Eliminates loud blaring music and helps to build up patronage for the restaurant.



Get the details—write us for the name of your nearest distributor.

**PERSONAL MUSIC CORPORATION**

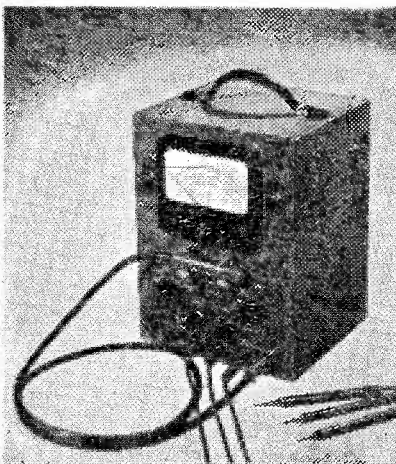
P. O. BOX 720, HIGHWAY NO. 1, NEWARK, NEW JERSEY

TELEPHONE BIGELOW 8-2204



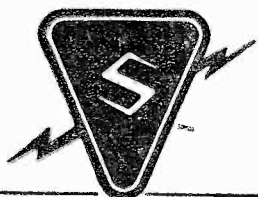
**YOUR  
JUKE-BOX  
SERVICING JOB  
MADE EASY**

with  
**SYLVANIA**  
Poly (MULTI-PURPOSE)  
Meter



Designed especially for accurate measurement of electrical conditions in circuit components operating with power, audio and radio frequencies up to 300 mc., this new instrument permits radio and electronic servicemen to isolate quickly condensers, coils and resistors when faults occur and check circuit operation after replacements are made.

The Poly (MULTI-PURPOSE) Meter is compact, portable, and of the highest quality. See your Sylvania Distributor today!



**SYLVANIA  
ELECTRIC**

**EMPORIUM, PA.**

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

**Coinaire Installs  
Own Coin Radios in  
Chicago Locations**

CHICAGO, Aug. 9.—Coinaire Company here, which manufactures the Coinaire coin radio, is currently using the major portion of its output for its own expanding local operations, Bill Zeitlin, owner, states. Firm, organized in May, 1946, was originally called Radiotone, but changed to the present name in November of last year. Both table-size and console models are being produced.

Zeitlin says that most of the table-top size sets are wall-mounted. The small models are housed in metal cabinets, while the console models have a wood cabinet.

According to Zeitlin, decline of transient trade in this locality has meant that the 25-cent price for two hours for which the sets are regulated means higher play. Spots where transient business is higher would be just as profitable on quarter-an-hour operation, he feels.

Currently, Coinaire is making only quarter chutes on its sets, but dime operation will be added in about a month. Locations having a high transient business will receive radios set for the usual dime-a-half-hour rate, while a dime for an hour's play will be used in those spots having a slower turnover.

Coinaire is making and assembling the sets in its own plant in Chicago.

**Molohan New Mills  
District Manager;  
Stella Gets Boost**

CHICAGO, Aug. 9.—Mills Industries, Inc., announced the addition of a new member and the promotion of another in its phonograph division this week.

Bert Molohan, formerly with the Mills Panoram division until 1942 when he joined Soundies Film as operating manager, was appointed district sales manager of Mills' North-Central district August 4. Molohan spent five years with Soundies, leaving there August 1.

Joseph M. Stella, who started with Mills in 1935 as general service engineer, was promoted to assistant sales manager of the phonograph division, effective September 3.

**Sell 19 Used Jukes  
To Homes in East;  
Average Price \$145**

NEW YORK, Aug. 9.—Sale of 19 used juke boxes to homes during the past two weeks was announced this week by Albert Black, head of Black Sales Company. Average price of the music machines, according to Black, was \$145.

Advertisements by the firm in up-State New York resort regions are now being started in local newspapers. Continued use of New York newspapers for classified advertisements is also planned.

"We expect to be selling between 30 and 40 machines per week within the month," Black declares.

**Award Free Pin Game  
To Mutual Music Co.**

COLUMBUS, O., Aug. 9.—Mutual Music Company, of Cassopolis, Mich., received the free Mills Owl pin game offered by Shaffer Music Company for the first bona fide order received from their July 19 advertisement in *The Billboard*.

Mutual telegraphed their order to be first in line.

**ADVANCE RECORD RELEASES**

(Continued from page 33)

**RACE**

- AND I WANT TO THANK YA....Geechie Smith Ork (Geechie Smith) (WILD, MILD)...Capitol Americana 40029
- BOP DE BIP.....Roosevelt Sykes and His Original Honey Drippers (Roosevelt Sykes) (FLAMES OF).....Victor 20-2382
- CHILLICOTHE, OHIO.....The Four Tunes (Betty Harris) (DREAM) Manor 1087
- COME IN OUT OF THE RAIN.....Delta Rhythm Boys (EVERY SO).....Victor 20-2365
- DARLING, CAN'T WE MAKE A DATE?.....The Cats and the Fiddle (YOU'RE SO).....Manor 1086
- DREAM.....The Four Tunes (CHILLICOTHE, OHIO) Manor 1087
- EVERY SO OFTEN.....Delta Rhythm Boys (COME IN).....Victor 20-2365
- FLAMES OF JIVE.....Roosevelt Sykes and His Original Honey Drippers (Roosevelt Sykes) (BOP DE).....Victor 20-2382
- I GOT A GAL FOR EVERY DAY IN THE WEEK.....Big Joe Turner-Pete Johnson Trio (LITTLE BITTY).....Decca 48042
- I KNOW HOW TO DO IT.....Dinah Washington (All-Star Sextet) (SALTY PAPA).....Mercury 8044
- I WAS WRONG.....Julia Lee and Her Boy Friends (Julia Lee) (SNATCH AND).....Capitol Americana 40023
- I'M FALLING FOR YOU.....Andy Kirk Ork-Four Knights (SO SOON).....Decca 24139
- IT'S A LONG STORY.....Leslie Scott (Billy Moore Jr. Ork) (THE MAN).....Victor 20-2381
- LITTLE BITTY GAL'S BLUES.....Big Joe Turner-Pete Johnson Trio (I GOT).....Decca 48042
- MELLOW CHICK SWING.....Sonny Boy Williamson (THE G. M. N. O.).....Victor 20-2369
- OH, WHEN I COME TO THE END OF MY JOURNEY.....Sister Rosetta Tharpe-Marie Knight (Sam Price Trio) (THIS TRAIN).....Decca 48043
- SALTY PAPA BLUES.....Dinah Washington (All-Star Sextet) (I KNOW).....Mercury 8044
- SNATCH AND GRAB IT.....Julia Lee and Her Boy Friends (Julia Lee) (I WAS).....Capitol Americana 40028
- SO SOON.....Andy Kirk Ork-Four Knights (I'M FALLING).....Decca 23139
- THE G. M. N. O. BLUES.....Sonny Boy Williamson (MELLOW CHICK).....Victor 20-2369
- THE MAN I LOVE (The Girl I Love).....Leslie Scott (Billy Moore Jr. Ork) (IT'S A).....Victor 20-2381
- THIS TRAIN.....Sister Rosetta Tharpe-Sam Price Trio (OH, WHEN).....Decca 48043
- TUXEDO JUNCTION ALBUM.....Erskine Hawkins.....Victor P-181
- After Hours.....Victor 20-2285
- Cherry (Jimmy Michelle).....Victor 20-2285
- Don't Cry, Baby (Jimmy Michelle).....Victor 20-2283
- I've Got a Right to Cry (Laura Washington).....Victor 20-2284
- Song of the Wanderer (Where Shall I Go?) (Jimmy Michelle).....Victor 20-2286
- Sweet Georgia Brown.....Victor 20-2288
- Tippin' In.....Victor 20-2284
- Tuxedo Junction.....Victor 20-2283
- WHEN I CLOSED MY EYES.....Bill Samuels (Cats 'n' Jammer Three) (WHERE'S MY).....Mercury 8042
- WHERE'S MY BABY.....Bill Samuels (Cats 'n' Jammer Three) (WHEN I).....Mercury 8042
- WILD, MILD AND MELLOW.....Geechie Smith Ork (Geechie Smith) (AND I).....Capitol Americana 40029
- YOU'RE SO FINE.....The Cats and the Fiddle (DARLING, CAN'T).....Manor 1083

**FOLK**

- ALAMO STEEL SERENADE.....Adolph Hofner and His San Antonians (SWING WITH).....Columbia 37817
- ANSWER TO A RAINBOW AT MID-NIGHT.....Bill Carlisle (YOU LAUGHED).....King 663
- CORNBREAD 'LASSES AND SASSAFRAS TEA.....Lonzo and Oscar and Their Winston County Pea Pickers (MY ADOBE).....
- DEEP ELM BOOGIE WOOGIE BLUES.....Shelton Brothers (I DON'T).....King 660
- DONKEY SERENADE.....Homer & Jethro (FLY, BIRDIE).....King 659
- FLY, BIRDIE, FLY.....Homer & Jethro (DONKEY SERENADE).....King 659
- GATHERING FLOWERS FROM THE HILLSIDE.....J. E. Mainer (LONELY TOMBS).....King 661
- HAVE A HEART, TAFT-HARTLEY.....Prairie Ramblers (OUR HOUR).....
- HAWAIIAN MOON.....Cecil Campbell and His Tennessee Ramblers (Cecil Campbell-Trio) (IT'S GONNA).....Victor 20-2404
- I DON'T WANT YOU (If You Don't Want Me).....Shelton Brothers (DEEP ELM).....King 660
- \*I LOVE MY SAVIOUR.....Rice Brothers' Gang (ON THE).....
- I'M GLAD (I'm Glad He's Gone and Left You).....The Blue Sky Boys (SOLD DOWN).....Victor 20-2380
- IT'S GONNA COME HOME TO YOU.....Cecil Campbell and His Tennessee Ramblers (Cecil Campbell) (HAWAIIAN MOON).....Victor 20-2404
- LONELY TOMBS.....J. E. Mainer (GATHERING FLOWERS).....King 661
- .....Decca 46055
- LOVE TO YOU IS JUST A GAME.....Red Foley-Roy Ross and His Ramblers (OPEN UP).....Decca 46058
- MY ADOBE HACIENDA.....Lonzo and Oscar and Their Winston County Pea Pickers (CORNBREAD 'LASSES).....Victor 20-2378
- MISSISSIPPI MOONLIGHT.....Sons of the Range (Cowboy Russ) (TEXAS LIL).....Metropolitan 100
- NOW OR NEVER.....Bill Boyd and His Cowboy Ramblers (Bill Boyd-Male Trio) (TELLIN' LIES).....Victor 20-2379
- OLD SHEP.....The Pine Ridge Boys (YOU ARE).....Victor 20-2403
- \*ON THE JERICHO ROAD.....Rice Brothers' Gang (I LOVE).....Decca 46065
- OPEN UP THAT DOOR (And Let Me In).....Cowboy Copas (SIGNED, SEALED).....King 658
- OPPORTUNITY IS KNOCKING AT YOUR DOOR.....Red Foley (LOVE TO).....Decca 46058
- OUR HOUR (The Puppy Love Song).....Prairie Ramblers (HAVE A).....Mercury 6051
- POLKA ALBUM.....Tex Williams and His Western Caravan.....Capitol Americana AD-56
- Banjo Polka.....Capitol Americana 48009
- Beer Barrel Polka (Roll Out the Barrel).....Capitol Americana 48009
- Big Bass Polka.....Capitol Americana 48008
- Capitol Polka.....Capitol Americana 43010
- Cowbell Polka.....Capitol Americana 48011
- Cowboy Polka.....Capitol Americana 48006
- Milkman Polka.....Capitol Americana 48010
- Yodeling Polka.....Capitol Americana 48011
- RED HOT POLKA.....Spade Cooley Ork (WHO DUG).....Victor 20-2384
- SALVATION HAS BEEN BROUGHT DOWN.....Brown's Ferry Four (WHEN THE).....King 662

(Continued on opposite page)

INTERNATIONAL

(Continued from opposite page)

- FAR FROM ERIN'S SHORE ..... Joseph Maguire (HELLO, PATSY)..... Decca 12261
- \*\*HAPPY HAWAIIAN BEACH BOY.. Harry Owens (PRINCESS POO-POO-LY)..... Decca 25112
- HAPPY PLAYTIME POLKA ..... Leo Kempinski Continental Ork (HUNGARIAN LIFE) ..... Columbia 37580
- HELLO, PATSY FAGAN (You're A Dacent Irish Boy) ..... Joseph Maguire (FAR FROM)..... Decca 12261
- HUNGARIAN GYPSY CSARDASES (Both Sides) ..... Maky Joska Gypsy Ork... Continental MR-80
- HUNGARIAN GYPSY CSARDASES (Both Sides) ..... Maky Joska Gypsy Ork... Continental MR-80
- HUNGARIAN LIFE ..... Leo Kempinski Continental Ork (HAPPY PLAYTIME) ..... Columbia 37580
- ICH BIN A BOARDER BY MIEN Fyvush Finkel (Abe Schwartz Ork) (ICH WEIB (I Am My Wife's Boarder)..... VILL) ..... Apollo 143
- ICH VILL ZICH SHPIELEN (I Wanna Play) ..... Fyvush Finkel (Abe Schwartz Ork) (ICH BIN) ..... Apollo 143
- I'M EIGHTY IN THE MORNIN' ..... Sandy MacFarlane (THE ROAD) ..... Brunswick 80098
- JULIA AND IDA POLKA ..... Jolly Jack Robel Ork (THE SWEATER)..... Decca 45055
- JULIA POLKA ..... Edward Krolkowski Ork (WHOA, DOBBIN) ..... Columbia 12340-F
- KING'S SERENADE ALBUM, Volume II (4-10") ..... Hal Aloma and His Hawaiians.. Decca A-506
- Beautiful Kahana—(George K. Keohokalole-Phoebe Wilcox)..... Decca 23908
- Kuu Lei Makamae—(Hal Aloma-Vocal Ensemble)..... Decca 23906
- Kuu Milimili (My Precious One)—(Phoebe Wilcox-Vocal Ensemble)..... Decca 23905
- Mi Nei (How About Me?)—(Phoebe Wilcox-John Leal)..... Decca 23903
- My Honolulu Heaven—(Hal Aloma)..... Decca 23906
- Paauau Waltz—(Phoebe Wilcox)..... Decca 23907
- Song of the Islands (No Lei O Hawaii)—(Vocal Ensemble)..... Decca 23905
- Uneumene (Hawaiian Shouting Song)—(Hal Aloma-Vocal Ensemble)..... Decca 23907
- LET ERIN REMEMBER ..... John Feeney (THE SOLDIERS')..... Decca 12260
- MY SWEETHEART ..... The McNulty Family (THE FOGGY)..... Decca 12259
- POLKA-KARUZELA (Merry-Go-Round Polka) ..... Joe Meresco Ork (POLKA Z.)..... Apollo 148
- POLKA-KUKULKA (Cuckoo Polka).. Joe Meresco Ork (POLKA-NOWA WARSZAWA)..... Apollo 149
- POLKA-NOWA WARSZAWA (New Warsaw Polka) ..... Joe Meresco Ork (POLKA-KUKULKA)..... Apollo 149
- POLKA Z. CZESTOCHOWA (The State Polka) ..... Joe Meresco Ork (POLKA-KARUZELA)..... Apollo 148
- POLKAS ALBUM ..... "Whoopie" John Wilfahrt Ork.. Decca A-555
- Favorite Polka..... Decca 35009 | Red Beer Polka..... Decca 35011
- Martha Polka..... Decca 35010 | Repeat Polka..... Decca 35012
- No No Polka..... Decca 35012 | Unita Polka..... Decca 35009
- Our Mike Polka..... Decca 35011 | Whoopie John Polka..... Decca 35010
- \*\*PRINCESS POO-POO-LY HAS PLENTY PAPA YA ..... Harry Owens (HAPPY HAWAIIAN).... Decca 25112
- SONGS OF LUCIENNE BOYER ALBUM ..... Lucienne Boyer..... Columbia M-MM-694
- Beaucoup ..... Sans Toi
- Dans la Fumee ..... Si Petite
- J'ai Laisse Mon Coeur ..... Un Amour Comme le Notre
- Parlez-Moi d'Amour
- STRABANE POLKA ..... Frankie Yankovic and His Yanks (John Becon) (RENDEZVOUS WALTZ)..... Columbia 12339-F
- THE FOGGY DEW ..... The McNulty Family (MY SWEETHEART)..... Decca 12259
- (1) THE MAID OF MT. KISCO, (2) HAND ME DOWN THE TACKLINGS ..... Joe Maguire's Pride of Erne Ork (THE ROSE) ..... Decca 12262
- THE ROAD TO THE ISLES ..... Sandy MacFarlane (I'M EIGHTY)..... Brunswick 80098
- (1) THE ROSE IN THE HEATHER, Joe Maguire's Pride of Erne Ork (THE (2) THE FROST IS ALL OVER... MAID) ..... Decca 12262
- THE SOLDIER'S SONG (Irish National Anthem) ..... John Feeney (LET ERIN)..... Decca 12260
- THE SWEATER GIRL POLKA ..... Jolly Jack Robel Ork (JULIA AND)..... Decca 45055
- TSIGELE ..... Vera Rozanka (FREG MICH)..... Sun 140
- TSIPUTCHIT ..... Henrietta Jacobson-Julius Adler (YES MEIN) ..... Sun 1260
- VIE HALT ICH ..... Jacob Zanger (DER SHADCHEN)..... Sun 1058
- VIUT VIETRY (Wind Blows) ..... Vera Rozanka (NA SHTO)..... Sun 141
- WARSAW ..... Ben-Zion Witrer (DJONKOYA)..... Sun 1055
- WHOA, DOBBIN POLKA ..... Edward Krolkowski Ork (JULIA POLKA)..... Columbia 12340
- YES MEIN TIERER TATE ..... Henrietta Jacobson-Julius Adler (TSIPUTCHIT) ..... Sun 1260

LATIN-AMERICAN

- A JARDINEIRA ..... Aurora Miranda (Banda Da Lua) (CIDADE MARAVILHOSA) ..... Decca 50029
- CIDADE MARAVILHOSA ..... Aurora Miranda (Banda Da Lua) (A JARDINEIRA)..... Decca 50029
- MEXICAN COWBOY SONGS ALBUM (4-10") ..... Los Rancheros..... Decca A-528
- Cana Brava..... Decca 50025 | La Malaguena..... Decca 50026
- Centinel Tamalipeco..... Decca 50028 | Las Canastas..... Decca 50028
- Cielito Lindo Juasteco..... Decca 50027 | Soldado De Levita..... Decca 50025
- El Toro..... Decca 50027 | Sones Veracruzanos..... Decca 50026
- FRIO EN EL ALMA..... Eva Garza (L. Quintero Ork) (SERA POR)..... Seeco 609
- GUAJIRA MORUNA ..... Davilita (MI ECO)..... Seeco 595
- MI ECO MI SOMBRA Y YO ..... Davilita (GUAJIRA MORUNA)..... Seeco 595
- \*NO QUIERO QUE ME OLVIDES..... Bobby Capo (Jose Morand Ork) (TE LO)..... Decca 50019
- \*NORO ESPECIAL ..... Noro Morales Ork (SERENATA RITMICA)..... Decca 50024
- \*QUE TE PASA..... Cuarteto Flores (AMOR PERDIDO)..... Decca 50022
- \*QUE VENGAN LOS RUMBEROS..... Machito y Sus Afro-Cubans (TINGO TALANGO)..... Decca 50021
- POR QUE INSISTES (Why Do You Insist) ..... Celso Vega Quinteto (EL JAIBERO)..... Seeco 607
- \*RUMBA RHAPSODY ..... Caney (CARIBBEAN SERENADE)..... Decca 25113
- SE. CANS A UNO ..... Fernando Alvarez Copacabana Ork (COME TO) ..... Signature 15145
- \*TE LO DIRE CANTANDO ..... Bobby Capo (Jose Morand Ork) (NO QUIERO)..... Decca 50019
- \*TINGO TALANGO ..... Machito y Sus Afro-Cubans (QUE VENGAN)..... Decca 50021
- \*YA NO SOY FELIZ..... Hermans Abraham (Johnny Rodriguez) (DE MI)..... Decca 50020
- YA SEMOS DOS ..... Trio Tariacura-Vargas Mariachi (EL CUPIDO)..... Victor 23-0657

\*Replaces "We'll Be Waltzing Again," listed in June 28, 1947, issue. \*\*Replaces "Twilight Melodies Album," Majestic M-19, listed in June 7, 1947, issue. iRe-issue.



Revolutionary NEW Beauty and Efficiency ENHANCED BY

EST. 1899

FELSENTHAL PLASTICS

G. FELSENTHAL & SONS

4100 W. Grand Ave., Chicago 51, Ill.

INJECTION MOLDING LAMINATING FABRICATING

Branch Offices: NEW YORK • DETROIT • KANSAS CITY

Write on Your Letter-head for our latest Booklet on PLASTICS

SEE THE SHOWING for Florida AUG. 17 NOON TO ???

SAM GETLAN and MAX BECKER proudly present

HEAR FILBEN MIRROCLE MUSIC

The most sensible new idea in Automatic Music

INSPECT Come as you are and fill up at our buffet bar

SUNSHINE COIN MACHINE CO.

PHONE 5-1095 1470 NORTH WEST 36TH STREET MIAMI, FLORIDA



# MAPE'S BETTER BUYS!

## Save Record Wear CRYSTAL PICKUP CONVERSION KITS

For all Seeburg  
Phonographs

- Tone Arm and Crystal
- Elec. Cut-off Switch
- Elec. Cancel Coil
- 24 Volt Transformer
- Cancel Button
- Volume Control
- Wire Leads

Modernize Your Old  
Equipment in 20 Minutes

COMPLETE PACKAGE \$19.95

### SPECIALS

SEEBURG Baromatics, 5-10-25¢, Wireless \$29.50  
SEEBURG Baromatics, 5-10-25¢, 3-Wire . 24.50  
SEEBURG Wallomatics, 5¢, Wireless . . . . 24.50  
SEEBURG Wallomatics, 5¢, 3-Wire . . . . 22.50  
With New Seeburg Metal Covers (for  
Wallomatics) . . . . . 2.50  
Ivory Finish—Additional \$2.50 Per Box.  
PACKARD Wallboxes (Used) . . . . . 24.50  
BUCKLEY Chrome Boxes . . . . . 15.00

### FEATURE ITEMS

PICKUP COILS (for all Seeburgs, including  
Hitones) . . . . . \$ 1.50  
FIBRE INSERTS (for Seeburg Wall Boxes).  
Sets Each, 25¢—Minimum Order 10 Sets . 2.50  
B-3 CRYSTAL PICKUPS, Dated, Rock, or  
Mills . . . . . 2.75  
Genuine Fiber Main Gears for Seeburg and  
Wurlitzer (less Hub)  
Singles—\$2.95. Quantities of 10—\$2.60

Electric Cancels and Cut-Off for All See-  
burg Phonographs (Complete) . . . . . \$ 7.95

### REPLACEMENT MOTORS

For Wurlitzer, Seeburg Phonos. Ea. . . . \$19.50  
110V, 60-Cycle, Reconditioned Motors. Will  
Give Excellent Service—30-Day Guarantee.

### PLASTIC SHEETS

20"x50" (Red), 60 Gauge. Each . . . . . \$ 9.50  
20"x50" (Red), 30 Gauge. Each . . . . . 6.50  
20"x50" Talking Gold Grill Cloth . . . . . 7.50  
Quantity Discounts—Write for Prices.

Quantity Discounts to  
Jobbers and Distributors

All Merchandise TRIPLE-WARRANTED by Pacific  
Coast's largest distributor of coin operated  
equipment.

**TERMS:** 1/2 deposit with order,  
balance C.O.D. F.O.B. Los Angeles  
or San Francisco.

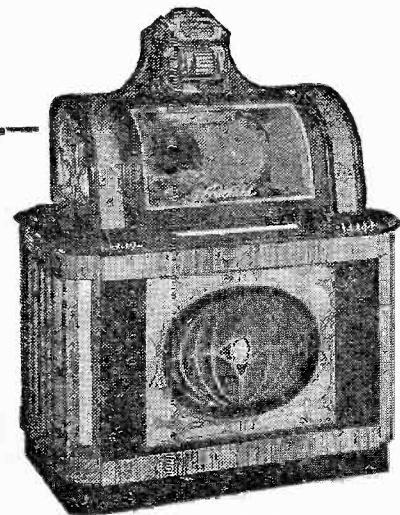
SAN FRANCISCO, General Office:  
284 Turk Street - Phone PR 2837

STOCKTON:  
21 No. Aurora Street - Phone 7-7903

LOS ANGELES:  
1701 W. Pico Boulevard - Phone DR. 2314

**E. T. MAPE Distributing Co.**

SAN FRANCISCO  
STOCKTON  
LOS ANGELES



**CALL US  
TODAY!**

**DISTRIBUTORS  
FOR THE NEW  
PACKARD**

*Manhattan*

**Illinois PLA-MOR DIST. CO.**

2705-09 S. MICHIGAN AVENUE

CHICAGO 16, ILL.

THE FINEST, MOST LUXURIOUS . . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE



The *Manhattan*

By **PACKARD**

**PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, IND.**

### USED RECORDS

**ONLY 9c EACH • 1000 FOR \$75.00**

We have 40,000 records in stock, packed and ready to go. Prices F. O. B. Memphis.  
Minimum order 100 records. Send check with order.

**SOUTHERN AMUSEMENT CO.**

**628 MADISON, MEMPHIS, TENN.**

## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Elton Britt has joined the regular cast of the WFIL-ABC *Hayloft Hoe-down*, originating again each Saturday night at Philadelphia's Town Hall. It marks the first time since its start two years ago that the *Hayloft* show has used a top Western name as a regular member of the cast, altho Western names have been brought in regularly for one-night stands. And with Uncle Elmer Newman taking over the emcee chores, Jack Steck dropping out because of increased duties at the originating station, the regular cast now includes, in addition to Britt and Newman, the Sleepy Hollow Ranch Gang, Pancake Pete Newman, the Murray Sisters, Monte Rosci, Pee Wee Miller, Mil Spooner, Jack Day, Rusty Keefer, Pop Johnston, Lucky Johnston, the Harmonica Masters, Pat Patraw and Mickey Evans.

Fiddles and dancing shoes were dusted off Saturday (9) for the Old Fiddlers' Picnic, the 22d annual gathering, at Crystal Springs Park near Parkersburg, Pa. According to Mrs. Charles Davis, manager of the folk affair, a crowd of 3,000 heard 80 old-time fiddlers scrape away for *Turkey in the Straw*; Pop, Goes the Weasel and other fiddlers' tunes. Sonny Boy Refner, of Coatesville, Pa., served as emcee. Figure callers for the square dances were Ben Kelly and Warren Mercer. Norman Reynolds was in charge of the musical program and Samuel Mast, assistant manager, in charge of the dance floor. The association of old-time fiddlers was organized originally by George Hensel, founder of the Quarreyville (Pa.) Grounchog Lodge.

Jack Howard, head of Jack Howard Publications, Philadelphia publishers of cowboy and Western music, staged a wide-scale promotion for his music sheets and for his Cowboy label at Philadelphia's central-city Capitol Theater in connection with the double-feature showing of *Saddle Pals* and *Springtime in the Sierras*. Howard dressed up the theater lobby as a ranch, serving himself as the "foreman." A hitching post was erected on the curbing, and any movie patron arriving in cowboy regalia or on horseback was admitted free to see the Gene Autry-Roy Rogers westerns. The "ranch" included an eye-catching display of sheet music and records.

Jimmie Osborne, the Kentucky folk singer, recently moved from Lexington, Ky., to a new post with KWKH, Shreveport, La. Besides his radio work, he and his Kentuckians are doing many personals. . . . Smiley Wilson and Kitty Carson, currently at the Shorewood Club, Peoria, Ill., are doing a six-per-week sponsored show over WWXL, Peoria, with additional time being set up for the popular duo.

Elmer Wickham, Iowa school band director, has four tunes in the forthcoming folio of folk tunes authored by Sheriff Tom Owens, the Iowa and Nebraska folk music favorite. . . . Billy Collins and the Mid-South Ramblers, five-piece Western band, are heard daily over the Mid-South network, a group of Mississippi radio stations, and pipe their show from WMOX, Meridian, Miss. . . . Hank Fort, the Nashville songwriter, reports that Eddy Arnold will head south for a series of personals soon.

Uncle Ezra, longtime WLS *Barn Dance* favorite who went into retirement several years ago on his 300-acre farm in Hebron, Ill., will make a guest appearance at the Illinois State Fair, Springfield, next week. . . . Lulu Belle and Scotty are back at WLS after an extended vacation in the Carolinas. . . . The WLS Artist Bureau,

which handles personal appearances of the many folk entertainers heard over the station, reports that it will do a peak business this year, having booked more entertainers than ever before for the outdoor circuit.

Mutual Broadcasting System (MBS) is trying to work out a deal with Alan Lomax, folk chief for Decca, whereby he will emcee a forthcoming network disk show featuring Western and hillbilly platters. . . . Ralston Purina, which sponsors the *Checkerboard Jamboree*, starring Eddy Arnold, emcee Hal Horton, the Willis Brothers and the Oklahoma Wranglers, is heard five times weekly over 260 stations on MBS. . . . In a full-season Hooperating of the various name singers heard over all the networks, Roy Rogers placed 11th, while Gene Autry landed in the 18th slot and Burl Ives ranked 20th. . . . Earl and Bill Bolick, the Blue Sky Boys, who are also recording for Victor, are heard daily over WGST, Atlanta. . . . York Brothers have signed with Bullet Records and are doing their famed version of *Hamtramck Mama* for their new platter affiliation. Bullet has also inked the John Daniels Quartet heard over WBRC, Birmingham, and the Fairfield Four.

Jimmie Osborne, the Kentucky Folk Singer, recently transferred from Lexington to Station KWKH, Shreveport, La. It is reported that he is making a hit in that section of the country along with his Kentuckians.

### Pop Davis in Philly

Pop Davis, winner of the National Old-Time Fiddling Championship, who hails from San Antonio, Tex., was a Philadelphia visitor, with his wife, calling on all Western entertainers of the local radio stations. . . . The Sons of the Range have another new fan club, headed by Janie Paul, who gets out a monthly paper on the boys for the membership. . . . Howard Johnson is now emceeing the Western shows at Lakeview Park, York, Pa., while his brother, Lokie, performs similar duties at the Sleepy Hollow Ranch near Quakertown, Pa.

Before returning to Hollywood for picture assignments, Smiley Burnette, assisted by Harmonica Billy Russell, will take in a series of park and fair engagements in the East, booked exclusively by the Jolly Joyce Agency, Philadelphia. Joyce is scheduling Burnette from August 2 to 24 inclusive, his only available time before returning to the West Coast. Burnette starts his tour August 2 at the Huntingdon (Pa.) Fairgrounds; Radio Corral Park, State College, Pa.; 3; Valley View Park, Hallam, Pa.; 6; Narrows Park, near Cumberland, Md., 8, and starts a tour of the New England parks and ranches at the Lone Star Ranch, Reed's Ferry, N. H., August 10.

### Play Return Date

Eddy Arnold, the original Tennessee Plowboy, assisted by guitarist Roy Wiggins and comic Rod Brasfield, played a return date at Sleepy Hollow Ranch, Quakertown, Pa., July 20. Arnold was also featured with his two assistants at the Selingsgrove (Pa.) Fair July 22 and is already scheduled to return to the Sleepy Hollow Ranch September 14 for a fourth return engagement of the season.

### Plastic Selector Buttons

For 1939 ROCK-OLAS


Full Set 21 Buttons . . . . . \$8.95

Lots of 10 Sets or More . . . . . 7.95

**UNITED AMUSEMENT CO.**

310 S. Alamo C. 1431 San Antonio, Texas

**NEW CASTERS**  
**25c Ea.**  
 In Lots of 100  
**30c Ea. Less Than 100**



Standard Size  
 2" Hard Rubber Wheel  
 Steel Shank  
 Brass Retaining Ring  
 25% req. with order.

**JACK NELSON JR. & CO.**  
 2320 Milwaukee Ave. CHICAGO, ILL.

**RECORDS MOST-PLAYED ON THE AIR**  
 (Continued from page 26)

1	11.	I WONDER WHO'S KISSING HER NOW	Perry Como-Ted Weems	Decca 25078—BMI
8	7	12. PEG O' MY HEART	Art Lund (Johnny Thompson Ork)	MGM 10037—ASCAP
1	12.	12. WHEN YOU WERE SWEET SIXTEEN.	Perry Como (The Satisfiers) (Lloyd Shaffer Ork)	Victor 20-2259—ASCAP
5	13.	13. THAT'S MY DE-SIRE	Martha Tilton (Dean Elliott Ork)	Capitol 395—ASCAP
2	14.	14. I AIN'T MAD AT YOU	Count Basie (Taps Miller) (Ted Donnelly)	Victor 20-2314—ASCAP
1	15.	15. THE LADY FROM 29 PALMS	Freddy Martin (The Martin Men)	Victor 20-2347—ASCAP

**Coming Up**  
 THE LADY FROM 29 PALMS ..... Tony Pastor (Tony Pastor) ..... Columbia 37562—ASCAP

**SAVE YOUR RECORDS!**

Modernize your old phonographs with Block Crystal Conversion Kits. Reduce record wear 50%. Improve tone, save needles, reduce service calls. Complete instructions with each kit.



Kit No. 1—For SEEBURG Round Head Tone Arms.  
 Kit No. 2—For SEEBURG Flat Head Tone Arms.  
 Kit No. 3L—For WURLITZER Models 24 to 616A.  
 Kit No. 3S—For WURLITZER Models 700 to 1015.

**ANY KIT ABOVE, \$4.00 EACH**

LARGEST PARTS SUPPLIERS IN THE U. S. A.

**WE BUY USED PHONO RECORDS**



**MERVIS TRUCKING COMPANY**  
 7026 LEXINGTON AVENUE  
 CLEVELAND 3, OHIO

**Juke Ops, Disk Jocks Get Free Showing of Pic**

CLEVELAND, Aug. 9.—In recognition of the music operators' tie-in promotion with 20th Century-Fox's *I Wonder Who's Kissing Her Now*, which opened at the RKO Palace here last week, members of the Cleveland Phonograph Merchants' Association and disk jockeys from local radio stations were guests at a special screening.

For a week a new music machine was set up in the lobby of the Palace in co-operation with Max Mink, manager. The juke box played continuously records of the title tune, and announced the coming presentation of the film.

Records in the music machine were supplied by the six recording companies who participated in the promotion: Columbia, Capitol, Majestic, Signature, Victor and Rainbow.

**Furniture Company Is Distributor for New Juke-Bar Combo**

CHICAGO, Aug. 9.—Packard Manufacturing Corporation's combination juke box and bar is being distributed to furniture merchants by the Old Hickory Furniture Company here.

First displayed at the Coin Machine Industries (CMI) convention in February, the unit resembles the standard portable bar. It is six feet long, 40 inches high and has a speaker and grille mounted in its front center. Standard Packard phono mechanism is housed in a built-in cabinet within the bar frame.

Phonograph can be equipped to operate with or without coins. For coin operation, a standard wall box is fastened to the top center of the bar.

Unit is built especially for private homes, industrial plants and hotels. It is of solid oak with chestnut finish.

**MARBLE CO.**  
 1425 NO. BROAD ST.  
 PHILA. 22, PA.  
 PHONE STEVENSON 4-9375  
 GET IT FROM BLOCK — THEY HAVE IT IN STOCK

**IT'S MAGIC MUSIC**

Telephone Music Box for BOOTH or COUNTER



Write Now for Complete Story  
**MODERN MUSIC, INC.**  
 PLAZA STATION BOX 8714 KANSAS CITY 2, MO.

**NEW ENGLAND OPERATORS**  
 Do you know? We Maintain

**A ONE-STOP RECORD SERVICE**

For your convenience  
 VICTOR, DECCA, COLUMBIA, MAJESTIC, MERCURY, CAPITOL  
 SPECIAL PRICE TO OPERATORS

**REDD DISTRIBUTING COMPANY, Inc.**

Exclusive Wurlitzer Distributors  
 130 Lincoln St. Allston, Mass.  
 Phone STA 3320

**PHONOS WANTED**

WE WILL PAY CASH FOR

SEEBURG REX	\$ 50.00
CEM	75.00
HI-TONE	125.00
WURLITZER 800	150.00

Must be in good condition. No Junk Wanted.

**BYRON NOVELTY CO.**  
 2045 Irving Park Road, Chicago, Ill.

**N. Y. Music Op Ass'n To Hold 10th Annual Dinner-Dance Oct. 18**

NEW YORK, Aug. 9.—Automatic Music Operators' Association (AMOA) has set October 18 as the date for its 10th annual dinner and dance at the Waldorf-Astoria. Referred to as the "New Year's Eve of the juke box industry," the dinner will feature top names in the entertainment field, as well as a name band.

According to present indications, the turnout for the AMOA affair will be the largest in its history, with guests expected from thruout the United States, Canada and England.

Operators can obtain additional information from AMOA headquarters.

**Aireon presents The Blonde Bombshell**

**A Real Gold Digger**  
 Magnetic earning power!  
 Boyzee! Hold everything! Here she comes!

Orders filled in rotation.

**NOW BEING SHOWN AT: ADVANCE MUSIC COMPANY**  
 1606 GRAND AVENUE KANSAS CITY 8, MISSOURI

**OPERATORS SEE THE NEW PACKARD "MANHATTAN"**

before you buy that new Phonograph "The Greatest music machine ever built"

**ALL TYPE SLOTS AT LOWEST PRICES**

We can also supply you with  
 Newest 5-Ball Frog Play—Genco Advance Roll—Williams All-Star—Bank Ball—Score-a-Barrel.

**HAVE YOU TO TRADE...** Jennings Challenge? Keeney Bonus Super Bells? Bally Draw Bells?

Write, wire or phone either office!

**TWIN PORT SALES CO.**  
 230 Lake Ave. So. Duluth, Minn.  
 Melrose 2888  
 2029 Wash. Ave. So. Minneapolis, Minn.  
 MA. 8522

**Wolf Reiwitz, Denver Juke Op, Gets Radio Plug**

DENVER, Aug. 9.—Honors were bestowed upon Wolf Reiwitz, owner of Wolf Sales Company here, when he was the subject of *Toast of the Week*, local radio program.

Selection of Reiwitz for this tribute came as the result of donations of phono equipment begun several years ago.

Broadcast told how Reiwitz, realizing the happiness that music can bring to the lonely inmates of hospitals and institutions, worked out a budget whereby he donates \$8,000 worth of music equipment every year to religious and charitable organizations in Denver and vicinity.

**Tranquil Tone**



AMERICA'S Finest COIN RADIO

**\$39.95**

PRODUCT OF EICHEL ELECTRONIC CORP. EVANSVILLE 8, INDIANA



# ALBUM REVIEWS

## COWBOY HIT PARADE (Capitol AD 55)

Capitol corrals eight folksingers between these flaps in a ditto number of rural faves. Covers hold Merle Travis chanting last year's Honor Roll of Hits climber, *Sioux City Sue*; Jimmy Wakely, *Oklahoma Hills*; Tex Williams, *Miss Molly*; Cliffie Stone, *Roly Poly*; Tex Ritter, *Fort Worth Jail*; Jack Guthrie, Spade Cooley's *Shame on You*; Shug Fisher, *Ridin' Down to Santa Fe*, and Wesley Tuttle, *Old Shep*. Western instrumental groups accompany the vocalists. While these tunes have seen their spinning day, there is still sufficient spinning interest in them to make for a salable package. Of particular merit is Merle Travis' straightforward version of *Sioux City Sue*; Tex Ritter's lament about the *Fort Worth Jail*; Tex Williams's bright and bouncy *Miss Molly*, and Wesley Tuttle's soft-voiced interpretation of *Old Shep*. Full-color cover holds sketch of a juke box with song titles listed on the selector tabs.

## MODERN MOODS FOR DREAMING—Modern Thal's Three Tops (Modern M3)

Instrumental trio composed of accordion, bass and Hammond churn out six sides of pop faves in a restful but otherwise unimpressive manner. Book contains Frankie Carle's

*Sunrise Serenade*, Irving Berlin's *Russian Lullaby*, *Into Each Life Some Rain Must Fall*, *Green Eyes*, *Alice Blue Gown* and *Smoke Gets in Your Eyes*. Emphasis is fully on the melody line thruout. Easy to listen to, but evidencing little that's startling in the way of originality in arrangements, threesome fails to display anything more than can be heard from the average cocktail combo. Colorful cover features drawing of three spinning tops, each holding one of the instrumentalists.

## FAVORITE HAWAIIAN SONGS—George Kainapau (Bell A 110)

The familiar swish and sway of South Sea music is provided in full measure by George Archer and His Pagans as instrumental and vocal accompaniment for the falsetto voicings of George Kainapan. Waxed in Hawaii, sides carry with them an authentic island flavor. Selections include *Pohai Kealoha* (*Love Everlasting*), the balladist's original *E. Kuu Lei* (*My Wreath of Flowers*), *Kolopa* (*The Crowbar*), the Hawaiian *I've Been Working on the Railroad*, Charles E. King's romantic classic *Ke Kali Nei Au* (*Waiting for Thee*), *Mauna Kea* (a song dedication to Hawaii's highest mountain peak of that name), *Hilo Hanakahi*, *Hookipa*

*Paka* and the tune tribute to mothers, *E Mama E*. All are taken at a slow and easy pace in typical pineapple fashion. Hawaiian lyrics are used thruout. Orange-yellow-brown hued top flap carries pix of Kainapau and Archer plus pen sketches of hula girls.

## BUGS BUNNY—Stories for Children (Capitol CC 64)

Here's a moppet-wax package that's sure to hit the sales bull's-eye with a resounding smack. Label wisely picks on the animated cartoon characters (from Warner Bros.' "Looney Tunes" series) Bugs Bunny, Porky Pig, Daffy Duck and Elmer Fudd, which have already been pre-sold to kids and adults via movies. Written by Warner Bros.' scripters Warren Foster and Ted Pierce and with the screen's original cast (which includes Mel Blanc and Arthur Q. Bryan), album comes up a natural for the kidisk mart. Tops is the Bugs Bunny sequence which has been so faithfully produced on wax (credit to Cap's Alan Livingston) that one can easily see the animated film in his mind's eye. Billy May's ork provides the kid music here (*Bugs Bunny Meets Elmer Fudd*) as well as for the other tales, *Daffy Duck Flies South* and *Porky Pig in Africa*. All are designed to win a kid's heart while at the same time are clever enough to pull yocks from the elders. A particularly cute grooving is the *Busy Ants* routing out of *Porky Pig in Africa*, portrayed by the Dinning Sisters. Gals sing *I've Been Working on the Railroad* and by speeding up the spinning are made to resemble a group of tiny tots. Dealers can well expect this album to be one of the top Christmas sellers, with the cartoon cover showing the animated characters serving as a sale-puller.

## Music Sales Plans H'dquarters Change

NEW ORLEANS, Aug. 9.—Music Sales here will move into new quarters in a few months, according to Ed Robertson, firm manager. Firm, which distributes thru Louisiana, Arkansas and Southwestern Tennessee, will take over quarters at 704 Baronne Street, when FAB Distributing Company, now at that address, vacates in September.

Robertson said the new location will be renovated, with a record sales department on the second floor and distribution handled on the first. He also announced that Charles Marshall, former resident salesman for the firm in Jackson, Miss., has hired a warehouse across the way from their present location due to need of additional space for current shipments.

## Charter for N. C. Juke Firm

ASHEVILLE, N. C., Aug. 9.—Recent charter of incorporation has been issued to the Phone-O-Matic Corporation here to deal in automatic music machines. Initial stock has been subscribed by John J. Geel, Asheville, and O. L. Crabtree and W. H. Richardson, Raleigh.

## Hobby Shows Slated for N. Y., Chi in November

NEW YORK, Aug. 9.—The International Hobby, Crafts and Science Show will be held this year in the International Amphitheater, Chicago, November 1-3, and the National Hobby, Crafts and Science Show will be in Madison Square Garden here November 23-30, Campbell-Fairbanks Expositions, Inc., managers of the events, announced this week.

Exhibits will feature craftsmen's tools and supplies of all kinds. The science group will include inventions and new industrial applications of research, which in the past have included several in the coin machine field.

## Charles Margiotti, Phono Firm Exec, Ex - State Official

PITTSBURGH, Aug. 9.—Charles Joseph Margiotti, chairman of the board of the Filben Corporation which manufactures the Filben music line, has one of the most unusual backgrounds of any man in the coin machine industry. As an attorney, and later Attorney General of Pennsylvania under the Earle administration, Margiotti gained nationwide recognition for his social, legislative and labor programs.

Margiotti, who attended the showing of Filben equipment held here last week, is a native of Pennsylvania, attended Indiana State Teachers College and the University of Pennsylvania. He holds an honorary Doctor of Letters from St. Francis College, Loretto, Pa., where he is likewise chairman of the board of governors.

### Accomplished Lawyer

As a lawyer, Margiotti has represented organized labor (United Mine Workers of America, the Railroad Brotherhoods) as well as many corporations. At present, he is district counsel for the Baltimore & Ohio Railroad for Western Pennsylvania and is president of the Denise Coal Company in Pittsburgh.

When he was appointed attorney general in January, 1935, a post he held until April, 1938, Margiotti was the youngest man ever to hold the office. In this State office, he attracted national attention as one of the first attorney generals to cut red tape by invoking the original jurisdiction of the State Supreme Court in determining important constitutional matters.

Later, Margiotti served as chairman of the Joint Legislative Commission on Interstate Co-Operation and of the Commission on Uniform State Laws. On June 1, 1937, and January 7, 1938, Margiotti was recommended by the Hon. Joseph F. Guffey to President Roosevelt for appointment to the U. S. Supreme Court.

His affiliations embrace 25 professional, religious and social organizations including the American Academy of Political and Social Science.

## Philadelphia Dinner-Ball Scheduled for Candy Men

PHILADELPHIA, Aug. 9.—Several New York and Chicago leaders in the wholesale candy field, as well as an official from the National Candy Wholesalers' Association from Washington, are expected to be among the more than 800 persons to attend the annual dinner and dance of the Wholesale Confectioners' Association of Metropolitan Philadelphia November 1 in the Benjamin Franklin Hotel here.

Fred S. Davis, executive-secretary of the organization, is in charge.

Congratulations from the maker  
of the  
**CABINET**  
in . . .

Aireon's  
**Blonde  
Bombshell**

**J. C. WILLIAMS, INC.**

506 12th Avenue

NORTH KANSAS CITY, MISSOURI

Now it can be told the story of the beautiful blonde cabinet we have been building for AIREON'S BLONDE BOMBSHELL. Congratulations on its exotic beauty. In all our experience making cabinets and store fixtures we have never had a job we enjoyed more.

## SPECIAL!!!

30 Unit A. M. 1. Telephone Hostess, fully reconditioned with new felt turntables. 5 New turntable motors, all racks, records, amplifiers, like new cabinets, refinished. Can be financed to reliable operator. Price \$6,500.00.

For reference, call or write Redd Distributing Company, 130 Lincoln St., Allston, Mass., or Superior Music Company, 498 Albany Ave., Hartford, Conn.

**J. D. AUTOMATIC HOSTESS**

104 Asylum St.

Phone 2-4952

Hartford, Conn.

## JUKE BOX BARGAINS

MILLS THRONE OF MUSIC . . .	\$ 99.50
WURLITZER 1942 VICTORY 24 . . .	99.50
SEEBURG REGAL, ESRC . . . . .	175.00
SEEBURG ENVOY, ESRC . . . . .	269.50
SEEBURG K-20 . . . . .	129.50
WURLITZER 51 or 61 . . . . .	99.50
WURLITZER 24 . . . . .	129.50
ROCK-OLA MODEL 1422 . . . . .	295.00
AMI HI-BOY, 40 Selections . . . . .	Write
WURL. 300, Adaptor Assembly . . . . .	32.50
SEEBURG WIRELESS WALL-O-MATICS, WS2Z . . . . .	27.50
ROCK-OLA DRIVE MOTORS . . . . .	22.50

One-third deposit, balance C. O. D.

WRITE OR WIRE TODAY

**Purveyor Distributing  
Company**

4324 N. Western Ave., Chicago 18, Ill.

**Chicago:**

Automatic Coin Machines & Supplies reports that among those visitors who braved the record heat and traveled were Des Fortner, Pontiac, Ill.; George Ohlendorf, Freeport, Ill., and coinmen Provence and Dew who came in together from Anderson, Ind. Automatic Coin's Irving Ovitz and Oscar Schultz say that despite present summer weather and over-all business conditions, activity is on the increase and they look for a steady improvement in the future.

Mills Industries, Inc., has a new district sales manager for its phonograph division in Bert Molohan. He will handle the North Central district. Bert was formerly with Soundies Film as operating manager. Appointment took place and effect last week. Another change involves Joseph M. Stella, who for 12 years was Mills' service engineer; he has been appointed assistant sales manager of the phonograph division, appointment taking effect September 3. Charlie Schlicht, of Mills, reports that production of the Constellation is soaring. J. Terry Kinzie, district sales manager for the South Central portion of the U. S., announces that Constellation sales by trailer plant have been increasing.

Dave Gottlieb & Company is announcing its new game this week. It is called Margorie; is it a coincidence that Dave's daughter is also named Margorie? Anyway, Nate says both the girl and the game are winners. Penny Reynolds, Gottlieb's switchboard plugger-inner, celebrated a birthday August 5. . . . Grant Shay, Bell-O-Matic Corporation, named among his firm's callers this week Fred Davis, Newcastle, Ind.; Bill Cohen, Silent Sales, Minneapolis, and old-time coinman Brown, of Evansville, Ind.

Visiting Atlas Novelty Company the past week were Jesse Trump, Rantoul, Ill.; Tony Bella, Rockford, Ill., and Vic Perry, Iowa. Harold Schwartz and Irv Klieman are due back this week from their respective vacations. Joe Kline says that everyone at Atlas is expecting Eddie Ginsburg back at the office soon. Eddie has been hospitalized for about 12 weeks now, but is getting along okay.  
(See CHICAGO on page 163)

**Indianapolis:**

Kyle G. Herder, manager of Brandt Distributing Company, distributors for Wurlitzer phonographs, has resigned his position. He has decided to take an extended vacation and will enter the electrical business on his return. R. E. Wagner succeeds him as manager of the branch. . . . Paul Schaaf and J. Weeks have been added to the sales organization at the Brandt Company. Schaaf will cover the Northern section of the State and Weeks will cover the Southern section.

Frank Banister, of Banister & Banister Distributing Company, spent several days in Chicago, buying new equipment and visiting pinball manufacturers. . . . Peter Stone, of the Indiana Automatic Sales Company, who distribute the Rock-Ola phonograph, has returned from an extended sales trip, visiting operators in Southern Indiana and the Ohio River towns.

Floyd Meeker and wife, of the Meeker Music Company, are one of the young couples often seen at the Indianapolis Country Club golfing and dancing. . . . Sam Weinberger, of the Southern Automatic Music Company, Seeburg Distributors, spent several days in Chicago on business.

**Detroit:**

Charles Strawn, resigning as RCA Victor Distributing vice-president, was guest of honor at a party given by his ex-associates in business.

**COINMEN YOU KNOW**

**Twin Cities:**

Coin machine distributors report an accelerated business in recent weeks on juke boxes and accessories. Five-ball machines, which showed an unusually good spurt only a few weeks ago have slowed up while operators are awaiting outcome of the Minnesota Supreme Court case, to be heard next fall, which probably will decide the future of pinball games in the State for all time to come.

Bill Feoste, of Chicago, service engineer for the Seeburg Company is in the territory headquartering out of Hy-G Music Company, Minneapolis. Seeburg distributors. Feoste is traveling thru the Minnesota-Dakota market served by Hy-G and conferring with operators and helping out with their engineering problems.

Several hundred coinmen were on hand Sunday (3) for the showing of Filben's hide-away unit at the newly opened headquarters of Northwest Filben, Inc., 1412 Hennepin Avenue, Minneapolis. Hank Sabes and Sydney Goffstein, firm heads, were on hand to greet guests. . . . Recent shoppers in the Twin City market area were Benjamin C. Jahnke, Hutchinson, Minn., and Frank Mager, Park Rapids, Minn. . . . Sam Karter, Minneapolis operator, is adding five-balls to his route.

**Milwaukee:**

Milwaukee Phonograph Operators' Association recently elected new officers, Ed Brede reports. They are: Doug Opitz, president; Len Casper, vice-president, and Harry Cissler, secretary-treasurer. . . . On July 28, coinmen from the La Crosse area got a look at the new Packard phonograph when it was displayed by C. S. Pierce, Brodhead, at the Stoddard Hotel in La Crosse.

At the Plankinton Arcade, Morry Zenoff's top mechanic, Harry Matsunaka, found the call of home too strong to fight off. He's driving back to Colorado to make his permanent residence there. George Heint hit the press again in an article in the August issue of *Decorative Accessories*, for he handles novelties and accessories in his arcade.

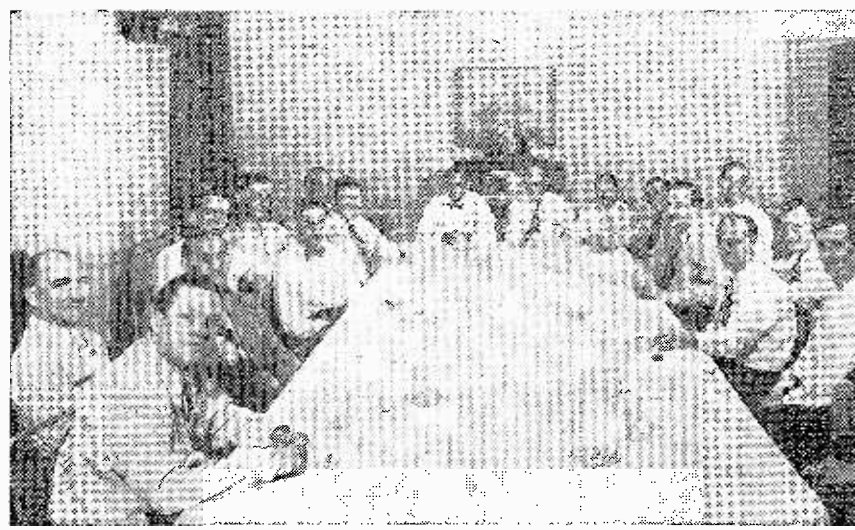
Visitors at Packard Distributing Company's showrooms recently included Tony and Antoinette Zore, Kenosha; G. R. and Mrs. Allaben Jr., Chicago; George Poull and Ollie Mark, West Bend; John F. O'Brien,  
(See MILWAUKEE on page 162)

**Los Angeles:**

William Rose, distributor for Northwestern machines in the Hawaiian Islands thru his Island Sales Service, reports that 200 ball gum machines have arrived and have been delivered to Frank Moquin and Earl Rohde. They plan to put them on location in and about Hilo on the island of Hawaii. Moquin and Rohde also operate pistaschio machines in and around Honolulu. . . . Jack Leonard, parts department manager at Badger Sales, is enjoying a two-week vacation, partly in Catalina Island and the other part with friends in and around Los Angeles. . . . Ken Brown, well-known coinman and actively interested in Coinmatic Distributors, got a dunking in Catalina Bay recently when his plane went down. No one was injured in the crash and the Coast Guard was on the job in record time.

Lucille and Paul Laymon returned last week from San Francisco where they went to attend the open house held by Jack R. Moore Company. Charles Daniels, who recently arrived in Los Angeles from Indiana, has joined the sales force at the Laymon establishment. Ed Wilkes, Laymon sales manager, to Yosemite with Mrs. Wilkes and the two children for a week's vacation. . . . F. P. Porter, of San Luis Obispo, in the city on a buying trip and making the rounds on West Pico. . . . From Arizona this week was Stanley Tracy, of Kingman, replenishing his supplies of coin-operated equipment.

Leonard Baskfield, of the E. T. Mape Distributing Company, San Francisco, in Los Angeles to confer with Ray Powers, manager of the local branch, on the open house, announcing something new in coin-operated machines. Open house date depends upon the arrival of equipment and Powers and Baskfield are planning to do the thing up brown. . . . Mrs. Fred Gaunt, he of the General Music Company, is on the sick list. . . . Irving Rich, of Consolidated Novelty Company, is spending his week-ends at Del Mar and Caliente. . . . Bill Leuenhagen is battling the hot weather with the installation of an 18-inch exhaust fan that keeps his headquarters cool as a mountain cabin. . . . Kathleen Bird is the new secretary at the Charles A. Robinson Company. . . . Charlie Robinson, who spends half his time on the road, is in Los Angeles for the first time in  
(See LOS ANGELES on page 162)



BANQUET TABLE brings these members of the coin machine business together following one day sales meet of Frankel Distributing Company and factory representatives in Paxton Hotel, Omaha. Left to right: Charles Page, Mike Oakley, Jack Warren, Bob Robertson, Bob Wiley, Jack Keeney Jr., Phil Leman; Phil Weinberg, Bally Manufacturing Company; William Krieg, president of Packard Manufacturing Company; Bob Bleekman, Packard; Larry Frankel, head of Frankel Distributing; Ken Willis, Lowell Fouts, Barney Luckman, Daniel Mack, Harold Harter and Jack Wiley.

**New York:**

A number of New Jersey music machine ops, especially those in Morris County, have been contacting Music Guild of America (MGA) headquarters regarding phonograph personal tax bills which have been pouring in the past few weeks. Sol Kesselman, MGA's counsel, who is trying to straighten the matter out with the tax board, warns that all appeals must be filed by August 15.

A growing foreign interest in hot dog venders has been noted recently. Most of the export interest is in the Philippines, where firms have been cabling their local reps for info as to how soon they can obtain the machines. . . . Kuno Hamann, of Alkuno Company, reports the firm's new hot nut and bulk candy venders are catching on fast with the trade.

Tony Di Renzo, general sales manager of Manhattan Phono Company, is looking around for a record company interested in taking space in the firm's showrooms on 10th Avenue. . . . Charlie Stange and Johnny Sharenow have opened a distributing firm in Newark, N. J., for a new cigar vending machine. Both men are veteran cigarette vending machine operators in the area.

Among the passengers sailing on the S.S. Saturnia for Europe last week was Mario Caruso, president of the C-Eight Laboratories, Newark, who is headed for Naples, Italy. Caruso expects to reorganize his Naples plant for the production of the Electro, a cigarette vending machine. He plans to use American materials and production methods.  
(See NEW YORK on page 165)

**Kansas City:**

Soft drink venders are not the only coin machines benefiting by the hot weather. According to Park T. Davis, manager of Dimechine Company, big coin washer operation here, the summer boom is really keeping him and his routemen hopping. . . . Davis's firm has opened its display room for washers, ironers and other electrical appliances. . . . Mr. and Mrs. Warren Troxell, of Arkansas City, Kan., Davis's daughter and son-in-law, have been up visiting him and his wife.

Gerald Page, partner of Noel Fields in the Independence Amusement Company, and his wife are taking advantage of the summer lull to visit friends and relatives in Arkansas. . . . Fields, on his vacation up North, clipped off the end of a finger while starting an outboard motor on a fishing trip. But he reports that altho the bone was cut the tip is growing back. . . . Which should be good news for Jerry Adams, sales manager of Consolidated Distributing Company, who had the tip of his left-hand index finger clipped off when a bullet for a German Luger he brought back as a war souvenir exploded while he was loading the  
(See KANSAS CITY on page 163)

**Cincinnati:**

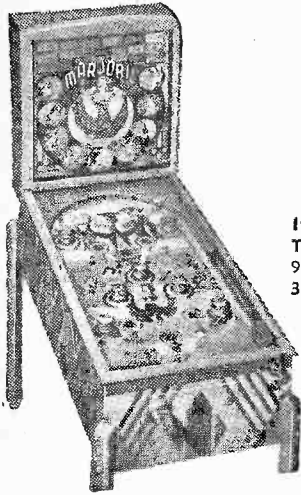
Charles Kanter, secretary and treasurer of the Automatic Phonograph Owners' Association, who operates the Ace Sales Company is confined in the Jewish Hospital. He suffered a heart attack last August 1 and was in an oxygen tent for several days. It is expected he will remain in the hospital for another week. Meanwhile, Mrs. Sara Kanter is managing Ace Sales and doing a very commendable job.

Joe Schaffer, with his wife and their five children, have returned from a vacation at Mansfield, O. . . . Harry Hester, association v.-p. and head of B & H Vending Company, is vacationing in Michigan with his family. He and his son, Roger, expect to do a good deal of fishing.

APOA will hold its regular monthly meeting on Tuesday evening (12), at the Hotel Gibson at 9 p.m. The special committee appointed to discuss the proposed ordinance will meet Tuesday afternoon, August 19, in the association offices at 2 p.m.



Look To The GENERAL For LEADERSHIP



"After All Is Said and Done . . . There Is Really Only ONE" . . . and It's

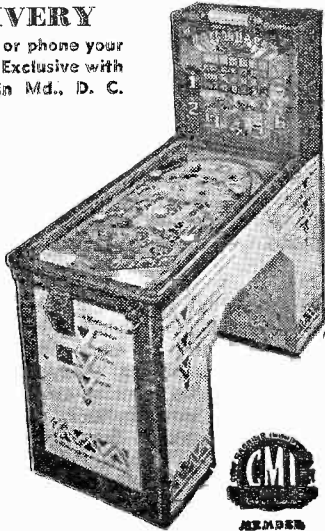
**MARJORIE**

Gottlieb's New 5-Ball

It's new . . . it's a thriller . . . and it's here now! The game with the super high-score . . . up to 900,000! 2-Way mystery kick-out pockets . . . 3-play sequence.

**IMMEDIATE DELIVERY**

Write, wire or phone your order now! Exclusive with GENERAL in Md., D. C. and Va.



**Gottlieb's DAILY RACES**

The 1-ball wonder game that has been hanging up new records everywhere. Easier, faster play. A touch of the push-button shuffles the board automatically.

**Gottlieb's Super Deluxe GRIP SCALE**

The 3-way strength tester with universal appeal. Always a sure-fire bet on every location!

TERMS: 1/3 WITH ORDER, BALANCE C. O. D.

Established 1925

Growing Steadily Ever Since

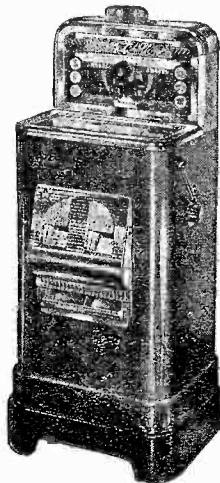


**GENERAL** *Vending Sales Corp.*  
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD

GET READY FOR FALL WITH THE SENSATIONAL **JENNINGS CHALLENGER** TWIN PLAY

Gets **DOUBLE** the play of a single machine — yet needs little more floor space . . . only 23" x 17"

ORDER YOURS TODAY



**O. D. JENNINGS AND CO., CHICAGO 24**

**DUE TO A DELAY IN THE MAILS**

THE FOLLOWING ADVERTISEMENTS DID NOT APPEAR IN THE AUGUST 9TH ISSUE OF THE BILLBOARD:

- ABCO NOVELTY CO.
- BYRON NOVELTY
- J. H. KEENEY CO.
- PURVEYORS DISTRIBUTING CO.
- WORLD WIDE DISTRIBUTORS
- MERCURY RECORDS

**COINMEN YOU KNOW**

**Los Angeles:**

(Continued from page 161) weeks. . . Mrs. Rudy Pratt is filling in as secretary at General Music Company.

Aubrey Stemler, of Aubrey Stemler Distributors, sales agents for Kayem Products Company, Inc., manufacturers of the Vit-o-Min, Dental Kit and gum machine, announced the appointment of Frank Doyle, of Vendors Distributors, Miami, to sell Kayem products in Florida, Alabama, Georgia and part of South Carolina. Jones Distributing Company has the selling rights in Salt Lake City and Denver. Stemler called on Jones Distributing Company during his recent trip. . . Coin Machine Acceptance Corporation is opening a new office at 3507 West Sixth Street. Robert Morse is in charge. . . Bill Wolf, of M. S. Wolf Distributing Company, back in town following a trip thru the San Joaquin Valley.

Jack Rugg, recent addition to the Mills Sales Company sales force, was seriously injured recently in an automobile accident. While crossing the Sierra Nevada mountains from Auburn, Calif., to Reno, Nev., Rugg's car tumbled down a 50-foot embankment. He is now being treated at the Reno Veterans' Hospital for a broken collarbone and possible internal injuries. . . Warren H. Taylor, general sales manager, reports that his "most charming and efficient secretary," Miss Kay Lulick, has returned from her vacation at Niagara Falls. Yep, it's still "Miss." Al Rupp has joined the Portland, Ore., office of Mills Sales.

**Milwaukee:**

(Continued from page 161)

Ben and Mrs. Zukrow, Charlie and Mrs. Opitz, Charlie Jr. and Nancy, Opitz, Ed, Marie and Harlen Brede, Charles Hoppe, Manitowoc; Ed and Mrs. Ratajack, of CMAC, Chicago; Howard Pretzel, CMAC, Chicago, and newlyweds Mr. and Mrs. E. De Rusko, Fond du Lac.

Harry Jacobs Sr., is reportedly going to California for a six-week business and pleasure trip. The Jacobs, father and son, have added Al Rogahn to their United Coin staff. . . Francis Saunders, Pierce Distributing Company, Brodhead, is being congratulated on the birth of a son, Dennis.

Incidentally, Veda Hurley, Tony Hurley's wife (Tony is a serviceman on the Packard Distributing Company staff here) is the firm's new secretary, replacing Lorraine Lamboy. Their son, George, is gaining a city-wide reputation for his chess playing, while another son, John, studying medicine at Madison, was recently awarded a letter for scholastic achievement.

Sam London, S. L. London Music Company, Inc., Milwaukee, says that the showing of Click, new Keeney release, spurred the interest of local operators. . . George Gessert and his wife, Mary Elizabeth, are looking forward to the arrival of their second child. Event is expected within the next few weeks.

**WANT TO BUY**

Late, used Five Ball Marble Tables, also Exhibit, Skill Draw, Counter Games. State quantity and price first letter.

**H. M. PARKER**

7 West Haskell Tulsa, Oklahoma

**FIVE (5) EVANS DOMINOS**

5¢ Play, J.P., in excellent condition. Late 1943 Model. Price, \$1,000.00 for entire lot.

BOX 685, Kinston, N. C.

**WE ARE NOW DELIVERING . . .**

GENCO HONEY UNITED MEXICO CHICAGO COIN PLAY BOY

Send for our list of post-war used Pin Games ready for location (good as new)

Complete line of Consoles (new and used), One Ball and Roll Down Games. New Pin Game cartons two-piece with fillers.

Write, wire or phone for our latest list of Games and Parts.

**FRED MUELLER IS STILL ON HAND TO DISCUSS YOUR GAME PROBLEMS**

**O. K. MACHINES, INC.**

509 Kearney Ave., Cliffside Park, N. J. Phone: Cliffside 6-2893

**MYCO AUTOMATIC SALES CO**

NOW AVAILABLE — GENUINE "BANG-A-DEER" \$249.50 GUN MACHINES

- A REAL GUN THAT SHOOT REAL BULLETS
- Terrific for Arcades or Routes.
  - Machine vends 4 shots for 10¢.
  - Every Machine in A-1 condition.
  - Complete with .22 Rifle.
  - Moving Target, registers score.
  - .22 C-B Ammunition available.
  - Size, 6 1/2 ft. long, 6 ft. high by 30 in. wide.
  - TERMS: 1/3 deposit.

347 S. HIGH ST. COLUMBUS, O. MA 1600

**SELLING OUT! 34 BRAND NEW JENNINGS SLOT MACHINES**

Still in crates, at distributor's cost, plus freight. First come, first served.

BOX D-86 c/o Billboard, Cincinnati 22, O.

**TIMERS FOR SALE**

Overstocked on International Register Timers. 1 or 2 hour coin mechanism, light cord. Ready to mount on any Electrical Appliance such as Radio, Washing Machine, etc.

While they last! \$350.00 Per Hundred

**K. MUMM** 2820 West Pico Blvd. Los Angeles, California

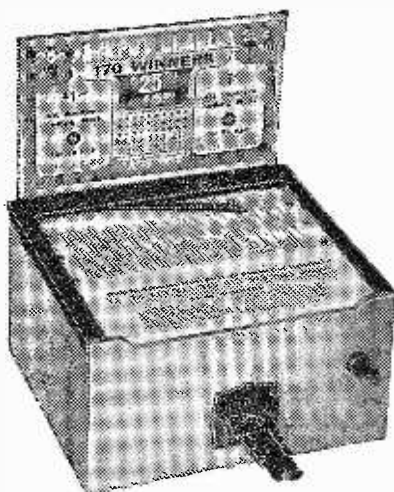
**COUNTER GAMES** All A-1 Reconditioned

- MILLS VEST POCKET CHROME . . . \$49.50
- MILLS VEST POCKET BLUE AND GOLD . . . 39.50
- MILLS VEST POCKET GREEN . . . 29.50

1/3 Deposit, Balance C. O. D. WE BUY, SELL AND EXCHANGE

3147 Locust St. St. Louis 3, Mo. CALL NOVELTY CO. Phone: Jefferson 1644

## OUR THIRD GREAT SEASON



### COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds  
Write for particulars

**R. C. WALTERS MFG. CO.**  
4201 NORFOLK ST. LOUIS 10, MO.

## MANUFACTURER'S TRADE-IN OFFER

### Obtain a NEW Model B2H ACE COIN COUNTER

Your old machine plus \$25.00 will bring immediate delivery on the NEW IMPROVED, LARGER

### ACE COIN COUNTER

This Offer Good for 60 Days  
Send in your old model Ace Coin Counter prepaid and we will send a new model C. O. D.

**ACE COIN COUNTING MACHINE CO.**  
3715 N. Southport CHICAGO

## The (1100) ABT Challenger

1948 plastic front model, new as tomorrow!

\$65.00

Delivered

### SPECIAL!

ABT Challenger, reconditioned factory perfect, \$35.00 delivered. Everyone likes to shoot and the "Challenger" is a sure-shot for you.

**T. O. THOMAS CO.**  
1572 Jefferson, Paducah, Ky., Dept. B.

## FOR SALE

### ONE EXCELLENT LONG ESTABLISHED MUSIC AND PIN BALL ROUTE

In Southwest. Very healthful climate. 120 locations. Must have 1/2 down to handle.

Address BOX D-81  
c/o The Billboard, Cincinnati 22, O.

## Chicago:

(Continued from page 161)

O. D. Jennings' Bill Lipscomb and John Neise are out on extended business tours. Both left Chicago August 6; Bill to the Western region and John covering the Midwest. Trips will require about three weeks. Ray Bacon reports that his car, recently smashed in an accident involving a Lake Street "L" pillar, is again in shape to roll. C. C. Pickert, Jennings' service manager in Idaho, is now in the city on a two-week vacation. His stamping grounds in Idaho center around Boise.

Prexy Murray Rosenthal, Coinex Corporation, is taking care of office routine while Secretary Ida Brotman is off on a two-week trip to Canada. Visitors at Coinex last week included C. J. McDaniel, San Antonio, and R. V. Jones, La Fayette, Ind. . . . Bernard Schutz, over at Coin Amusement Games, says brother Charles is "sweatin' it out" on two counts—the hot weather and the forthcoming blessed event due in about a month.

Ted Kruse, Amusematic Corporation, is riding the bounding waves these tropical days in his boat, the T & T. When things get too warm on land it's a good reason to go nautical, Ted says. . . . Automatic Distributing Company's Mike Spagnola says callers the past week included Otto Flamm, Sterling, Ill., and Barney Sugarman, New York.

Paul Glaser, Empire Coin Machine Exchange, had a piece of his jawbone removed last week. Paul says he's feeling fine in spite of the operation. He's currently on a two-week trip thru the East with his wife. Combining business with pleasure, the Glasers will visit New York, Philadelphia and Boston, among other cities. Ralph Sheffield returned from his Ohio journey last week and is back at his desk. Visitors at the Empire address last week were Woolf Solomon and his son, Jay, from Central Ohio Coin Machine, Columbus, O.; Leon C. Groves, Mutual Music Company, Cassopolis, Mich.; Jack Mitnick, New York, and coinman Magel, of Magel & Baker Company, Jackson, Mich.

Clayton Nemeroff, of Monarch Coin Machine Company, is back from the Wisconsin jaunt he took last week. Says the air-conditioned Monarch offices are a better spot than any he found on his trip for real cool comfort on hot days. Tom Henely, Clearing, Ill., and "Doc" Howington, Freeport, Ill., were visitors.

Leonard Sheehan, district sales manager at Telequiz Sales, reports a very successful birthday party in honor of his two-year-old daughter, Jane Louise, last Saturday (2). His secretary, Mrs. Lorraine Carne, is planning a two-week vacation starting the week of the 24th. She will venture into the north woods with the able protection of her football player husband.

Mid-State Company's Bruno Kosek reports enviously that his partner, Phil Rubey, leaves Monday (11) on a three-week vacation to Michigan's northland. Rubey has loaded up on fishing equipment but plans on working in a little business in his vacation area along with the fishing. Mrs. Rubey will go along, too, Kosek says.

Heat, which hovered around the 100 mark this week, kept visitors away from several plants and offices. At the Buckley Manufacturing Company, the girls were given time off to escape the weather and even the switchboard was man-ually operated.

Remodeling program is under way at Illinois Simplex Distributing Company's Loop office. Several changes, including a new paint job, should be completed in another week Gordon Sutton reports.

Lynn Durant, president of United Manufacturing Company, is on the West Coast, expected back in Chicago about the 15th. C. B. (Billy) DeSelma

reports a super-duper shop picnic scheduled for August 17 for United's 300 employees and their families.

Visitors at Coin Machine Service are getting a treat in the form of television broadcasts of local sports events. Alice Lemko reports that two video sets operating daily are being put to good use. Harold Pincus is on a two-week vacation.

Martin Freedman, president of Corco, Inc., is planning a California business trip as soon as Seymour Logan returns from a trip to Minneapolis. Plans are now being made at Corco for new model coin radios.

S. L. Newton, chief engineer at the Vendall Company, recently returned from a three-week trip to Mexico. Burt Riel, Vendall sales manager, spent last week-end as guest of Dick Martell, president of the Yule Truck Lines in Bailey's Harbor, Wis., at his summer cottage. Golf was the main attraction, Riel reports. Riel got in another golf game at Tam-o-Shanter with Vendall Prexy A. Garrick Alex and D. A. Estey, Portland, Ore., operator and his son, Dick, who came to Illinois to take part in a golf meet at Peoria earlier in the week.

Bob Tyrrell, of Rock-Ola, reported that Warren Deaton, Ohio Rock-Ola distrib, was a plant visitor last week.

Nate Feinstein has scheduled a short rest as of August 24 when he and his family will leave the city for cooler climes.

Art Nyberg, Bally distributor in Baltimore, debuted his race horse, Tilt, August 5 at Suffolk Downs. She finished third in her first competition at the track. Nyberg's filly was named by Jim Mangan, CMI p.-r. director.

## Kansas City:

(Continued from page 161)

gun. The nail of Adams' right-hand index finger also was torn by the missile.

Frank Stone, former serviceman with Consolidated, is reported seriously ill at Wadsworth, Kan., Veterans' Hospital with a heart ailment which grew out of malaria he contracted while serving in the South Pacific. Friends say he is not expected to live. . . . Bill Roberts, Aireon district manager, also is in sick bay. He is at St. Mary Hospital with appendicitis.

G. W. Francis, vice-president of Automatic Canteen, of Kansas City, was in Topeka last week on business. . . . Routemen and other staffers at Cigarette Service have just about finished the vacation schedule. Just back are John Conley, Andy Russell and Joe Moran. Joe Gottesburen and Max Carniff are planning their trips for this month. R. I. McBee, manager, and his assistant, Maurice Rothenberg, expect to go the end of the month.

Lillian Stonestreet, bookkeeper at Cigarette Service, came back from vacation married. Bridegroom is Don Quinn, former G.I., now an engineering student at the University of Kansas in Lawrence. The couple used the vacation time to set up house-keeping and they are postponing the honeymoon trip until just before school resumes when they plan to go to Lake Lucerne at Eureka Springs, Ark. True to the tradition of newly-weds, Mrs. Quinn reports that she burned up the first meal after the ceremony because she wasn't used to the fancy new electric stove. Incidentally, the Quinns managed to find a house in Kansas City, Kan., and he plans to commute to Lawrence daily.

Bob Wormington, brother of George Wormington, owner of Melody Lane Music Company, also is a new bridegroom. He married Miss Louise Bennett, of Kansas City, and the couple left last week for Washington, D. C., where he will attend George Washington University's School of Foreign Affairs. . . . Mrs. George Wormington, who has been ill for several weeks, (See KANSAS CITY on page 164)

# Don't Say Radio... Say... TRADIO

TRADIO TRADIO TRADIO TRADIO TRADIO TRADIO TRADIO TRADIO TRADIO TRADIO

There's A TRADIO Distributor IN YOUR AREA

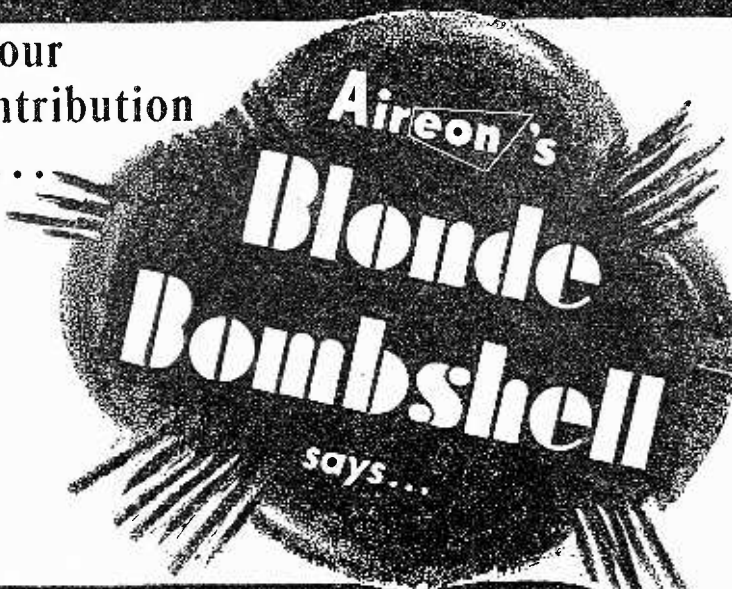
**TRADIO, Inc.**  
ASBURY PARK  
NEW JERSEY  
Phone  
Asbury Park 2-7447-8-9

**ATTENTION, REPUTABLE DISTRIBUTORS**  
Now that we're operating at peak production, Tradio franchises are available in the following territories: Colorado, Idaho, Nevada, North Dakota, South Dakota, Utah, Wyoming.



# FINE WORKMANSHIP

is our contribution to...



GENERAL MARINE CO., ST. JOSEPH, MO.

## SPEED LINER BOATS

"Into the parts we supply for the BLONDE BOMBSHELL goes the same skilled workmanship we put into our finest SPEED LINER boats. Congratulations on your beautiful, sales-winning product."

### BUY FROM HUB FOR LOW PRICES LARGEST WHOLESALERS OF USED PHONOGRAPHS

WURLITZER		WALL BOXES	
Wurlitzer 616, Plain	\$ 65.00	Buckley Plain or Chrome	\$ 3.95
Wurlitzer 616, Lite-Up Top and Bottom	85.00	Buckley Lite-Up, Brown	7.50
Wurlitzer 24	119.50	Buckley Lite-Up, Chrome	11.50
Wurlitzer 600, Rotary	165.00	Seeburg 24 Sel. Wall-o-Matic, Remote	19.50
Wurlitzer 600, Keyboard	185.00	Seeburg 20 Sel. Wall-o-Matic, Remote	22.50
Wurlitzer 24, Cellar Job	95.00	Seeburg Bar-o-Matic, 5-10-25	39.50
Wurlitzer Twin 12, Cellar Job	79.50	Seeburg 20 Sel. Wall-o-Matic, R. C., 5-10-25	47.50
Wurlitzer 42/24 Victory	109.50	Wurlitzer #120 Boxes, 5	12.50
Wurlitzer Model 50, Small	65.00	Rock-Ola Dial-a-Tune Box	7.50
Wurlitzer 500K	159.50	Packard Boxes, Like Now (Used)	22.50
Wurlitzer 700	295.00	Wurlitzer #320 Sweet Music Box	10.00
Wurlitzer 750, E & M	295.00	Wurlitzer #125 5-10-25 Boxes	15.00
Wurlitzer 950	295.00		
Wurlitzer 850	295.00		
SEEBURG		PARTS	
Seeburg Hi-Tone 8200 Victory	\$110.00	Wurlitzer #145, Red Stepper	\$32.50
Seeburg Casino, ESRC, Remote	135.00	Packard Adapter, Willow	17.50
Seeburg Gem	129.50	Buckley Adapter	15.00
Seeburg Regal	129.50	Wurlitzer #130, Adapter	22.50
Seeburg Vogue	129.50	Wurlitzer #300, Adapter	22.50
Seeburg Classic	169.50	Seeburg Adapter for Wurlitzer 24	17.50
Seeburg Envoy, ESRC	215.00	Seeburg SD 24-1Z Adapter	12.50
Seeburg Cadet, ESRC	179.50	Buckley Bracket for Bar Boxes	1.75
Seeburg Hi-Tone 8800, ES	185.00	Seeburg Brackets for Bar Boxes	2.95
Seeburg Hi-Tone 8800, ESRC	199.50	Seeburg Play Boy Console for R. C.	19.50
ROCK-OLA		PACKARD BRACKETS FOR BAR BOXES	
Rock-Ola Imperial, 20 Record	\$ 69.50	Packard Boxes, New	Write
Rock-Ola Imperial, Lite-Up, 20 Record	79.50	Cash Box Locks, Each	1.00
Rock-Ola Windsor or Monarch	89.50	7 1/2, 15 Watt Bulbs, Per Case	10.50
Rock-Ola Standard	139.50	Lumines, Per Case of 24	21.00
Rock-Ola De Luxe	149.50		
Rock-Ola Master	159.50		
MILLS		PEANUT OR GUM MACHINE	
Mills Throne	\$ 75.00	Silver King, Used, Clean, Each	\$ 6.50
Mills Empress	99.50		
		SINGING GOLD FOR GRILLE FRONT SHEET 20x50 \$2.75 EA.	

Send 1/3 Deposit, Balance C. O. D.

# HUB DISTRIBUTING CO.

632 Tenth Ave., cor. 45th St.  
New York 19, N. Y. Circle 6-9570

### BANG-A-FITTY BOWLING GAME

STRICTLY 100% LEGAL

Best Money-Maker on the Market Today  
Northwest Exclusive Distributors  
10'8" (Best Size) or 11'8" at \$450.00  
1/2 Down Payment, Balance C. O. D.

### MIDWEST COIN MACHINE CORPORATION

773-777 University Ave.

St. Paul 4, Minn.

## COINMEN YOU KNOW

### Kansas City:

(Continued from page 163)

is back at the shop on Broadway to take over the record department, which Bob has been heading.

Rose Marie Sproul, night disk twirler for Ashcraft Brothers Company, operators of the new phone music system, Magic Music, here, practically lives music. After playing records on the night trick, she spends her days studying harmony, composition and theory. She is just embarking on a three-year course in advanced music study and after it, she plans to launch a career as a cocktail lounge pianist.

A number of music routes are reported changing hands. . . Al Lawder, former serviceman with Liberal Music Company at Liberal, Kan., has taken over the route from Harry Debey and E. J. Barnett. . . Mrs. Gertrude Shopmaker, of Kansas City, Kan., has bought the music and pin route of Perry Nease at Olathe, Kan. Nease, who has operated at Olathe for 10 years, says he plans to devote most of his time to his flying school when he returns from an extended vacation. This is Mrs. Shopmaker's first experience in the trade, but she got acquainted with music and pinball machines while operating a restaurant during the war. Roy Jones, a veteran of the Aleutian Islands, will handle the service department. . . Roy Lamareau has bought the route of O. J. Hotman at Wichita.

Pat Houston, Garden City, Mo., operator who used to have the Westport Distributing Company in Kansas City, says with play down about 50 per cent he is spending almost as much time looking after his herd of Herefords as he does on his music business. . . Other Missouri operators seen around town lately include Delbert Stark, of Cameron; O. K. Getty, of Lebanon; J. M. Ruppert, of Carthage; Lloyd Bowers, of Sedalia; Bill Clark, who has C. & W. Music Company at Booneville, and R. A. Cleeton, of Milan.

Clyde Pense is the new salesman at Advance Music Company, Dave Fleider reports. . . Fleider's partner, Dave Cooper, and Bill Shankman, salesman with Advance, made a quick trip to Pittsburg, Kan., last week.

Irvin Weiler, president of Consolidated Distributing, was celebrating his birthday August 1, the same day that his company was passing its first birthday as a corporation. . . Harry Silverburg, of W. B. Music, just back from New York, was off again Friday (8) to Los Angeles.

Walter Raymond, who has Raymond Distributors at Leavenworth, Kan., was in town picking up some new equipment and J. B. Adamson, who operates nut venders, was up from Emporia. . . Other Kansans making the rounds included Fred McKay, of Columbus; Robert Mercer, of Clay Center; Baker Knost, of Pittsburg; L. P. Brubaker, who has Bru's Amusement Company at Baldwin; Loda Sullivan, of Lyons; J. K. Baecht, of Clyde, and Ed Upshaw, who has Upshaw Novelty Company at Junction City. . . In from Topeka were Paul Chance, Bill Turner and W. B. Martin.

### Liquor Tax Receipts Up

BRIDGEPORT, Conn., Aug. 9.—State Tax Commissioner Walter W. Walsh reported this week that receipts from alcoholic beverage taxes for the fiscal period ended June 30 were \$5,707,879.75 as compared with \$5,671,661.80 for the preceding year, an increase of \$36,208.90.

COLUMBIA DOUBLE JACKPOT BELL SPECIAL

\$85.00 Ea.

MEMBER  
Factory re-conditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

1/3 DEPOSIT—BAL. C.O.D.—F.O.B. CHICAGO  
WRITE FOR FREE CATALOG!  
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

Abco NOVELTY CO.

121 W. RANDOLPH ST. CHICAGO 7, ILLINOIS

MAKE US A REASONABLE OFFER ON 60 UNIT AMI HOSTESS OR ANY PART OF IT

Envoy, R.C.	\$200.00
500 Wurlitzer	169.50
600 Wurlitzer	149.50
700 Wurlitzer	249.50
750 Wurlitzer	325.00
800 Wurlitzer	300.00
850 Wurlitzer	325.00
1/3 Deposit, Balance C. O. D.	

SUPREME DISTRIBUTORS, INC.  
3871 N.E. 2nd Ave. Miami 37, Fla. Phone 7-7490  
49 Riverside Ave. Jacksonville, Fla. Phone 3-3518

ARCADE OUTFITTERS SINCE 1912

PHOTOMATICS  
(Inside Lighting)  
Factory Reconditioned, Look and Work Like New.  
WRITE FOR PRICE

GE MAZDA BULBS  
44, 48 and 47 . . . . . Per 100 \$4.95  
51, 55 and 63 . . . . . Per 100 3.85  
1489 (Gun Bulb) . . . . . Each .45  
C-7 and 1138 . . . . . Per 10 1.25

BLADDER (Heavy Duty)  
For Punching Bag . . . Write  
FREE! ILLUSTRATED PRICE LIST.  
New or Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies and Cards—Munves Has Them All.

MIRE MUNVES  
510-514 W. 34th St.  
N.Y. 1, N.Y. (Bryant 9-6877)

GENUINE SAVINGS

PERSONAL MUSIC AND SOLO-TONE BOXES

Also studio and location amplifier. Wire, phone or write for real low price.

RUNYON SALES CO.  
123 W. Runyon Street Newark 8, N. J. Bigelow 3-8777

PRACTICALLY NEW 4 KEENEY SUPER BONUS BELLS

3-Way, 5, 10, 25¢  
\$950.00 Each or 4 for \$3,500.00

Lew Wolf Enterprises  
1022 Main St. Buffalo 2, N. Y. Phone: GARfield 7780

*We are now delivering*

Bally Heavy Hitter  
Bally Ballyhoo  
Bally Special Entry  
Bally Eureka  
Exhibit Ranger  
Keeney Carousel  
Williams All Star  
Williams Torch  
Williams Cyclone  
United Mexico  
Gottlieb Lucky Stars  
Chi Coin Basketball  
Chi Coin Playboy

Terms: 1/2 Certified Deposit, Bal. C.O.D.



**Sterling**  
NOVELTY CO.

669-671 S. Broadway  
LEXINGTON 20, KY.

**CONSOLES**

75 JUMBO PARADES, F. P. EA. . . . . \$49.50  
10 SILVER MOON TOTALIZERS, EA. . . . . 49.50  
100 PACES REELS, C. P. EA. . . . . 39.50

ALL IN A-1 CONDITION—WILL SHIP IN QUANTITIES OF 10 OR MORE ONLY.  
1/3 CERTIFIED DEPOSIT.

**CENTRAL OHIO COIN MACHINE EXCH.**  
185 E. TOWN COLUMBUS, OHIO AD. 7949

**WANTED**

Experienced Operator or Mechanic to operate legal equipment in CHICAGO on a percentage basis. If qualified call

**FRED**  
CENTRAL 7837 . . CHICAGO

**EXPERIENCED SALESMAN WANTED**

To travel territory Alabama and Northwest Florida. One thoroughly qualified to make contacts and sales in protected territory. Unusual opportunity for right party. Give full particulars, age, present and past experience, family status in first letter.

**FRANCO DISTRIBUTING COMPANY**  
24 N. Perry St. Montgomery, Ala.  
Phone: 3-6463

**WE'LL BUY Any Post-War Games or Consoles**

NEW or USED—Any Quantity  
Cash on the "Barrel Head"  
WRITE, WIRE OR PHONE

**American Amusement Co.**  
158 E. Grand Ave. Chicago 11, Ill.  
Phone: Whitehall 4370  
Buy "AMERICAN" and you buy the "FINEST"

**New York:**  
(Continued from page 161)

Visitors along the avenue last week included Nick Gold, Trenton, N. J.; Nathan Rothstein, up-State New York, and W. R. Meyerson, Boston. . . . Steve Gibson and His Red Caps have some new Mercury sides which are specials for juke box ops. . . . Nat Fass, Capitol Music, brought his infant son home to his new Kew Gardens house last week.

A. A. Ross, Imperial Distributing Company exec, will be an instructor on Panorams and Panoram conversions at the National Association of Amusement Machine Owners' (NAAMO) school for mechanics. . . . Ken Stone, Chicago operator, is visiting friends in New York.

Dave Rosen, who owns concessions at Coney Island, plans to put up his own building between the Surf and the Bowery. . . . Bill Rabkin, president of International Mutoscope Corporation, reports he has a new machine in the works. . . . Dave Lowy has forgotten all about his vacation. He's up to his ears in the export business which has been keeping his company busy for months.

Harry Berger, president of the West Side Distributing Corporation, reports his firm has been receiving a lot of juke box action recently. . . . Several coin machine distributing firms have added salesboard sidelines. . . . Joe Hirsch, former prexy of the New York Game Machine Association, has some important plans ready for the fall. . . . Paul Segnal became the father of a son Sunday (3).

Al Denver, Automatic Music Operators' Association (AMOA) president, and his wife are spending several weeks in Los Angeles. The trip is a vacation. AMOA plans for its 10th annual dinner-dance October 18 are progressing. . . . Sam Cantalupo has purchased a half interest in a printing concern.

Sol Kesselman is keeping himself busy thru the summer with his additional duties as exec secretary and general counsel of the Cigarette Merchandisers of New Jersey. . . . Uncle Abe Engelman is up and around again after recovering from a recent illness. . . . Benjamin Kimmelman, of Bob White Music, became engaged last week.

The avenue was well represented at the Montgomery-Williams championship fight last Monday (4) in Philadelphia. . . . Joe Green, United Music, of Long Island, is vacationing in Connecticut. . . . Lou Levy, Ace Vending Service, is back from a Canadian vacation, but Harry Wasserman remains there for several more weeks. . . . Frank Calland and his family home from the seashore.


Telecoin officials, overwhelmed by the response to their traveling coin machine caravan, are planning another road tour for early fall. . . . Teddy Blatt has some plans up his sleeve which he'll start working on shortly. . . . Max Green has opened a distributing firm on 10th Avenue.

Sid Middleman, Dave Lowy, Phil Mason and Felix Maltz are partners in a new amusement machine manufacturing firm. . . . C. M. McMillan, executive secretary of the National Candy Wholesalers' Association, reports that the association has drawn up a series of trade practice rules that will be of interest to candy machine operators.

Sol Wohlman, head of Pan Coast Amusement Company, has been elected vice-president of the new amusement machine association. . . . Ned Hoffman plans to set up a vending machine operation in Miami. . . . Jack Shillan, English coinman, was in town, and is now on his way to Chicago. . . . Henry Ryan has started an ice cream vending operation in Newark, N. J.

**HAVE YOU SEEN THE NEW 1948 Electromatic COIN-OPERATED RADIOS!**

Business is always good with the right machine. A recent full page advertisement in The Billboard has brought results which prove that **ELECTROMATIC** clicks.



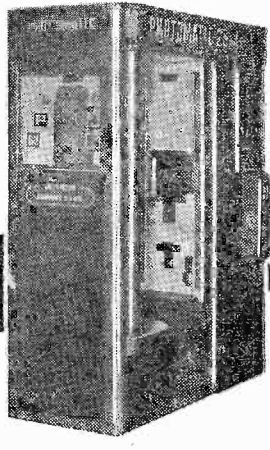
**Money is being made RIGHT NOW** by operators using **Electromatic**

**HERE IS THE REASON WHY!**

- Look At These Ten Features
- PLAYS ANYWHERE!** Good performance under all conditions.
  - NO INSTALLATION PROBLEM!** Large built-in antenna assures excellent performance.
  - TAMPER-PROOF COIN BOX!** Two different pick-proof locks permit servicing of set without touching collections.
  - PRE-SET VOLUME CONTROL!** User can turn volume lower, but not higher than pre-adjusted maximum volume.
  - ELECTROMATIC TIMING!** Adjustable for one, two or three hours of either intermittent or continuous playing.
  - SLUG REJECTOR!** Dependable rejector eliminates nuisance service calls due to jammed coin receivers. Rejects all bad coins.
  - GUARANTEED!** For one full year—tubes guaranteed for 90 days. This is a guarantee by a reputable manufacturer who stands in back of a guarantee.
  - FIRE-PROOF CABINET FINISH!** Resistant against cigarette burns, alcohol stains, etc.
  - SPECIAL CONSTRUCTION FOR COIN OPERATION.** Latest type superheterodyne circuit, using heavy duty parts, reinforced construction, all combined to give long lasting service.
  - FULL INSURANCE COVERAGE!** This is an extra feature not obtainable with the ordinary type of receiver. You get one year's protection against fire, theft, vandalism, elements; protection in transit and on location. **ONE YEAR'S COMPLETE COVERAGE!**

Don't wait. Start coining in now with **Electromatic!**  
WRITE! WIRE! PHONE!  
**ELECTROMATIC Manufacturing Corp.**  
88 UNIVERSITY PLACE (ORCHARD 4-7500) NEW YORK 3, N. Y.

**DID YOU GET THE FACTS ON- PHOTOMATICS?**



If you haven't yet received the facts on the remarkable year in-year out profit-features of Photomatics then send for them—NOW! Discover how these automatic picture-taking machines can build a permanent, dignified, profitable business for you.

**INTERNATIONAL MUTOSCOPE CORPORATION**  
W.M. RABKIN, President  
44-01 Eleventh Street Long Island City 1, New York

ARCADE EQUIPMENT	ONE-BALLS
Groetchen Metal Typers, 10¢ . . . . . \$289.50	Longacre . . . . . \$175.00
Total Rolls . . . . . 245.00	Victory Specials . . . . . 325.00
Battling Practice . . . . . 79.50	Victory Derbys . . . . . 195.00
World Series . . . . . 119.50	Turf King . . . . . 99.50
Air Raider . . . . . 79.50	Fairmont . . . . . 139.50
Drivemobile . . . . . 139.50	Jockey Club . . . . . 99.50
Ace Bomber . . . . . 129.50	Sport King . . . . . 79.50
Sky Fighter . . . . . 109.50	Long Shot . . . . . 79.50
Periscope . . . . . 99.50	Fortune . . . . . 69.50
Liberator . . . . . 79.50	
Goalee . . . . . 189.50	
Chicago Coin Hockey . . . . . 99.50	
Bally Rapid Fire . . . . . 99.50	
Gottlieb Gripper . . . . . 22.50	
Kicker & Catcher . . . . . 22.50	
Electric Shocker . . . . . 19.50	
Pikes Peak . . . . . 19.50	
A.B.T. Targets . . . . . 19.50	
Photomatic . . . . . 395.00	
Whizz (Floor Sample) . . . . . 85.00	

**BRAND NEW FIVE BALL F. P. GAMES**  
Write, Wire or Phone—Prices  
Play Boys • Havana • Mexico • Lucky Star  
Honey • Carousel • Torch • Ranger • Bally-  
Hoo • Heavy Hitter • Lightning • Rocket

**NEW—WRITE FOR PRICES**  
Evans Ten Strikes • Evans Casino Bells • Evans  
Winterbooks • Evans Bangtails • Packard Hide-  
aways • Packard Boxes • Packard Speakers  
Around the World • A.B.T. Stands • A.B.T.  
Challengers • Jack-Rabbit • Barrel Roll Bow-  
ling Games • Jennings Challengers • Mills,  
Jennings, Watling, Pace Slots (All Models)  
New Goalees

**MONARCH COIN MACHINE CO.**  
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.



# GENCO'S "HONEY"

**SPEED! ACTION! BEAUTY!  
IMMEDIATE DELIVERY**

on the greatest Post-War Skill Game to hit the market. Write for prices.

We are distributors for Missouri and parts of Illinois  
**CLEAN OUT SALE ON FOLLOWING FIVE BALL FREE PLAY GAMES  
RECONDITIONED, RAILS SCRAPED, READY FOR LOCATION**

- |            |                 |             |
|------------|-----------------|-------------|
| Arizona    | Grand Canyon    | Shangri-La  |
| Big Parade | Hi-Hat          | Streamliner |
| Flat Top   | Keep 'Em Flying | Sun Valley  |
| 5-10-20    | Opportunity     | Sky Chief   |

### POST-WAR FIVE BALL FREE PLAY!

- |                        |                       |
|------------------------|-----------------------|
| Big League .. \$ 99.50 | Step-Up ... \$129.50  |
| Baffle Card .. 125.00  | State Fair .. 135.00  |
| Cyclone .... 150.00    | Super Score .. 135.00 |
| Fast Ball ... 115.00   | Superliner .. 119.50  |
| Kilroy ..... 159.50    | Suspense .... 100.00  |
| Midget Races 99.50     | Show Girl ... 145.00  |
| Miss America 140.00    | Vanities .... 135.00  |
| Maizie ..... 175.00    | Tornado .... 150.20   |
| Spellbound .. 119.50   | Havana ..... 179.50   |
| Surf Queens . 75.00    | Rio ..... 179.50      |

Kindly include one-third deposit in cash, cashier's check or money order. State method of shipment preferred.

WIRE, WRITE OR PHONE

## MORRIS NOVELTY CO.

3007 OLIVE ST. ST. LOUIS 7, MO.  
Phone: Franklin 0757



## Operators' Information on Request

- Arizona ... \$45.00
- Big Chief .. 17.00
- Big Hit (Single play) .. 67.50
- Big League . 79.50
- Bombardier (P & S) . 22.50
- Frisco .... 47.50
- Four Diamonds . 36.50
- Four Aces . 30.00

### PIN GAMES

- Hi Stepper . \$19.50
- Kismet (P & S) . 47.50
- Laura .... 47.50
- Liberty ... 47.50
- Lightning (Used) .. 182.50
- Mystery .. 187.50
- Production (P & S) . 30.00
- Riviera ... 27.50

- Sea Raider (From Capt. Kidd) \$27.50
- Sky Rider (Repainted) \$7.50
- Spellbound .119.50
- Step Up ... 129.50
- Tornado ... 157.50

ORDER YOUR  
**MILLS**  
NEW VEST  
POCKET BELLS  
TODAY!  
**\$65.00 Each**  
WRITE FOR OUR  
SPECIAL  
QUANTITY  
PRICES



## ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

## DISTRIBUTORS A FEW CHOICE TERRITORIES STILL AVAILABLE FOR TOPNOTCH COIN MACHINE DISTRIBUTORS

We are expanding our Distributor Setup to accommodate the increased demand for MARVEL products. A few choice exclusive territories still available! ACT NOW to cash in on our sensational new game . . . ANNOUNCEMENT VERY SOON by an extensive advertising and sales promotion campaign.

## MARVEL MANUFACTURING CO.

2847 FULLERTON AVE. EVERGLADE 0730 CINCINNATI, OHIO

### NEW ENGLAND OPERATORS, LOOK

#### WURLITZER

- 950 ..... \$295.00
- 850 ..... 325.00
- 800 ..... 295.00
- 750 ..... 325.00
- 780 ..... 275.00
- 700 ..... 275.00
- 600 ..... 175.00

- 500 ..... \$175.00
- 24 ..... 75.00
- 616 ..... 75.00
- 412 ..... 50.00
- 81 ..... 110.00
- 61 ..... 65.00
- 71 ..... 110.00

#### SEEBURG

- 146S ..... WRITE
- 146W ..... or
- 146M ..... PHONE
- Hi-Tone ..... \$175.00
- Envoy ..... 165.00
- Major ..... 165.00
- Cadet ..... 145.00
- Commander . \$145.00
- Vogue ..... 135.00
- Plaza ..... 125.00
- Mayfair ... 115.00
- Gem ..... 130.00
- Casino ..... 105.00

KEENEY SUPER  
Bonus Bells  
Write

SELECTOMATICS  
3-Wire Clean  
\$17.50

ROCK-OLA  
Model 1422  
Write

## REDD DISTRIBUTING COMPANY, INC.

130 LINCOLN ST.

Phone: STAdium 3320

ALLSTON, MASSACHUSETTS

## Coinmen To Regret Shuttering of Noted Chi Lobby Arcade

(Continued from page 141)

could be supervised and serviced and at the same time be available to everyone.

Andem opened his first coin parlors—the first arcades—in 1890 in Cincinnati and Cleveland. These were immediately successful but just as they were hitting their stride, the disastrous depression of 1893 hit them hard and operators began to hunt for some novel attraction to stimulate business. The solution turned out to be the Edison Kinetoscope—the early peep show. Right on the heels of this development came the Mutoscope, a drop card device marketed in 1896 by the American Mutoscope Company of New York.

New twist was added to the arcade picture in 1901 when Mitchell H. Mark changed over his People's Arcade in Buffalo to the first "penny arcade." This development came into its own in 1903 when Mark moved into New York's Union Square with the idea.

From here on it was one addition after another until the present day era which finds arcades offering hundreds of types of first class amusement devices to customers in all areas of the nation. Peak of popularity was reached during the recent war years when amusement-hungry servicemen and workers flocked to arcades, spending freely.

Whether or not another local location will replace Wilson's Sherman arcade as a display center remains to be seen, but many an old-time coinman will regret to see the passing of the popular location.

## Liquor Taxes Soar Institute Reports

WASHINGTON, Aug. 9.—Federal liquor revenue for 1946 totaled \$2,741,133,792, an increase of 14.6 per cent over 1945 figures, according to a report by the Distilled Spirits Institute. Over-all returns from alcoholic beverage taxes to Federal, State and local governments during 1946 amounted to \$3,482,244,916, an increase of 15.28 per cent over previous year.

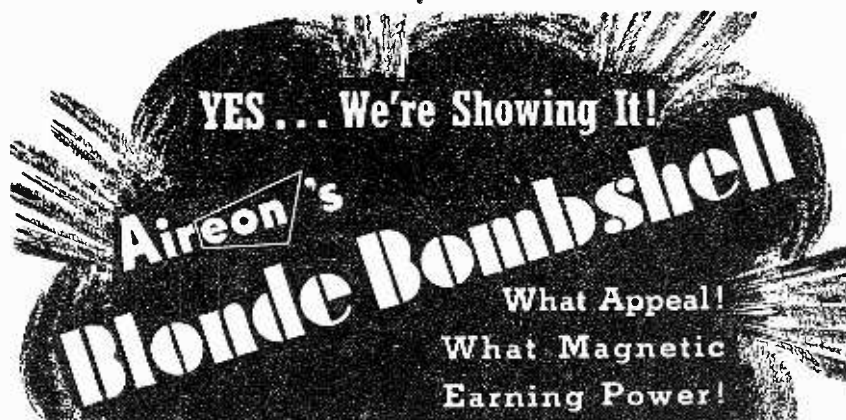
Tax returns, however, do not always indicate a like increase in quantity of beverage sold, as taxes averaged \$1.76 per gallon in 1933 while by 1944 this figure was boosted to \$10.22.

Institute reports shows that from a high of \$81,331,974 for New York in 1946, State and local government liquor revenue hit a low of \$885,170 in Nevada. Midwestern States follow: Illinois, \$51,213,689; Indiana, \$17,502,629; Iowa, \$9,231,466; Kansas, \$1,190,318; Kentucky, \$12,784,434; Michigan, \$44,761,474; Minnesota, \$9,681,009; Missouri, \$10,268,401; Nebraska, \$3,863,305; North Dakota, \$3,028,123; South Dakota, \$3,157,044, and Wisconsin, \$11,905,367.

## Judge Upholds Florida Fair Trades Act of '39

TAMPA, Aug. 9.—Validity of the Florida Fair Trades Act of 1939 was upheld recently when Judge William J. Barker granted two liquor distributors temporary injunctions restraining Webb's City, Inc., St. Petersburg, Fla., firm, from selling the plaintiffs' products at prices below those established under the Fair Trades Law.

Baker's findings stated that Webb's failed to observe minimum price schedules established by the distributors with other firms in the Tampa area.



EXCLUSIVE DISTRIBUTOR



## For Sale—Juke Box Route

Must be seen to be appreciated. 50 Juke Boxes—10 Station Automatic Hostess, one year old—7 Pin Games. Route can be expanded. Established 1935. Located in Central Wisconsin. Nearly all Seeburgs about one-third '46 and '47 equipment—Bar Boxes—Wall Boxes—Speakers—Spare Parts—Tubes, Etc. 1941 Chev. Pick-Up, completely overhauled new motor. A honey at \$28,000.00. Also am advertising my other business for sale. Will sell one but not both—financially unable to operate both. Buyer can purchase building—two story with modern five-room apartment, if desired. Address:

BOX D91, CARE BILLBOARD, CINCINNATI 22, OHIO.

## ROUTE FOR SALE IN CENTRAL INDIANA, AN INDUSTRIAL AND RESORT TOWN

This route has good, first-class equipment and shows high earning power in a lucrative territory. Parts, records and good will all goes. If you want a good income, it will pay you to investigate this set-up. Write BOX D-90. Care The Billboard, Cincinnati 22, Ohio



**AUGUST  
ISSUE**

Containing fact-packed, interesting, authoritative articles that belong at the top of your reading list.

**YOU WILL WANT TO READ**

**MEMO FROM THE MART**

Walter A. Stahl, operating manager of Chicago's Merchandise Mart, tells the story of vending machines in the world's largest office building. He presents some interesting facts that will aid other operators in their office building operations.

**KANSAS PLAY FOR GOOD WILL**

John Stevens, Wichita candy operator, is building good will for his business and the entire automatic merchandising industry with a unique kind of local public relations.

**PROFITS ON PART TIME**

Thousands of men earn part of their living operating part time, and from their ranks many a large firm has emerged. This is the story of one part-timer.

**VEND FORUM**

Which would you prefer—to own your own equipment, or lease it? Here are the advantages and disadvantages of owning and leasing presented by men in the industry who know.

**ICE VENDING GETS HOT**

The ice industry is recovering lost markets with automatic selling. A survey of ice vending to date points up new ideas in automatic merchandising.

**SAN FRANCISCO**

With a high prosperity level, San Francisco is a fertile field for vending. The city has more venders, and more of a variety of venders, than the average.

PLUS . . . "There Ought To Be a Law" a thought-provoking editorial by Vend's editor on that nuisance, abandoned vending machines. Also Trends, Vend's forecast of things to come in automatic merchandising and many other interesting, informative articles.

**SEE FOR YOURSELF How Vend Can Help You in Your Operation . . . . .**

FILL OUT THIS COUPON AND MAIL TO

**VEND**

2160 Patterson St.  
Cincinnati 22, Ohio

PLEASE ENTER MY SUBSCRIPTION TO VEND AND BILL ME LATER.

**1 YEAR, \$3—2 YEARS, \$5**

Name .....

Company ..... Position .....

Address .....

City ..... Zone No. .... State .....

**IMMEDIATE  
DELIVERY!**

★  
Brand New

**5-BALL GAMES**

- ★ Williams' TORCHY
- ★ Exhibit's RANGER
- ★ Genco's HONEY
- ★ Bally's BALLYHOOD
- ★ Keeney's CAROUSEL
- ★ Chi Coin's PLAYBOY
- ★ Gottlieb's LUCKY STAR
- ★ United's MEXICO

**GUARANTEED RECONDITIONED EQUIPMENT—IN A-1 CONDITION**

**PINS AND ARCADE**

Seeburg Rayolite	\$ 39.50
Rock-Ola Ten Pins	39.50
Hockey Front Play	49.50
Champion Hockey	49.50
Bowling League	49.50
ChiCoin Hockey	79.50
Skyfighter (Conv. Gun)	99.50
Bank Roll, 9 Ft.	99.50
Supreme Skee Roll	99.50
Supreme Bolascare	129.50
Genco Playball	129.50
Jafco Roll-a-Barrel	149.50
Life League (Like New)	149.50

1/3 dep., bal. C. O. D.  
Crating extra on games

**Goalee (Like New)** \$179.50

Bowl-a-Way, 11" 6"	Free Ball	149.50
1946 Ten Strike		229.50
Hi Score (Roll-down)		249.50
Genco Total Rolls		249.50
Gottlieb Skoolballette		79.50
Race King, P.O., 1-Ball		49.50
Santa Anita, F.P., 1-Ball		49.50
School Days		39.50
Victory		59.50
Three-Up		29.50
All American		29.50
Dwl (Conv.)		59.50

**SLOTS**

Pace All Star, 10¢	\$29.50
Jennings Four Star, 10¢	79.50
Lucky Lucre, '41 Console	89.50

**PHONOGRAPHS**

Wurlitzer 616	\$ 89.50
Melotone Line-Up, 16-Record	99.50
Rock-Ola Standard	179.50
Rock-Ola DeLuxe	199.50
Wurlitzer Victory	229.50

Brand New **MARVEL'S POP-UPS** ..... \$29.50

*Wisconsin's Leading Distributors*

**UNITED COIN MACHINE COMPANY**

6304 W. GREENFIELD    SPRING 846-8447    MILWAUKEE 14, WISC.

**WE PAY FREIGHT**

*Unconditionally Guaranteed*

VICTORY SPECIAL	\$299.50	BLUE GRASS	\$ 47.50
TRACK ODDS, D. D., J. P.	399.50	SUN RAY	47.50
BUCKLEY LONG SHOT, Pat.	499.50	VICTORY DERBY	249.50
EVANS BANGTAILS, '45	449.50	STAGE DOOR CANTEEN	69.50
EVANS BANGTAILS, '46	499.50	BIG LEAGUE	89.50
SURF QUEENS	69.50	CLUB TROPHY	59.50
MIDGET RACER	89.50	SUPER BELL FOUR WAY, 5-5-5-25c	249.50

**DISTRIBUTORS AND EXPORTERS**

*Coin Machine Sales Co.*  
3804 TRAVIS STREET    HOUSTON 6, TEXAS

**BIG CLOSE OUT — RIDICULOUS PRICES**

*Games clean and ready for location*

HAVE SOLD MANY GAMES BUT MUST CLEAR OUT MORE

**Post War Games and United's Revamps:**

Arizona	\$ 44.50	Sea Breeze	\$120.00	Bowlaway	\$ 25.00
Brazils	44.50	Santa Fes	44.50	Cover Girl	29.50
• Double Barrels	99.50	Streamliners	44.50	5-10-20	29.50
• Fast Balls	99.50	• Surf Queens	69.50	Four Aces	29.50
• Grand Canyons	44.50	• South Seas	54.50	Hi-Hat	25.00
• Havanas	175.00	• Stage Door Canteens	79.50	Keep 'Em Flying	29.50
Idahos	44.50	• Trade Winds	54.50	Knock Out	29.50
Midget Racers	89.50	• Tornados	165.00	Majors '41	25.00
Oklahomas	44.50	OTHERS		Sky Blazer	35.00
• Rios	165.00	Big Parade	35.00		

IMMEDIATE SHIPMENT—1/3 deposit, balance C. O. D.

United's "MEXICO" is here, order now to get early delivery on the best Pin Table yet. SLOT STANDS, HEAVY FOLDING—\$2.95.

**BANISTER & BANISTER DISTRIBUTING COMPANY**

444 MASS. AVE.

Rifley 4617

INDIANAPOLIS 4, IND.



WE WILL PAY FREIGHT ON ALL MERCHANDISE IN THIS AD  
FIVE BALLS

WILL SACRIFICE 40 NEW GAMES WRITE

Big Hit, single play	\$ 79.00
Double Barrel	75.00
Kilroy	155.00
Spellbound	120.00
Superscore	122.00
Big Parade	32.00
5-10-20	32.00
Suspense	57.00
South Seas	57.00
Flo	159.00
Gun Club	31.00
Showboat	31.00

PHONOGRAPHS

New 1947 ROCK-OLA	WRITE
New 1947 PACKARD	WRITE
Seeburg Royal	\$ 99.00
Seeburg #3800	200.00
Seeburg #2-Record	65.00
Wurlitzer #500	129.00
Wurlitzer #412 Lite-Up	65.00

PERSONAL MUSIC

New Phonette Boxes	\$ 14.00
New Studio Amplifier	350.00
Used Location Amplifier	90.00
Rock-Ola Mechanism	\$ 30.00
Rock-Ola Cabinet DeLuxe	32.00
Electric Cancel Assy.	8.00
Crystal Pick-up Conv.	4.00
30-Wire Plastic Cable	.24

WE ARE BUYING USED BALLY SPECIAL ENTRY 1-BALLS

1/3 Deposit, Balance C. O. D.

**T and L DISTRIBUTING CO.**  
1321 Central Parkway Cincinnati 14, Ohio

MILLS SLOTS

25¢ Chrome original hand load	\$175.00
5¢ Chrome original	100.00
5¢ Blue Front w/club handle	77.00
50¢ Blue Front w/club handle	190.00
5¢ Black Cherry	140.00
25¢ Black Cherry	160.00
5¢ Brown Front	85.00
1¢ Q.T.S. (Late Model)	25.00
5¢ Vest Pocket, Late Model	37.00
25¢ New JEWEL BELL	225.00
5¢ New JEWEL BELL	215.00

CONSOLES

5¢ Keeney Bonus Super Bell	\$395.00
5¢ Keeney Super Bell	99.00
5¢ Mills Jumbo, Free Play	48.00
5¢ Mills Jumbo, Cash Payout	83.00
5¢ Mills 4-Balls, Late Model	185.00
5¢ Jennings Silver Moon, FP	48.00
Jennings Multi-Racer, Cash Pay	35.00
Bally Triple Bell, 5¢/5¢/25¢	665.00

Keeney BIG PARLAY, combination  
Cash and FP One-Ball \$240.00

ARCADE AND COUNTER GAMES

Western Baseball DeLuxe, A-1	\$ 89.00
Champion Basketball, New 1¢	34.00
A.B.T. Challengers, New 1¢/5¢	45.00
Daval Best Hand, New 1¢	44.00
American Eagle, 5¢	17.00
Silver King Gum Vendors, New	12.00
Columbus 1¢ Gum Vendors, New	12.00
Sun Nut Vendors, New 5¢	10.00
Daval Oomph, New 1¢	44.00

## Decline in Biz Hits Motor City; Vend Sales Hurt

(Continued from page 141)

tions, a survey of northern counties shows. And operators who center their routes around the major resorts within 70 miles of Detroit itself say that the pick-up in play, which was expected to come after July 4, has failed to materialize.

This report, interestingly, is contradictory to the general report of outdoor show business in the area, where patronage went to a high level and in some cases exceeded last year's gross.

A survey trip made by *The Billboard* this week thru the northern part of the State showed resort business down generally from last year's high. The long line-ups of last year at the Straight of Macinac ferries have not occurred, except over a brief period on week-ends, and all of this means less spending for amusements of all kinds, including games.

Despite this drop, operators are displaying an unusual interest in new model games, and distributors throughout the State report the number of visitors to their showrooms heavy. The operators are not buying heavily, distributors say but they are buying steadily. In general, the same condition exists in the used machine field.

## Automatic Appoints Forrest Crain Veepee In Charge of Sales

EAST LONGMEADOW, Mass., Aug. 9.—Forrest E. Crain, former sales manager of RCA Victor's Sound Equipment Division, has been appointed vice-president in charge of sales for Automatic Devices, Inc., newly organized amusement and vending machine manufacturer scheduled to introduce the Photo Finish game late this summer.

While the complete sales policy has not been formulated, Automatic Devices will distribute thru recognized key distributors who are now in the coin machine business. According to Crain, the company plans to first test models of Photo Finish in varied locations before embarking on any specific sales program. Initial models of the machine will be ready this week, and full production is scheduled to start about September 1.

## Two Connecticut Coin Firms Registered With Town Clerk

HARTFORD, Conn., Aug. 9.—Trade names have been filed with town clerk's offices for the following two Connecticut coin firms: Corcoran Coin Machine Co., New Haven, filed by F. J. Corcoran; Hartford Vending Co., Hartford, filed by Silvio N. Mendill and Earl A. Rosenblatt.

## Vacation Crowd in Texas Parks Taxes Tourist Facilities

AUSTIN, Tex., Aug. 9. — State Parks Board office reports that a vacation "stampede" has almost doubled patronage of these recreation areas this summer over same season last year. According to figures from 35 park managers or concessionaires, attendance thru July totaled 694,175 compared with 350,750 the same month in 1946.

At one park, the Big Bend National Park, visitors were 80 per cent ahead of last summer. In this case, as in most other parks, the increase was registered by daytime visitors—Texans who live within an easy drive of one of the parks. Number of overnight visitors taking rooms or cabins in park facilities decreased from 6,133 last June to 4,873 this year.

Most popular areas are proving to be MacKenzie Park, Balmorhea, Cleburne and Meridian.

The Parks Board states that facilities for tourists are being added rapidly and that roads in many parks are being improved.

## Abbott Specialty Set; To Make New Roll-Down Game

NEW YORK, Aug. 9.—Formation of Abbott Specialty Company, a coin machine manufacturing firm, was announced this week by Sidney Middleman, Phil Mason, Dave Lowy and Felix Maltz, the partners. Buccaneer, a roll-down game machine, is the first machine to be made by the new firm.

The four partners are well-known coinmen. Sidney Middleman was formerly with Joe Eisen & Son. Mason and Lowy are partners in Dave Lowy and Company, and Maltz has been with several large firms. Headquarters of the new firm are at 612 10th Avenue.

First distributor to be announced for the new roll-down game machine, which is already in production, is the New Deal Distributing Company at 764 10th Avenue, headed by Max Green. This new distributing firm will handle sales in New York City. Green has been connected with the coin machine industry for years as an operator of amusement machines.

## Delay Club Liquor License Decision

TALLAHASSEE, Fla., Aug. 9.—Decision on whether or not Florida State Beverage Director Vocelle may cancel liquor licenses of social and fraternal clubs operating in dry counties has been deferred by Circuit Judge Walker.

Vocelle has served notice that he will cancel the licenses. However, temporary injunctions issued several weeks ago will stand pending the judge's decision.

## GOOD NEWS FOR OPERATORS

Trimount Offers

3 SURE FIRE HITS  
AT THE LOWEST PRICES OF  
THE POST WAR PERIOD

D. Gottlieb's MARJORIE J. H. Keeney's CLICK H. Williams' FLAMINGO

Exclusive New England Distributor for J. H. Keeney  
Exclusive Distributors in Maine, N. H., Vt., Mass., R. I. for  
D. Gottlieb and H. Williams

BEFORE YOU BUY — SEE TRIMOUNT!

# TRIMOUNT

WEST SIDE • MUSIC LIKE NEW • WEST SIDE  
REPAINTED—INSIDE AND OUT—GUARANTEED MECHANICALLY

WURLITZER

Wurlitzer 616, Plain	\$120.00
Wurlitzer 500	225.00
Wurlitzer 61, Counter Model	85.00
Wurlitzer 750E	425.00
Rock-Ola Master	\$189.50

SEEBURG

Seeburg Vogue	\$225.00
Seeburg K20	149.50

Seeburg Colonel	\$275.00
SEEBURG HI-TONE, ESRC	275.00
Seeburg Wireless Cellar Job	199.50
Seeburg Low-Tone	300.00

WALL BOXES—LIKE NEW

Seeburg 20 Selection Wireless	\$22.50
Seeburg Wireless Bar-o-Matics, 5/10/25¢	35.00
Wurlitzer Sweet Music	12.50

SEND FOR OUR COMPLETE PARTS AND SUPPLIES CATALOGUE!

1/2 Deposit, Balance C. O. D., F. O. B. Warehouse

VISIT US IN OUR OWN BUILDING — WE ARE HERE TO STAY.

## WEST SIDE DISTRIBUTING CORP.

698 Tenth Avenue (49th Street) New York 18, N. Y.  
Phone Circle 6-7533

• WEST SIDE • WEST SIDE • WEST SIDE • WEST SIDE • WEST SIDE •

DISTRIBUTORS FOR GENCO—WILLIAMS—BALLY—EXHIBIT and CHICAGO COIN.

# King-Pin

EQUIPMENT COMPANY  
KALAMAZOO 21, MICH.  
826 Mills Street Phone 2-0071  
DISTRIBUTING COMPANY  
DETROIT 1, MICH.  
3004 Grand River Phone Temple 2-5788

## NEW GAMES

EXHIBIT RANGER UNITED MEXICO  
GOTTLIEB LUCKY STAR WILLIAMS CYCLONE  
KEENEY CAROUSEL GENCO HONEY  
GOTTLIEB DAILY RACES (1 BALL)

WRITE FOR PRICES

SEND FOR OUR COMPLETE PRICE LIST  
ON NEW AND USED EQUIPMENT



MEMBER



## OLIVE NOVELTY CO.

1625 LUCAS AVE., ST. LOUIS 3, MO.  
Phone: Franklin 36201



# Chi Lab Tests Coin Devices

(Continued from page 142)  
 by one of three motives. The majority want to be sure that their products are safe for use under normal conditions and know how they will act under abnormal conditions. Others, such as the makers of fire extinguishers, must have the UL seal in order to sell their product. This is required by insurance companies, many municipalities and the Bureau of Standards. A third group has its product tested because they desire follow-up inspections by UL as a check on the continuing quality of production.

Arrangement between Underwriters' Laboratories, Inc., and the National Bureau of Standards provides, in the event of a fixed difference of opinion on an engineering or technical matter between UL and any of its clients, the question at issue may be submitted to the Bureau.

Besides the finished product itself, many of the parts that go into an electrical device are tested and approved by UL. Laboratory officials point out, however, that even if all parts in a device have the UL seal of approval, the device thus constructed may not be sufficiently safe to meet Underwriters' standards.

# Charleston Set for Drive To Hypo Tour Biz; Raise \$20,000

CHARLESTON, S. C., Aug. 9.—Chamber of Commerce here voted last week to raise \$20,000 for advertising and promotion of Greater Charleston. Money is to be spent between now and January 1.

Chamber's board of directors initiated contributions with a \$5,000 donation from its reserve money. City has agreed to allocate additional money for the project, and remainder of the sum will be sought from the county, Charleston Development Board and all businesses affected directly or indirectly by tourist traffic.

Administrators of the promotional campaign will be the Chamber of Commerce's advertising committee and the tourist and convention committee. Of the total to be raised, \$1,000 is earmarked to attract residents of Eastern South Carolina to do their shopping here.

Another portion of the money will be used to prepare elaborate four-page tourist folders, which will be ordered in an initial quantity of 100,000. Remainder of the \$20,000 is to go for regional and national newspaper advertisements, in addition to those in magazines and on the radio.

# Smoke, Smoke

CHICAGO, Aug. 9. — Recent nationwide survey of the smoking habits of Americans disclosed that more than two of every five American women between the ages of 18 and 44 now smoke cigarettes.

There are approximately twice as many men smokers as women in all age groups, the survey showed.

# CMI Has Two Cancer Fund Signs Ready

CHICAGO, Aug. 9.—Coin Machine Industries (CMI) Public Relations Bureau announced this week that a poster and small sign are now available for all manufacturers, distributors and operators joining the coin machine industry's big push for funds to fight cancer.

Signs, which are free, are being mailed to CMI members this week. Other members of the coin machine industry are invited to participate in the CMI Damon Runyon Cancer Fund campaign, addressing their requests for signs to CMI Public Relations Bureau, 134 N. LaSalle Street, Chicago.

Small type signs are 6½ by 5 inches and are suitable for pasting on the glass top of a cabinet or on the wall. The copy, in large red letters, reads: "This Machine Is Working for Damon Runyon Cancer Fund." This sign is for operator use in locations where his machines are contributing all or a portion of their receipts to the fund.

Large 19 by 25-inch posters are for manufacturer and distributor use in offices, showrooms or plant. Large red letters read: "Coin Machines Are Working for Damon Runyon Cancer Fund."

# Exports Exceed \$2 Million Mark

(Continued from page 141)  
 exported venders was, respectively, \$30, \$39, \$45.

On the other hand, the prices paid for games jumped from a high of \$155 in March to \$86 in April to \$80 in May. What appeared to be major arcade pieces bolstered the average price paid for amusement games during March.

In May's export release, several European countries make their appearance, one of them, Portugal, for the first time. And the European buyers showed that they are interested in games and venders as well as in music. Portugal, for instance, bought a total of six coin machines during May, all of them games, with a total value of \$555, or an average value of \$93 per game. The Netherlands, on the other hand, bought only vending machines during May—a total of 40 venders, valued at \$5,489, an average value of \$137.

# Propose License for Games in New Jersey

TRENTON, N. J., Aug. 9.—Proposal to license games of chance by religious groups and veteran, fraternal, volunteer firemen and charitable organizations will be submitted to a referendum in New Jersey along with an alternative proposal to permit only pari-mutuel betting at New Jersey's three race tracks.

Move was approved by a constitutional convention which is meeting at New Brunswick near here.

EXCLUSIVE FOR KEENEY IN ILLINOIS IOWA NEBRASKA KANSAS MISSOURI

NOW DELIVERING KEENEY'S

# CLICK



"ACTION ALL OVER THE BOARD!"

CLICK is the latest, newest, hottest five ball free play game out today!

BROTHER, IT'S TERRIFIC! Don't miss the boat! Order Now!

# New! Special Announcement!

Beginning August 15, All Keeney

BONUS SUPER BELLS

will be available with

# HALF DOLLAR COIN CHUTES!

Now you can get Keeney's Famous One-Way, Two-Way or Three-Way Bonus Super Bells with any combination of nickel, dime, quarter and half dollar coin chutes! For your choicest locations! You've been waiting for this, so

NO LESS THAN SENSATIONAL!

KEENEY'S ONE BALL

# HOT TIP

One Ball Four Coin Multiple Free Play with Jackpot

ORDER NOW!

Write for Prices on All New PHONO-GRAPHS

# KEENEY'S BIG PARLAY

is the most original one ball on the market today!

Why not buy the best? Prices on request!

Now Delivering

# NEW GAMES

CHI COIN  
 WILLIAMS  
 KEENEY  
 UNITED  
 EXHIBIT  
 BALLY  
 GOTTLIEB  
 GENCO

GOLD BALL  
 CYCLONE  
 CAROUSEL  
 MEXICO  
 RANGER  
 BALLYHOO  
 LUCKY STAR  
 HONEY

WRITE FOR PRICES!

2330 N. WESTERN AVE. CHICAGO 47. Phone: EVERGLADE 2300

CABLE ADDRESS: "GAMES"

Aireon presents the **Blonde Bombshell**

WOW! What a Gold Digger

Magnetic earning power!

Aireon leads with another flashing new idea—See your Aireon distributor today.

ON DISPLAY AT:  
**HASTINGS DISTRIBUTING COMPANY**  
 2014 WEST VLIET ST. MILWAUKEE 5, WISCONSIN

# ROWE 1¢ CHEWING GUM MACHINE

(Reconditioned)  
 Sells **Nationally Advertised LEAF CHEWING GUM**  
 Also All Other Stick Gum Brands  
**\$19.50 EA.**  
 1/3 With Order—Balance C. O. D., F. O. B. Newark, Distributors, Write for Quantity Prices.  
 Floor Stands, \$5.95 Each. Slug Proof—Coin Returns When Empty.

We Guarantee Delivery on Leaf Stick Chewing Gum. **60¢ Per Box**

**ASCO VENDING MACHINE EXCHANGE**  
 55-57-59 Bronford Street Newark 5, N. J.

125 BRAND NEW 5 BALL Free Play Pin Games. Built in last three months by a going Chicago factory. Parts will always be available.

\$10,000.00 takes the lot. Will ship any quantity subject to prior offers. Every game GUARANTEED.

1,600 of same game were built and sold.

Wire or write — don't phone

**L. S. STANFORD**  
 2757 N. Pine Grove Avenue Chicago, Ill.



**DON'T READ THIS AD  
UNLESS YOU WANT TO SAVE MONEY ON  
GUARANTEED USED OR NEW EQUIPMENT**

**50% OFF LIST PRICE!  
BRAND NEW 1946 PACE DELUXE CHROME BELLS**

LIST PRICE	OUR PRICE
5¢ PLAY \$290	\$145
10¢ PLAY \$310	\$155
25¢ PLAY \$330	\$165

**50% OFF PRICE LIST!**

JOCKEY CLUB  
TURF KING..... **\$59.50**

SPORT KING  
LONG SHOT..... **\$49.50**

RECONDITIONED, LIKE NEW  
**VICTORY DERBY** IN LOTS OF 5 OR MORE **\$144.50**  
Single Unit Price.....\$149.50

GOALEES Brand New **\$259.50**  
Used, Reconditioned, Perfect...\$169.50

BRAND NEW  
REGAL NUT VENDORS  
Reg. \$13.75 ★ \$6.95 Ea.

6000 CURRENT COSMO RECORDS, BRAND NEW, IN ORIGINAL JACKETS, 10c EA.

SEEBURG RAY GUNS,  
Converted, Refinished **\$79.50**  
CHI COIN OVERHAULED  
HOCKEY

MUTOSCOPE SKY  
FIGHTER, Refinished **\$99.50**  
MERCHANTMAN DIC-  
GERS, Refinished

DAVAL FREE PLAY COUNTER GAME, BRAND NEW.....\$29.50

NEW—  
**PHOTOMATIC**  
WRITE FOR PRICE

NEW—  
**VOICE-O-GRAPH**  
WRITE FOR PRICE

KEENEY BONUS SUPER BELLS .....WRITE  
Single, 5c; Two Way, 5c-25c; Three Way, 5c-10c-25c.  
1/3 deposit must accompany all orders, Balance C. O. D.



*Representing Leading Manufacturers of Coin Operated Machines*  
**Bush DISTRIBUTING COMPANY**  
257-259 PLYMOUTH AVE. N. GENEVA 0325 MINNEAPOLIS 11 MINNESOTA

**ATTENTION, EASTERN OPERATORS  
WANT TO BUY—R. M. C. 4 ACES,  
1c GUM BALL VENDORS**  
This Game Manufactured by Rock-Ola Mfg. Company.  
Write, state condition and price.  
**DAKOF COMPANY**  
Middletown, Ohio

**We are now delivering the Sensational New Genco  
High Score Game . . . "HONEY"**  
WE ARE ALSO DELIVERING . . .  
United's MEXICO Chicago Coin's PLAY BOY  
Gottlieb's LUCKY STAR Exhibit's RANGER  
We also have any type used game that you desire in excellent condition.  
**HENDRIX NOVELTY CO.**  
3608 FOURTEENTH ST., N. W. WASHINGTON 10, D. C.

**TEN DOLLARS JUST FOR YOUR NAME!**  
Sit down NOW and write us your name, address and number of this ad. You will receive \$10.00 FREE credit, within one year, on purchase of first order of \$50 or more.  
ALSO RECEIVE FREE EACH MONTH OUR ILLUSTRATED NEWSLETTE  
Foreign Orders A Specialty. Ad No. 21 5% Discount—Full Cash With Order.  
WANTED—USED JUKE BOX RECORDS.  
**NATIONAL NOVELTY COMPANY** 183 MERRICK ROAD MERRICK, L. I. Phone: Freeport 8-8320

**Ops. Arcade  
Men Support  
Cancer Drive**

CHICAGO, Aug. 9.—Operators and proprietors of arcades are getting behind the coin machine industry's drive to support the Damon Runyon Cancer Fund, Coin Machine Industries' (CMI) public relations bureau announced this week.

The public relations office heard this week from the Amusement Arcade, Pittsburgh, which set aside August 6 to push the industry's cancer fund drive. Harry Rosenthal and partner, Robert Platt, set that day aside and earmarked the receipts of all of their machines for the drive.

CMI said that this was the first arcade to put its machines to work for the war on cancer. Rosenthal and Platt had large signs and banners made announcing that "All receipts of this arcade August 6 will be donated to the Damon Runyon Cancer Fund."

Meantime, the association's public relations bureau announced that operating firms are getting behind the drive, pledging their financial support to make the industry's contribution a sizable one.

From Seattle, A. J. Sandtrier, pin game operator, writes the bureau: "You bet you can count on me in a program such as this. Every operator of coin machines, large or small, should get behind this program wholeheartedly. I will donate a certain amount each week for one month to help this drive."

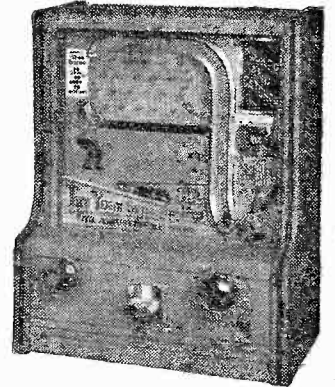
Altho no totals to date have been announced by CMI, the public relations bureau commented that outright donations and revenue from coin machine receipts pledged to the drive are shaping up in good fashion.

**No Meters for Tex. Square**

HILLSBORO, Tex., Aug. 9.—City of Hillsboro, which has 375 parking meters on order, has been ordered by the Hill County Commissioners Court not to install the meters on the courthouse square here.

**KICKER and  
CATCHER**

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY PLAY **\$37.50** F. O. B. CHICAGO  
ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep the Receipts!

**BAKER NOVELTY CO.**

HEADQUARTERS FOR  
SLOT MACHINES  
AND

BAKER PACERS  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

I BET YOU DID NOT KNOW  
THAT YOU CAN BUY KICKERS  
AND CATCHERS AND PAY FOR  
SAME IN 26 WEEKLY PAYMENTS  
ON THE TORR TIME PAYMENT  
PLAN. SUGGEST YOU WRITE FOR  
DETAILS TODAY.

**ROY TORR** LANSDOWNE PENNA

**BUY FROM MARKEPP** *It's Safer!*  
BE WISE

**MARKEPP HAS IT—**

<b>GENCO HONEY</b>	<b>CHICAGO COIN PLAY BOY BASKETBALL CHAMP</b>	<b>EXHIBIT RANGER CROSS FIRE</b>
<b>UNITED MEXICO</b>	<b>WILLIAMS TORCHY ALL STAR</b>	<b>ABT NEW CHALLENGER</b>
<b>GOTTLIEB LUCKY STAR</b>	<b>MILLS INDUSTRIES MILLS CONSTELLATION PHONOGRAPH Northern Ohio</b>	<b>BELL-O-MATIC BLACK CHERRY BELL GOLDEN BELL JEWEL BELL</b>
<b>BALLY BALLYHOO—SPECIAL ENTRY—EUREKA</b>	<b>ALLITE STRIKES 'N' SPARES Ohio only</b>	<b>INTERNAT'L MUTOSCOPE VOICE-O-GRAPH PHOTOMATIC Ohio, W. Va., Ky.</b>

**WE WILL NOT BE UNDERSOLD  
WRITE FOR OUR PRICES FIRST  
ALSO OUR COMPLETE LIST OF USED MACHINES**

**4310 CARNegie AVE. The MARKEPP Co. M. M. MARCUS & SONS CLEVELAND 3 OHIO TEL. HEb 1043**

**BEN RODINS SAYS**

**WE SELL FOR LESS!**

**IMMEDIATE DELIVERY**

ON THESE BRAND NEW

**FIVE BALL GAMES**

Exhibit's RANGER  
United's MEXICO  
Chico's PLAYBOY

Write, Call or Wire for Prices

**GUARANTEED USED GAMES**

Streamliner \$39.50	Carnival . \$120.00
WagonWheels 39.50	Spellbound . 120.00
Big Hit . 70.00	Step Up . 120.00
Dbl. Barrel 70.00	State Fair . 135.00
Big League . 75.00	Fiesta . 135.00
Sea Breeze . 92.50	Rocket . 165.00
Fast Ball . 92.50	Lightning . 175.00

3 PHOTOMATICS, Inside Lights—  
SPECIAL—No Crating. Ea. \$250.00

**MARLIN**

Amusement Corporation

412 9th St., N. W. • DI. 1625

WASHINGTON 4, D. C.

**WANTED**

**SEEBURG** { CONVICTS  
CHICKEN SAM

Must be complete with all parts

Will Pay \$30 Write for  
Each—F. O. B. Shipping  
Your City Instructions

**COINEX**  
CORPORATION  
1346 ROSCOE ST. CHICAGO 13, ILL.  
Gra. 0317

**Operators, Save Money**

**5 BALLS**

Stage Door	Fiesta . . . \$119.50
Canteen . . \$ 74.50	Havana . . . 174.50
Kilroy . . . 144.50	Miami Beach . 20.00
Big Hit . . . 74.50	Zig-Zag . . . 20.00
Superliner . 94.50	Major '41 . . 20.00
Midget Racer 64.50	Arizona . . . 37.50
Surf Queen . 59.50	

**MUSIC**

Seeburg Classic (with adapter) . . . \$135.00
Seeburg Vogue . . . 120.00
Seeburg Concert Grand . . . 125.00
Seeburg Concert Master, R.C. . . . 150.00

1/3 Deposit, Balance C. O. D.

**KERTMAN SALES CORPORATION**

875 Clinton Ave. N. Rochester, N. Y.  
Phone: Main 2507

**FOR SALE COIN MACHINE ROUTE**

70 PIECES OF EQUIPMENT  
85% '46 and '47 Models.

Further information, write, wire or call

**CLARKSVILLE AMUSEMENT CO.**

CLARKSVILLE, TENN.  
Phone: 366M Day, or 604J Night

**WANTED RELIABLE PHONOGRAPH AND PINBALL MECHANIC**

For route in Florida, must be sober, willing, and worthy of trust. Give reference and name of present or former employer. Good salary to right man.  
BOX D-92, The Billboard, Cincinnati 22, O.

**Coinmen Mull Latest Hikes In Steel Prices**

NEW YORK, Aug. 9.—Coin machine manufacturers today are faced with the prospect of higher purchasing and manufacturing costs due to the average \$5 a ton increase in steel prices which became general July 29 when United States Steel Corporation and Bethlehem Steel Corporation, in following earlier price increases by smaller steel firms, made the upped rates industry-wide.

New prices, which will soon be reflected in the raised price tag on such items as automobiles, farm equipment, home appliances and all types of coin equipment using any quantity of steel, will take about \$300,000,000 more out of the U. S. consumers' pockets annually.

**Halts Down Trend**

Indications of a down-trend in coin machine prices, which were in some quarters beginning to appear on the verge of being lowered, or at least in most cases to have reached the top of the price spiral, were put in the improbable stage with the new jockeying of steel prices. While operators and coin machine manufacturers are in accord on protesting any further equipment price boost, there is bound to be some upward adjustments along this line soon.

According to Irving S. Olds, United States Steel Corporation chairman: "This increase in steel prices is made necessary by substantially higher employment costs; the mounting costs of raw materials such as scrap, tin, lead, zinc, copper and palm oil, in addition to the greater cost of replacing worn-out facilities." Price of scrap iron has advanced more than \$10 a ton in the last two months, Olds added.

**Further Increase**

Possibility of a further increase in steel price was given when Olds said that when the effects of the wage boost on the cost of coal production are assessed "we will have to review the price situation in regard to steel." This is figured to mean an increase of another \$1.50 per ton on finished steel.

Initial company to raise the steel price was American Rolling Mill Company two weeks ago. Following American were Lukens Steel Company, National Steel Company, Jones & Laughlin Steel Company, Youngstown Steel & Tube Company and Inland Steel.

**Newly Licensed Pinballs In Newport News Pay Off**

NEWPORT NEWS, Va., Aug. 9.—The city government here, two months after it passed an ordinance licensing pin games, reported that 51 licensed machines are now in operation, and the license fees have brought in a total of \$6,600. Currently, the city exacts a \$500 occupa-

**West Side Distrib To Expand Service**

NEW YORK, Aug. 2.—Complete refinishing equipment for all types of music and vending machines is now being installed in the new headquarters of West Side Distributing Corporation, according to Harry H. Berger, firm prexy. Paint spray booths are already completely installed in the basement of the firm's building.

Extensive plans for reconditioning cigarette vending machines are being put into operation. Moe Bitter is in charge of the shop.

**Luggage, Leather Goods Men Sponsor New Yorker Show**

NEW YORK, Aug. 9.—Over 175 exhibitors have taken over four floors in the Hotel New Yorker for a week's showing of luggage, brief cases and leather goods starting Monday (11), according to Maurice A. Levitan, executive vice-president of the Luggage & Leather Goods Manufacturers of America, Inc., sponsoring organization.

Among the thousands expected to attend the exhibition will be arcade and poker table owners who use the merchandise for prizes and premiums.

**English Ex-Juke Man Seeks Patents Here**

NEW YORK, Aug. 9.—Jack Shillan, former member of the Jack Hylton juke box manufacturing firm in England, is now in this country investigating American patents for British firms. After spending a week in this city, Shillan left Thursday (7) for the Midwest.

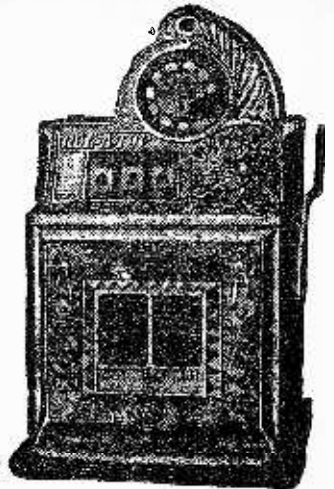
Shillan also announced that he has resigned as managing director of the British Motor Boat Manufacturing Company, London, manufacturers of amusement devices. He was non-committal as to his future plans in regard to coin machines.

**David Rosen Leases Coney Island Area**

NEW YORK, Aug. 9.—David Rosen, owner of several concessions in Coney Island, has leased a plot extending from Surf Avenue to the Bowery between West 12th Street and Henderson's Walk in Coney Island for 24 years thru Monroe J. Ehrman, broker. The buildings on the plot were destroyed by fire last May.

Building will start immediately after the current season. The spot will be used for several types of concessions by Rosen and others.

tional license and \$100 per machine per year on the equipment, and a move is underway to have both of these fees reduced.



**OPERATOR'S PRICES**

5c ROL-A-TOP BELL . . . . .	\$175.00
10c ROL-A-TOP BELL . . . . .	200.00
25c ROL-A-TOP BELL . . . . .	225.00
50c ROL-A-TOP BELL . . . . .	300.00

The Above Prices are Net F. O. B. Chicago

**WATLING MFG. CO.**

4650 W. Fulton St. CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770  
Cable Address "WATLINGITE," Chicago

**THE FOLLOWING USED MACHINES READY TO DELIVER**

**ONE BALLS**

RECORD TIME . . . . .	\$ 49.50
CLUB TROPHY . . . . .	52.50
DARK HORSE . . . . .	49.50
BLUE GRASS . . . . .	49.50
SPORT SPECIAL . . . . .	52.50
SEVEN FLASHER . . . . .	32.50
BIG PRIZE . . . . .	20.00

**FIVE BALLS**

SUPERLINER . . . . .	\$127.50
BAFFLE CARD . . . . .	127.50
STAGE DOOR CANTEN . . . . .	67.50
KEEP 'EM FLYING . . . . .	49.50
SKY CHIEF . . . . .	37.50
TEXAS MUSTANG . . . . .	27.50
SPOT POOL . . . . .	27.50
ARGENTINE . . . . .	27.50
TOWERS . . . . .	27.50
SEVEN UP . . . . .	19.50

**SLOTS**

5c MILLS BLUE FRONT . . . . .	\$ 89.50
25c MILLS BLUE FRONT . . . . .	94.50
5c MILLS BROWN FRONT . . . . .	97.50
25c MILLS BROWN FRONT . . . . .	99.50
5c MILLS WAR EAGLE . . . . .	49.50
5c PACE COMET . . . . .	52.50

**ONE-THIRD DEPOSIT MUST ACCOMPANY ALL ORDERS**

**NATIONAL SALES & DIST. CO.**

416 S. St. Paul DALLAS, TEX.  
Tel.: Central 6374

IDEAL FOOTBALLS, Floor Samples . . .	\$199.50
JACK RABBIT . . . . .	149.50
UNDERSEA RAIDER . . . . .	169.50
DRIVE MOBILE . . . . .	139.50
ACE BOMBER . . . . .	129.50
SKY FIGHTER . . . . .	129.50
SCIENTIFIC BATTING PRACTICE . . .	69.50
PERISCOPE . . . . .	69.50

**METAL TYPER DISCS**

**FOR GROETCHEN TYPERS**

Finest Aluminum—Standard Thickness \$8.50 Per 1000

Satin Finish PRECISION DIES Sample on Request

**MONEY BACK GUARANTEE**

1/3 With Order, Balance C. O. D.

**MAX GLASS**  
DISTRIBUTING COMPANY  
914 DIVERSEY • CHICAGO 14, ILL.

**FOR SALE**

12 1c Watling Treasuries, Ea. . . . .	\$ 15.00
3 1c Mills Q. T. Bells, Ea. . . . .	30.00
1 5c C. P. Jumbo Parade . . . . .	60.00
12 5c Mills Blue Fronts, Ea. . . . .	75.00
5 10c Mills Blue Fronts, Ea. . . . .	75.00
3 25c Mills Blue Fronts, Ea. . . . .	75.00
1 25c Mills Club Bell . . . . .	150.00
1 Model B2H-Ace Coin Counter . . . . .	100.00

**H. E. WAGONER**

137 E. Market St. AKRON, OHIO



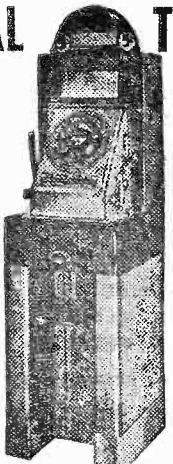
**5 LATE MODEL MUTOSCOPE VOICE-O-GRAPHS**  
WOOD CABINETS  
**\$795.00 EA.**  
WRITE—PHONE—WIRE  
★  
**SIMON SALES, INC.**  
215 W. 64th Street, New York 23, N.Y.  
Telephone Trafalgar 4-6900

**LOOK! ALL-PURPOSE RUBBER SERVICE KIT . . . ONLY \$7.50 EACH**  
The "All Purpose Rubber Service Kit" consists of the following:  
24 Small Live Rubber Rings      12 T-Shaped Rebound Rub-      4 2" Live Bumper Rings  
24 Medium Live Rubber      bers      4 3" Live Bumper Rings  
Rings      12 Beveled Hole Plunger      2 Attachment Caps or  
24 Large Live Rubber Rings      Tips      Male Plugs  
12 Thumb Guards for Coin      12 Small Hole Plunger      1 10 Ft. Electric Cord  
Chutes      Tips      With Attachment Cap  
12 Straight Hole Rebound      12 Large Hole Plunger      1 6 Ft. of Live Side Rub-  
Rubbers      Tips      ber Railing

SEND FOR OUR LATEST COIN MACHINE PARTS LIST

**COIN MACHINE SERVICE CO.**  
PARTS FOR EVERY OPERATOR'S NEED  
1547 N. FAIRFIELD AVE. All-Phones HUMBOLDT 3476 CHICAGO 22

**STANDARD METAL TYPERS**



NEW AND USED MACHINES

MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

**FINEST QUALITY METAL TYPER DISCS**  
Priced from **\$7.50** Per 1,000  
LUMIFRAME LIGHT-UP TOP SIGNS  
**NEW COLORED DISCS**  
NOW AVAILABLE  
Guaranteed to Increase your receipts.  
WRITE FOR SAMPLES AND PRICES.



**STANDARD SCALE CO.**  
4333 DUNCAN AVE., ST. LOUIS 10, MO.

Prices and Listing Changed Weekly

**EMPIRE SUPER MARKET**  
1012-14 MILWAUKEE AVE

OUR SUPER VALUES!

28,000 Sq. Ft. Better Display—Super Service!

<b>NEW PIN GAMES</b>	<b>NEW COUNTER GAMES</b>	<b>NEW CONSOLES</b>
DOUBLE BARREL . . . \$145.00 SHOOTING STARS . . . 149.00 UNITED MEXICO . . . 295.00 BALLY BALL BOY . . . 279.50 CHOCINO PLAY BOY . . . 295.00 KEENEY ROUSSEL . . . 295.00 GOTT. LUCKY STAR . . . 295.00 MARR. LIGHTNING . . . 299.50 WMS. FLAMINGO . . . 299.50 EXH. RANGER . . . 279.50 GENCO HONEY . . . 279.50	POP-UP . . . \$ 37.50 ART CHALLENGER . . . 49.50 FOLDING STAND . . . 11.95 GOTT. GRIP SCALE . . . 39.50 GRIP-VUE . . . 49.95 BASKETBALL, 1 1/2" . . . 39.50 WITH STAND . . . 49.50 KICK. & CATCHER . . . 37.50	BALLY TRIPLE B. . . \$895.00 DE L. DRAW BELL . . . 512.50 BALLY HI BOY . . . 339.50 MILLS 3 BELLS . . . 339.50 EVANS CHALLENGER . . . 595.00 EVANS BANGTAILS . . . 671.50 EV. WINTERBOOK . . . 826.00 EVANS RACES . . . 931.00 BAKERS PACERS, 23c, DD . . . 747.50 GROET. TWIN FALLS . . . 485.00
<b>ARCADE MACHINES</b>	<b>NEW SLOTS</b>	<b>VENDORS</b>
WHIZZ & STD. . . \$ 79.50 WMS. ALL STAR . . . 479.50 BOMBSIGHT . . . 385.00 ADVANCE ROLL . . . 499.50 PREMIER BOWLO . . . 469.50 TEN GRAND, 10% FL. . . 499.50 BASKET B. CHAMP . . . 279.50 POKERING . . . 445.00 METAL TYPER . . . 325.00 AMUSE TUMBLER . . . 115.00 ARISTO-SCALE . . . 125.00 MIR-O-SCALE . . . 125.00 WATLING FORTUNE WRITE . . . 189.50 AMERICAN FORTUNE . . . 395.00 SCALE . . . 189.50 IDEAL FOOTBALL . . . 395.00	JENNINGS LITE-UP CHIEF . . . \$324 JENNINGS STANDARD CHIEF . . . 289 MILLS BLACK CHERRY . . . 248 MILLS GOLDEN FALLS, H.L., 2-5 . . . 258 WATLING ROLATOP . . . 175 GROETCHEN DE LUXE CLUB COLUMBIA . . . 200 GROETCHEN COLUMBIA, JP . . . 225 MILLS VEST POCKETS . . . \$74.50, LOTS OF 5 . . . 65.00	SILVER KING, 1 1/2" OF 5c NUT OR BALL GUM . . . \$ 13.95 SILVER KING HOT NUT VENDOR . . . 29.95 VICTOR MOD. V, 1 1/2" GLOBE TYPE . . . 11.75
<b>USED PIN GAMES</b>	<b>SLOTS</b>	<b>ONE BALLS</b>
HAVANA . . . \$189.50 SUPER SCORE . . . 179.50 KILROY . . . 179.50 SHOW GIRL . . . 179.50 MYSTERY . . . 179.50 SMARTY . . . 179.50 FIESTA . . . 179.50 SPELLBOUND . . . 169.50 BAFFLE CD. . . 169.50 DYNAMITE . . . 169.50 FAST BALL . . . 157.50 SUPERLINER . . . 148.50 STEP UP . . . 139.50 MID. RACER . . . 129.50 BIG LEAGUE . . . 124.50 CANTEN . . . 114.50 SURF QUEEN . . . 104.50 BIG HIT . . . 104.50 SKY CHIEF . . . 79.50 LIBERTY . . . 79.50 AIR CIRCUS . . . 69.50 BIG PARADE . . . 69.50 KNOCK OUT . . . 69.50 KEEP 'EM FLYING . . . 69.50 TRADE WINDS . . . 69.50 SOUTH SEAS . . . 69.50 RIVIERA . . . 69.50 WAGON . . . 69.50 WHEELS . . . 69.50 FLAT TOP . . . 69.50 SANTA FE . . . 69.50 OKLAHOMA . . . 69.50 STREAMLINER . . . 69.50 YANK DOODLE . . . 69.50 5-10-20 . . . 64.50 MIDWAY (United) . . . 64.50 KISMET . . . 59.50 BOSCO . . . 59.50 YANKS . . . 59.50 GOBS . . . 59.50	6c MILLS BLUE FRONT, ORIG. . . \$ 99.50 10c MILLS BLUE FRONT . . . 109.50 25c MILLS BLUE FRONT . . . 119.50 5c BROWN FRONTS . . . 109.50 10c BROWN FRONTS . . . 119.50 25c BROWN FRONTS . . . 129.50 VEST POCKETS, 1946 Model . . . 59.50 5c BLACK CHERRY, ORIG., 2-5 . . . 179.50 10c BLACK CHERRY, NEW, 3-5 . . . 225.00 10c BLACK CHERRY, NEW REB. . . 149.50 5c JENN. SILVER CHIEF . . . 99.50 5c JENN. CLUB CONSOLE CHIEF . . . 109.50 COLUMBIAS J.P., 1946 Model . . . 99.50 5c WATL. ROLATOP, \$79.50; 10c JENN. LITE-UP CHIEFS, Used 10 Days, 5c, \$235; 10c, \$245; 25c 255.00	VICTORY SPECIAL, Auto. Shuf. . . \$345.00 PIMLICO, F.P. . . 119.50 CLUB TROPHY, F.P. . . 109.50 DARK HORSE, F.P. . . 88.50 PIMLICO '41 DERBY, F.P. . . 109.50 RECORD TIME, F.P. . . 79.50 LONGACRE, F.P. . . 149.50 TURF KING, P.O. . . 129.50 JOCKEY CLUB, P.O. . . 119.50 40 MILLS 1-2-3, F.P. . . 39.50 MILLS OWL, 1 OR 5 BALL, F.P. . . 69.50 LONGSHOT, P.O. . . 104.50 KENTUCKY, P.O. . . 109.50 SPORT KING, P.O. . . 79.50 FAIRMOUNT, P.O. . . 129.50 VICTORY DERBY, P.O. . . 184.50
	<b>CONSOLES</b>	<b>ARCADE</b>
	BAKER'S PACERS, D.D., J.P. . . \$395.00 5c COMB. SUPER BELLS . . . 79.50 BALLY SUN RAYS, F.P. . . 69.50 HI HAND, COMB. . . 99.50 WATLING BIG GAME, 5c, P.O. . . 69.50 5c PACE SARATOGA SR., P.O. . . 69.50 5c PACE REELS, COMB. . . 89.50 JENN FAST TIME, P.O. . . 59.50 BALLY BIG TOP, P.O. or F.P. . . 69.50 WATLING BIG GAME, F.P. . . 59.50 MILLS JUMBO, LATE HEAD . . . 69.50 JENN. SILVER MOON, F.P. . . 69.50 5c BALLY CLUB BELL . . . 99.50 25c BALLY CLUB BELL . . . 109.50 EVANS LUCKY STAR . . . 149.50 GALLOPING DOMINOS, J.P. . . 149.50 BANGTAILS, J.P., 2-TONE . . . 159.50	TOTAL ROLL, LIKE NEW . . . \$295.00 EV. TEN STRIKE, 1947 MODEL . . . WRITE EV. TEN STRIKE . . . 85.00 EV. TOMMY GUN . . . 94.50 BALLY DEFENDER . . . 119.50 BATTING PRACTICE . . . 99.50 PIKES PEAK . . . 19.50 GENCO WHIZZ—Like New . . . 59.50 EXH. CARD VEND., Counter Model . . . 9.50 SHOOT TO TOKYO . . . 79.50 SHOOT THE CHUTES . . . 79.50 CHICAGO COIN GOALIE, Like New . . . 194.50 GOTT. 3-WAY GRIPS . . . 19.50 CHICAGO COIN HOCKEY . . . 99.50 MUTOSCOPE SKY FIGHTER . . . 99.50 RAPID FIRE . . . 74.50 PITCHHEM & CATCHEM . . . 50.00 BALLY SKY BATTLE . . . 99.50 EXH. HAMMER STRIKER . . . 57.50 ADVANCE SHOCKER . . . 47.50 BALLY UNDEFEATED RAIDER . . . 149.50 JACK RABBIT, F.S. . . 219.50 ACE BOMBER . . . 169.50 WMS. ZINGO . . . 89.50 AMUSEMATIC BOOMERANG . . . 149.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

**Empire Coin MACHINE EXCHANGE**

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLDT 6288 • CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

**IMMEDIATE DELIVERY**

**Bally VICTORY SPECIAL**

With Chrome End Rail and Instant Action **\$325**

**BRAND NEW Bally ROCKETS**

Get Our Prices

1/3 Deposit With Order, Balance C. O. D. F. O. B. Baltimore.

**CALVERT NOVELTY COMPANY**


COIN OPERATED EQUIPMENT

708 N. Howard St. Baltimore 1, Md. Vernon 3034

**THE NEW BLACKSTONE HIGH SPEED DOUBLE BARREL COIN PACKER**

Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. Price \$2 each size.

Blackstone Coin Packer Co. Madison 1, Wis.



# DO YOU NEED NEW MACHINES? WE HAVE . . .

- New A. B. T. Machines
- New Bell-O-Matic Machines
- New Bally Machines
- New Evans Machines
- New Genco Machines
- New Williams Machines
- New Mutoscope Machines
- New Pace Machines
- New Esquire Machines
- New Columbus Venders
- New Master Venders
- New Watling Venders
- New Victor Venders
- and New Phonographs, too.

Write for detailed circulars on these new machines.

# DO YOU NEED USED MACHINES? WE HAVE THEM

Thoroughly Checked and Ready for Location. Write for exact list of used machines you need, as we have various lists.

## The VENDING MACHINE CO.

FAYETTEVILLE, NORTH CAROLINA U.S.A.

## New Tenn. Sales Tax Held Valid In Court Test

NASHVILLE, Aug. 9.—New Tennessee 2 per cent sales tax act was deemed "a valid and constitutional statute" by Chancellor Thomas A. Shriver in the first test case involving its legality since consumers began paying June 1.

Ruling was handed down as a result of a suit by Morris S. Hooten, a disabled war veteran who paid "under protest" a 10-cent tax on groceries totaling \$5.10 which he purchased from a grocery June 2. A State Supreme Court appeal appeared likely.

### Park Meters for Hillsboro

HILLSBORO, Tex., Aug. 9.—City Council here has placed an order with the Parko Meter Company, Oklahoma City, for 375 parking meters. Delivery will begin in 30 days.

## Perfect Games Expands Line

NEW YORK, Aug. 9.—Play for Gold, a new group game made by Perfect Games Company, manufacturers of several game machines, is now on location in the firm's own Coney Island establishment, The Kensington, here. The group game is replacing the Pokerino tables formerly in the spot.

Another group game made by the firm, Play the Races, has been placed in another Coney location owned by the firm, according to Stanley Gersh and Sam Garber, Perfect Games executives. A large soda, ice cream and hot dog bar has been installed in each spot.

### American Distributors Move Detroit Location

DETROIT, Aug. 9.—Local office of American Distributors has been moved to more spacious quarters at 12046 Linwood Avenue, M. Abelson has announced.

## WANTED FOR CASH! ROCK-OLA 1939 STANDARDS—1940 MASTERS

Masters must be in the original factory marble-glo finish — no repaint jobs.

All Phonographs must be in operating condition. No broken plastics or burned out motors. We are not interested in junk. State quantity of each model and best cash price.

NATIONAL COIN Machine Exch.  
1411-13 Diversey CHICAGO 14  
Phones: Buckingham 6466-6990

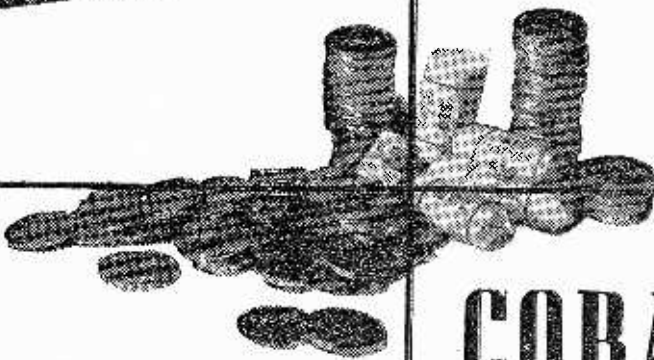
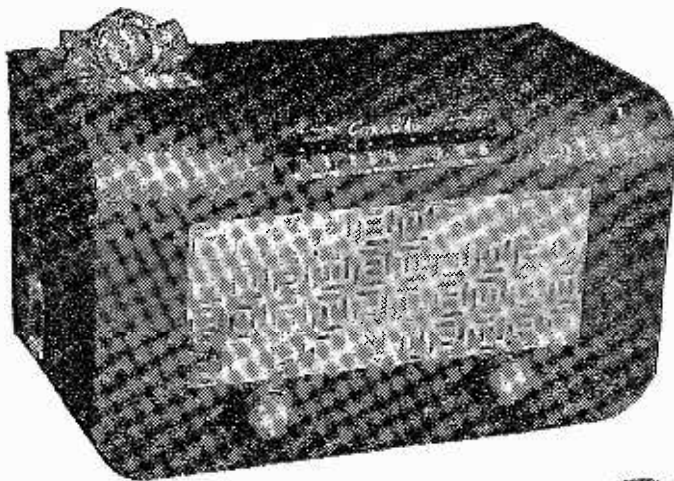
## FOR SALE

BARGAINS—BARGAINS

2 Oklahomas	@ \$	40.00	Each
3 Smokys	@	140.00	Each
4 Streamliners	@	70.00	Each
3 Sky Chiefs	@	55.00	Each
2 South Seas	@	50.00	Each
3 Big Leagues	@	65.00	Each
2 Mysteries	@	135.00	Each
2 Miss Americas	@	150.00	Each

1/3 Deposit, balance C. O. D.

NASTASI'S COIN MACHINE CO.  
1010 Poydras St., New Orleans 13, La.



pleasure  
and  
treasure  
with

# CORADIO

It's a pleasure to listen to—a treasure to operate.

The trade trend to Coradio is becoming a national landslide for one main reason. The new Coradio is the best coin operated radio made to date.

Operators all over are buying Coradio exclusively because they know by experience it's really trouble free.

We guarantee the set for one year—tubes 90 days. The Coradio—National Slug Rejector Unit eliminates 95% of all service calls. The all-steel cabinet is the embodiment of strength and beauty. Do yourself a favor.

Before you buy — see the new Coradio.

Write for  
Free Illustrated Folder



# CORADIO

COIN OPERATED RADIO

108 W. 31st St. N. Y. 1, N. Y.  
Wisconsin 7-5902



**SPEEDY AS A JACKRABBIT!**

The Fastest, Most Accurate  
**COIN DISPENSER**  
on the Market



**JUNIOR CHANGER**

Available in 5c-5c or 1c-1c models. Lustrous chrome finish. Precision machined, all metal construction. Dispenses either 5 or 10 coins in the palm of the hand. Heavily weighted non-slip base. Capacity is \$13 in nickels. Time-tested accuracy. Money-back guarantee.

**\$17.50**  
(Distributor Discount)

MEMBER  
**Northwest Sales Co.**  
EXCLUSIVE NATIONAL DISTRIBUTOR  
2100 Elliott Avenue Seattle 1, Wash.



**CENTRAL OHIO QUALITY BUYS  
PIN BALLS**

ABC BOWLER	\$ 39.50	JUNGLE	\$ 49.50
AIR CIRCUS	89.50	KEEP 'EM FLYING	79.50
ALL AMERICAN	39.50	KISMET	69.50
AMERICAN	69.50	KNOCK OUT	75.00
BEAUTIES	49.50	KNOCKOUT THE JAPS	39.50
ARGENTINE	39.50	LANDSLIDE	39.50
ATTENTION	39.50	LEADER	39.50
BANDWAGON	39.50	LEGIONNAIRE	49.50
BELLE HOP	49.50	MARINES	69.50
BIG CHIEF	39.50	MARVEL'S BASEBALL	69.50
BIG HIT (Multiple)	189.50	MIDWAY	69.50
BIG HIT (Regular)	149.50	MONICKER	49.50
BIG PARADE	79.50	PAN AMERICAN	49.50
BIG TIME	29.50	PLAY BALL	49.50
BOLOWAY	59.50	SCHOOL DAYS	49.50
BOMBARDIER	79.50	SEA BREEZE	149.50
BOSCO	59.50	SENTRY	79.50
BUBBLE	99.50	SKY CHIEF	89.50
CATALINA	99.50	SLUGGER	49.50
DEFENSE	59.50	SPORT PARADE	39.50
DIXIE	39.50	SPOT POOL	49.50
DOUBLE BARREL	169.50	STEP UP	179.50
DUDE RANCH	39.50	STRATOLINER	39.50
EAGLE SQUADRON	69.50	STREAMLINER	89.50
5-10-20	69.50	SUNBEAM	59.50
FOUR ACES	69.50	SUPERLINER	159.50
FLAT TOP	99.50	SURF QUEEN	125.00
GOLD STAR	39.50	TEN SPOT	49.50
HOLLYWOOD	39.50	TEXAS MUSTANG	59.50
HOME RUN '42	69.50	TOPIC	49.50
HOROSCOPE	49.50	VENUS	69.50
IDAHO	89.50	VICTORY	59.50
INVASION	59.50	WILDFIRE	39.50
JEEP	59.50	YANKEE DOODLE	99.50



Woolf Solomon



**New Revolveround  
Safes & Box Stands  
Single, Double, Triple  
WRITE, WIRE, PHONE  
For Special Prices**

**ARCADE AND PARK EQUIPMENT**

TOTAL ROLL	\$275.00	LITE LEAGUE	\$250.00	AMUSEMATIC JACK- RABBIT (New)	\$475.00
PINCH HITTER (New)	399.50	DRIVEMOBILE	169.50	CHAMPION BASKET BALL, 1 1/2 (New)	74.50
BATTING PRACTICE	89.50	MUTO. PUNCH BAG	175.00	10 1/2 FT. SUPER SKEE ROLLS	WRITE
SKY FIGHTER	148.50	VOICE RECORDER	119.50	10 1/2 FT. PREMIER SKEE ROLLS	WRITE
AIR RAIDER	119.50	9 FT. SKEE ROLLS	109.50	12 1/2 FT. PREMIER SKEE ROLLS	WRITE
TOMMY GUN (Late)	109.50	GROETCHEN	295.00	14 FT. WURL. SKEE ROLL A-1	269.50
WINDJAMMER	99.50	TYPERS	295.00	ROLL Week Score	295.00
PANORAMS	275.00	SCIENTIFIC BASE- BALL	99.50	ROLL "STAR" POPCORN MACHINES (NEW) WRITE	
RAPID FIRES	119.50	14 FT. WURL. SKEE ROLL A-1	269.50	NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for Attendant to Operate	\$795.00
CHICKEN SAMS	82.50	RAIDER	250.00		
UNDERSEA	250.00	CUSTARD MACHINES, 5 Qt. Cap.	\$595.00		

WRITE FOR COMPLETE LIST

**CONSOLES**

5¢ SUPER BELLS, Comb. C.P., F.P.	\$149.50	JUMBO PARADES, C.P., LATE	\$109.50
5¢ BALLY HIGH HANDS, Comb.	125.00	JUMBO PARADES, Comb. F.P., C.P.	139.50
25¢ BOBTAILS, F.P.	129.50	JUMBO PARADES, A-1, F.P.	79.50
5¢ BOBTAILS, F.P.	79.50	KENTUCKY CLUBS, A-1, C.P.	89.50
5¢ BIG GAMES, F.P.	89.50	KEENEY'S 2-WAY 5-25¢ SUPER	WRITE
25¢ PAGES REELS, C.P.	149.50	BONUS BELLS	WRITE
MILLS 4 BELLS, A-1	295.00	KEENEY'S 3-WAY SUPER,	WRITE
MILLS 4 BELLS, LATE HEADS	395.00	5-10-25¢	

**SLOTS**  
WRITE WIRE PHONE  
For Special Low Prices  
on New and Used  
Slots.

**MUSIC**  
WRITE WIRE PHONE  
For Prices on New and  
Used Phonographs.

**NEW PIN BALLS**  
WRITE WIRE PHONE  
Low Prices on New  
Pin Balls.  
CALL US FIRST.

**NEW CONSOLES**  
DeLuxe Draw Bells  
Triple Bells  
Evans Racers  
Super Bonus Bells  
Mills 3 Bells

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
185-189 E. TOWNE ST., COLUMBUS 15, O. Phones AD 7949, 7993

# REMEMBER THIS

**SOLID COLOR  
NON-INFLAMMABLE  
NON-BRITTLE  
SHRINK-PROOF  
EXPERTLY MOLDED — PERFECT FIT**

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

**acme  
PLASTICS**  
ARE  
**UNCONDITIONALLY  
GUARANTEED  
AGAINST BREAKAGE  
FOR 3 YEARS**

Determine Right or Left as You Face Phonograph

<b>ROCK-OLA</b> Standard, Master, De Luxe or Supers: Each	"Classic"—"Colonel": Top Corners (Solid Red, Yellow or Green) .....	750 Middle Sides .. \$ 2.25 850 Top Corners .. 12.50 850 Lower Sides .. 8.75 850 Top Center .. 12.50 850 Peacock Glasses 5.00 950 Lower Sides .. 12.50 24 Top Corners .. 1.20 24 Lower Sides .. 5.50 41, 61, 71 Top Corners .. 5.50
Top Corners (Solid Red, Yellow or Green) \$12.75 Lower Sides (Red or Yellow) .. 12.75 Top Door Plastics (Red, Yellow or Green) 6.75	"Cadet"—"Major": Top Corners .. 2.50 WURLITZER Each	800 Top Corners .. \$16.50 800 Lower Sides .. 15.00 800 Middle Sides .. 3.25 800 Top Centers (Right or Left, Red) 9.50 800 Back Sides (Green) .. 9.50 800 Top Centers (Onyx) .. 5.25 600, 500 Top Corners 5.50 700 Top Corners .. 8.50 700 Lower Sides .. 9.50 700 Back Sides .. 9.50 750 Top Corners .. 9.75 750 Lower Sides .. 9.75 750 Top Center .. 5.50
Commando: Top Corners .. 8.00 Top Center .. 7.00 Long Sides .. 12.75 Combination Yellow and Red Color Scheme.	SEEBURG "Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green) \$14.50 "Hi-Tone" Grille Plasters (Solid Red, Yellow, Green or Onyx) .. 2.25	MILLS Available in Red, Yellow or Green. Throne—Empress: Each Top Corners .. \$14.00 Throne—Empress: Lower Sides .. 14.00 SHEET PLASTIC Not Painted—Non-Brittle 20"x50", Pliable. Per Sheet .. \$12.50 50 gauge, red, yellow, green or clear. 60 Gauge, Per Sheet \$14.50

**IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!**

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

**ORDER FROM YOUR NEAREST DISTRIBUTOR!**

**ACME SALES CO.** 505 W. 42nd ST. New York 18, N. Y. LO. 3-4138

**AUTOMATIC COIN**

*America's Bell Machine Center*

**NOW DELIVERING!  
BRAND NEW  
MILLS 5c Q. T.  
\$115.00**

**SPECIAL SLOT TOOL KIT \$14.95**  
9 Essential Tools for Servicing Your Bell Machine Equipment. Complete Set. Only

Reconditioned Mills Late Head Jumbo, P.O. .... \$69.50

**GILT-EDGE RECONDITIONED MACHINES**

SLOTS	CONSOLES	NEW COUNTER GAMES
Jenn. 5¢ 4-Star Chief \$ 79.50 10¢ 84.50 Jenn. 5¢ Silver Club 94.50 Mills Bonus Bell, 5¢ 129.50 10¢ \$139.50; 25¢ 149.50 Mills Gold Chrome, 5¢ 139.50 10¢ \$144.50; 25¢ 149.50 All used machines perfectly reconditioned by expert mechanics.	5¢ Buck. Track Odds, D.D. \$375.00 25¢ Buck. Track Odds, D.D. 385.00 5¢ Buck. Track Odds, Reg. 225.00 Bally Club Bell 99.50 Evans '41 Bang Tall, J.P. 129.50 Pace Twin Reels, 5¢/25¢ 89.50	Pace Twin Reels, 5¢/10¢ \$ 89.50 Jenn. Silver Moon Tot., F.P. 79.50 ABT CHALLENGER. Write MARVEL POP-UP. \$29.50 Daval FREE PLAY, Cig. Reels 49.50

ALL USED MACHINES PERFECTLY RECONDITIONED BY EXPERT MECHANICS.  
WRITE FOR COMPLETE LIST, GAMES AND PARTS. TERMS: 1/3 DEP., BAL. C.O.D.

**AUTOMATIC COIN MACHINES & SUPPLY CO.**  
AL! PHONES: CAPITOL 3244  
4135-43 ARMITAGE AVE. CHICAGO 39, ILLINOIS  
Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

**GUARDIAN ELECTRIC MFG. CO.**  
CHICAGO, ILLINOIS

Welcomes the...

**Aireon  
Blonde  
Bombshell**

What a Gold Digger!

Our part of the BLONDE BOMBHELL is the most glamorous of all. Guardian Coin Accumulators are in there "clicking" and helping to create that magnetic earning power.

CONGRATULATIONS FROM ANOTHER Aireon SUPPLIER

### Florida Post Office Gets Stamp Venders

JACKSONVILLE, Fla., Aug. 9.—Non-profit stamp venders have been installed in the post office here on an experimental basis. Machines vend five one-cent stamps for a nickel and two air mail stamps for a dime.

Vender use is expected to relieve congestion during busy periods.

### Insolvency Hearings For Electronic Labs

INDIANAPOLIS, Aug. 9.—Electronic Laboratories, Inc., here, makers of radio equipment, was the subject of a Federal Court hearing on receivership proceedings August 7. Creditors of the firm instigated the action when they charged it with insolvency to the amount of \$300,000.

Electronic Laboratories recently developed a new low-cost vibrator type converter for operation of coin-operated phonographs, games, venders and other motor driven or radio amplified equipment. Production and deliveries on the unit commenced last month.

### Rhodes Park Men Seek Pay Increase

HARTFORD, Conn., Aug. 9.—Workers in the parking meter division of M. H. Rhodes, Inc., here, represented by Lodge 354, IAM, are seeking a 15-cent-an-hour pay raise. Negotiations between management and the union are now in process. Workers are seeking the increase under a wage reopening clause in the contract.

Several weeks ago officials of IAM opened negotiations with Rhodes in the drive for the wage increase. As soon as an agreement is reached it is expected that the UE-CIO unit which represents employees in the time device section of the plant will also seek the 15-cent increase.

**FOR SALE**  
VICTORY SPECIALS .....\$245 Each  
**DURSELL NOVELTY CO.**  
176 Arch Street, New Britain, Conn.

**ORDER NOW! ★ ★ ★ ★ ★ ★ ★ ★ ★ ★**

## 1948 Coronet

### COIN RADIO

**DIRECT FROM MANUFACTURER**  
UNCONDITIONALLY GUARANTEED

# \$49.50

Incl. Excise Tax  
25% DEPOSIT  
REQUIRED ON  
ALL ORDERS.



**FOOLPROOF TIMER**

**R.C.A. LICENSED**

**A Few Territories Are Still Available**

**Call or Write Today For Full Particulars**

**CORONET RADIO & TELEVISION CORP.**  
500 WEST 52nd ST. CI-5-5094 NEW YORK CITY 19, N. Y.

### Speedway Plans Tele-Juke Box In Combination

NEW YORK, Aug. 9.—First combination coin-operated television-juke box, scheduled to sell for approximately \$800, including installation charges and a one-year free maintenance service, has been developed by Al Bloom, president of Speedway Products, Inc. Model of the machine, which will include patented RCA Victor television equipment and a used Wurlitzer juke mechanism, now is under construction and a showing is planned within the next few weeks.

According to Bloom, former secretary of the Automatic Music Operators' Association (AMOA), who resigned from the organization last year to initiate and operate Speedway Products, the machine will offer 5, 10 and 25-cent play on the juke as well as the television set. In the latter case the television time will break down as follows: For 5 cents the tele set operates three minutes; for 10 cents, six minutes, and for 25 cents, 15 minutes. The customer or location owner may insert as many coins as he wishes at one time in order to assure continuous play for the length of the program he wishes to see. A red light flashes on 30 seconds before the paid time is scheduled to run out, thereby warning that additional money is required. A switchover mechanism, developed by Speedway and now in the patent-pending stage, will be featured.

Exact size of the screen has not been set, but will be either 12 or 15 inches, with the latter preferred.

### Liggett & Myers Gross Up

CHICAGO, Aug. 9. — Quarterly earnings report of Liggett & Myers Tobacco Company showed a sales gain of 19 per cent for the second 1947 quarter over the first.

Sales, which totaled \$132,900,000, were 14 per cent above the corresponding period of 1946.

### Parking Meters for Dublin

DUBLIN, Ga., Aug. 9.—Some 366 parking meters, recently installed in the downtown business area, have been placed in operation.



M. S. GISSER, Sales Mgr.

**ORIGINAL MILLS BELLS**

5 5¢ Blue Fronts	\$ 65.00
1 10¢ Blue Fronts	75.00
3 5¢ Melon Bells	65.00
5 5¢ Brown Fronts	65.00
6 5¢ Cherry Bells	70.00
5 10¢ Cherry Bells	75.00
2 25¢ Cherry Bells	110.00
1 10¢ Gold Chrome, H.L. 2/5, P.O.	95.00
1 5¢ Gold Chrome, 2/5, P.O.	85.00
1 5¢ Black Cherry	125.00
1 25¢ Black Cherry	150.00

The above are all operating, clean condition, late series.

**BRAND NEW**

Chicago Metal "Universal" Line  
Box Stands ..... \$ 25.00

Single "Revoly-A" Round" Safe ..... 79.50

Double "Revoly-A" Round" Safe ..... 116.75

"DeLuxe" Line  
Single "Revoly-A" Round" Safe ..... \$119.50

Double "Revoly-A" Round" Safe ..... 174.25

Triple "Revoly-A" Round" Safe ..... 262.00

Write for prices on brand new Mills and Jennings Slots. All models, all denominations.

**NEW CONSOLES**

Evans Winter Book, 5¢ Model ..... \$826.00

Evans New Races, 5¢ Cash Model ..... 931.00

Evans New Races, 5¢ Comb. Model ..... 989.50

Evans Casino Bell Set, 3 5¢ & 2 25¢ Mod. 664.50

Jennings 5¢ and 25¢ Challengers ..... 595.00

**BRAND NEW**

Packer Wall Boxes ..... Write

Buckley Wall Boxes ..... \$25.00

80-Wire Coded Cable, 25¢ Ft. 1000 Ft. Rolls ..... Write

**MUSIC**

3 61 Wurlitzers ..... \$110.00

3 71 Wurlitzers ..... 150.00

4 Twin 12 Wurlitzers ..... 135.00

8800 Seeburg, R.C. .... 275.00

9800 Seeburg, R.C. .... 275.00

8200 Seeburg, R.C. .... 275.00

Lo-Tone Seeburg, R.C. 335.00

1946 Rock-Olas ..... 475.00

Commandos ..... 195.00

**SKEE BALLS**

10 Wurlitzer 14-ft. Skee Balls ..... \$165.00

4 High Score Wurlitzers 195.00

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D., F. O. B. CLEVELAND

**Cleveland Coin Machine Exchange**  
2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
Phones: PRospect 6316-17

### The Finest Quality Candy Coated BUBBLE BALL GUM

Unlimited Quantities—25 Lbs. to the Carton  
**45c PER LB.**

Size—170 Count, 195 Count and 210 Count—50¢ Per Lb.  
Spotted Prize Gum—All Sizes—5¢ More Per Lb.  
(Minimum Order, 1 Carton)

**VENDERS**

SILVER KING		ADVANCE	
1¢ Peanut	\$13.95	1¢ Peanut	\$11.25
1¢ Gum	13.95	1¢ Gum	11.25
Lots of 10 or more, Ea.	11.50	5¢ Pistachio	13.75

**MASTER**

1¢-5¢ Comb.	\$15.95
-------------	---------

**VICTOR V**

1¢ Globe	\$11.75
1¢ Cabinet	13.75

Pipe Stands ..... \$3.50 or 3 for \$10.00  
Cross Bars ..... \$1.00 or \$10.00 Per Doz.  
Wall Brackets ..... \$1.00 or \$10.00 Per Doz.  
5¢ Silver King Hot Nut Venders With Cup Dispenser, Brand New, Complete ..... \$29.95

**Best place your order now before prices increase**

**ARCADE EQUIPMENT**

2 Lite-o-Leagues	\$175.00	5 Ten Strikes	\$ 69.50
1 Evans in the Barrel	110.00	New Chl Coin Basketball	499.50
2 Rapid Fires	110.00	Jafco 9 Ft. Barrel Roll	150.00
1 Pitchem & Katchem	85.00	2 Bating Practices	95.00
1 Radiogram	125.00	2 Chl Coin Hockey	110.00
1 Voice Recorder, F.S.	395.00	3 Keeney Air Raiders	110.00
3 Panorams	195.00	3 Chicken Sams	95.00
1 Brand New Jack Rabbit	250.00	3 New Bowl-a-Scores	125.00
1 Anti-Airport	49.50	1 Scientific Baseball	95.00
Brand New Midget Bag	365.00	Mutoscope Punching	175.00
1 Undersea Raider	175.00	2 Buckley Treasure Island	75.00
3 Exhibit Iron Claws	69.50		

**COIN-O-MATIC CHANGERS**  
Actually and Automatically changes quarters and dimes to nickels—completely automatic and fool proof. Sells at \$117.50.

**NEW COUNTER GAMES**

Genco Pee Wee ..... \$ 45.00

Marvel Pop Up ..... 35.00

Advance Shockers ..... 18.50

Silver King Grip Views ..... 49.50

Champion Basketball, Kicker & Catcher ..... 35.00

A.B.T. Challenger ..... 45.00

**USED COUNTER GAMES**

3 A.B.T. Targets ..... \$ 20.00

3 Home Run Guns ..... 15.00

3 Bomber Gum Venders ..... 10.00

1 A.B.T. Target Skull ..... 20.00

5 Smiley ..... 12.00

1 Bouncer, New ..... 20.00

1 Wind Mill, New ..... 15.00

1 Personality Indicator ..... 25.00

2 Peep Shows ..... 20.00

2 Hold and Draw ..... 15.00

5 Pike's Peaks ..... 17.50

FOR SUBSTANTIAL SAVING IN NEW SLOTS AND CONSOLES, GET IN TOUCH WITH US.

**25 GUSHERS**

Brand New Daval 5¢ Gushers, Ea. .... \$ 35.00

**USED SCALES**

7 Ideal Penny Scales \$ 55.00


1 Detroit Lo-Boy Scale 55.00

**10 POSTAGE STAMP VENDORS**  
Originally \$29.50  
Close-Out at ..... \$ 17.50

**BOOMERANG**

15 BOOMERANGS

The finest of upright Novelty Games, scoring up to 265,000, with an out ball release. SPECIAL, \$165.00. ORIGIN-ALLY \$299.50. Better than Pin Games.



### 1946 PHONOGRAPHS

Wurlitzer, Airon, Rock-Ola, Seeburg.....Write

#### Check These Points

1. Refinished
2. Mechanism washed in tank
3. Amplifier, motor, speaker checked
4. Tone head renewed
5. Worn parts replaced
6. Carefully crated
7. Immediate delivery
8. Cloths replaced with Talking Gold

**SEEBURG**

1946 Slightly Used Cellar Model and 2 Nearly New Wireless Boxes ..... \$440.00

Hi-Tone, R.C. .... 279.50

Hi-Tone, E.S. .... 249.50

Colonel, Major, Etc. .... 249.50

Classic ..... 185.00

Vogue ..... 175.00

Factory R.C. Special, 30-Wire ..... 150.00

Casino ..... 129.50

Regal ..... 114.50

8200 Conversion ..... 89.50

Royal ..... 89.50

Queen ..... 89.50

Rex ..... 79.50

**ROCK-OLA**

Rock-Ola Super ..... \$185.00

Deluxe ..... 159.50

Standard ..... 155.00

Playmaster & Spectravox ..... 129.50

Twin 12, in Steel Cabinet ..... \$ 99.50

20-Record Cellar Job, 30-Wire ..... 99.50

20-Record Cellar Job, 5-Wire ..... 99.50

Seeburg S-20-1Z 30-Wire Boxes ..... \$ 7.50

Seeburg WS-2Z Wireless Wall Boxes ..... 24.50

10,000 Title Strips ..... 3.75

Needles ..... Write

Talking Gold ..... 75¢ Per 100 Sq. In.

**WURLITZER**

850 ..... \$324.50

800 ..... 309.50

780E ..... 299.50

24 ..... 119.50

616 (iii) ..... 79.50

412, in Gem Cabinet ..... 79.50

61 ..... 79.50

616, Plain ..... 64.50

412 ..... 49.50

50 ..... 49.50

P-12 ..... 39.50

ALL TUBES AND MINIATURE BULBS—40% DISCOUNT.  
Terms: 1/3 Cash With Order, Balance C. O. D.

### DAVIS DISTRIBUTING CORPORATION

Seeburg Factory Distributors  
12 Years of Operators' Confidence  
738 ERIE BLVD., E. SYRACUSE, NEW YORK  
875 MAIN STREET BUFFALO, NEW YORK



Announcement!

# CHRIS NOVELTY COMPANY

1217 NORTH CHARLES STREET, BALTIMORE, MARYLAND

appointed

Exclusive Bally Distributor for  
Maryland, Pennsylvania, Virginia, Delaware

NOW DELIVERING!

## EUREKA



EARNs PAY-TABLE PROFITS  
IN FREE-PLAY SPOTS

OPERATE AS MULTIPLE  
OR SINGLE-COIN GAME

NEW, IMPROVED  
FREE PLAY MECHANISM

FAST 5-BALL PLAY  
CONVERTIBLE 1 OR 2  
BALL PLAY

## BALLYHOO

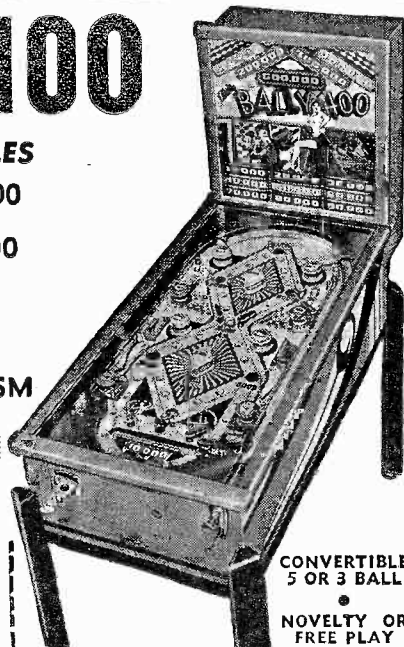
7 KICKOUT HOLES

SCORING 5,000 TO 50,000

HI-SCORE UP TO 560,000

18 DIFFERENT SCORE  
VARIATIONS

TROUBLE-FREE MECHANISM



### HI-BOY

CLUB-TYPE BELL CONSOLE  
with HOLD AND DRAW Feature

NICKEL, DIME or QUARTER PLAY

CONVERTIBLE  
5 OR 3 BALL

NOVELTY OR  
FREE PLAY

### BALLY ENTRY

ONE-BALL AUTOMATIC MULTIPLE  
AND

### SPECIAL ENTRY

ONE-BALL FREE-PLAY MULTIPLE

EASILY DOUBLE or TRIPLE  
NORMAL ONE-BALL PROFITS

### HEAVY HITTER

FAST-ACTION COUNTER GAME

Baseball Skill Play Welcome in All  
Territory

SENSATIONALLY LOW PRICE

### TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFITS!  
TRIPLE COIN CHUTES—ANY COIN COM-  
BINATION

NICKEL, DIME, QUARTER

CONVERTIBLE: AUTOMATIC or FREE-PLAY

### DELUXE DRAW BELL

with EXTRA DRAW Feature

AVAILABLE IN

NICKEL or QUARTER PLAY

CONVERTIBLE: AUTOMATIC or FREE-PLAY

FOR QUICK DELIVERIES WRITE CHRIS CHRISTOPHER

CHRIS NOVELTY COMPANY 1217 N. CHARLES STREET  
BALTIMORE 1, MARYLAND

## London Arcade Play Increasing, Says Op

LONDON, Aug. 9.—An upward trend in the amount of coins put in coin-operated machines in the city's arcades is being noted, according to John Blackston, local arcade and pub owner. Cocktail lounges, something fairly new for the English people, also are reported to be doing an increased business for the first time this year.

Both types of establishments were heavily patronized by the American soldiers and sailors while they were stationed in, or visiting, the city. Trend toward increased business in both types of locations shows that American influence on the life of the Englishman has left its mark, according to Blackston.

## Employment on Rise In Bridgeport, Conn.

BRIDGEPORT, Conn., Aug. 9.—Number of unemployed persons in Connecticut filing for jobless benefits dropped to 29,986 during the week of July 21st from a total of 33,085 during previous week, it was announced by Labor Commissioner John J. Egan. Largest number of unemployed applicants, 4,942, were in the Bridgeport area.

During the week a number of metal working plants rehired workers following a layoff due to lack of steel.

# 13

WAYS TO SCORE  
WITH THE NEW  
KEENEY

# CLICK

5 Ball Game

Lightning Fast Play

CLICK Will Click

In All Your Locations

Order Direct From

### SCOTT-CROSSE

Your Keeney Distributor

### SCOTT-CROSSE CO

1423 25 SPRING GARDEN ST., PHILADELPHIA 30, PA.

## Coin-a-matic presents the Coin-a-matic Coin Changer



\$99.50

Holds \$50.00 in nickels. In-  
creases play on coin-op'd  
machines 30%. Also ideal  
for service placement in  
stores on rental basis. In-  
vestigate this today.

NEW GAMES RANGER • LIGHTNING • MEXICO  
BALLYHOO • PLAYBOY

SLOT PARTS We have all Mills Slot and Jumbo  
Parts.

### SLOTS

25¢ Gold Chrome,	5¢ Jennings Cigarola \$60.00
1 Cherry Pay ... \$100.00	10¢ Blue Front .... 90.00
25¢ Bally Draw Bell . 175.00	25¢ Blue Front .... 105.00
5¢ Mills Silver Chrome,	5¢ Silver Chrome .. 115.00
Hand Load .... 130.00	10¢ Gold Chrome .. 125.00
10¢ Orig. Chrome .. 140.00	5¢ Silver Chrome,
10¢ Bonus Bell .... 135.00	hand load ..... 125.00
5¢ Brown Front ... 90.00	Chicago Metal Double and
10¢ Brown Front ... 100.00	Triple Revolv-A-Round Safe
25¢ Brown Front ... 110.00	Stands.
5¢ Blue Front .... 80.00	TERMS: 1/3 Deposit,
5¢ Vest Pockets, Sil- ver and Gold ... 30.00	Balance C. O. D.

## COIN-A-MATIC DISTRIBUTORS

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

### WALL BOXES

Rock-Ola, AC or DC ..... \$6.50  
Buckley 16, Chrome ..... 3.50  
Wurlitzer #125, 5-10-25 ..... \$10.00

### FREE PLAY PIN GAMES

ABC Bowler ..... \$35.00	South Paw ..... \$ 34.50	Home Run, '42 ..... \$40.00
Belle Hop ..... 45.00	Stars ..... 45.00	Kismet ..... 54.50
Bombardier (Con.) ..... 59.50	Sun Beam ..... 40.00	Majors, '41 ..... 32.50
Captain Kidd ..... 59.50	Tail Gunner ..... 40.00	Miami Beach ..... 45.00
Four Roses ..... 35.50	Tornado ..... 175.00	Sky Line ..... 30.00
Gold Star ..... 40.00	Argentine ..... 45.00	Sluggo ..... 25.00
Gun Club ..... 59.50	Big Parade ..... 65.00	Spot Pool ..... 39.50
Knockout ..... 59.50	Bombardier (Rev.) ..... 35.00	Stratoliner ..... 25.00
Metro ..... 27.50	Eagle Squadron ..... 64.50	Super Chubby ..... 20.00
Sky Blazer ..... 42.50	Glamour Girls ..... 35.50	Texas Mustang ..... 49.50
Sky Ray ..... 25.00		

All Games Ready for Location. 1/3 Deposit, Balance C. O. D.

1434 WELLS STREET **HISER SALES CO., INC.** FORT WAYNE, IND.

## CALL TO ALL OPERATORS

We need one hundred used games. All necessary is the glass and the coin chute. We will give a liberal allowance on any game as trade-in on United's new game "MEXICO". One game for one game. For next ten days.

### FRANK SWARTZ SALES COMPANY

LET US HAVE YOUR OLD EQUIPMENT

515-A FOURTH AVE., S. NASHVILLE, TENNESSEE

WRITE PHONE 4-8571 WIRE

**ORDER NOW  
FOR EARLIEST  
DELIVERY**

*Chicago Coin's*

# PLAY BOY

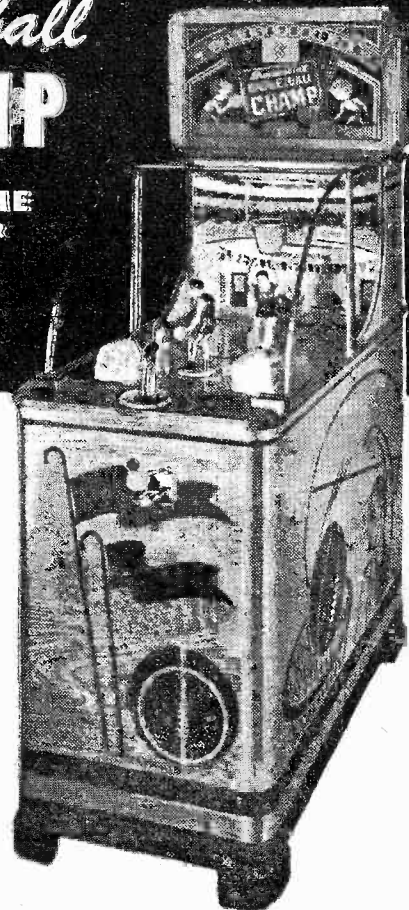
PLAY BOY with those extra five 50,000 high score bumpers . . . extra ways to win and special features.

**FREE—It's NEW!**  
Send Today for Your  
**FREE** Copy of Chicago  
Coin's **PARTS CATALOG**

## Basketball CHAMP

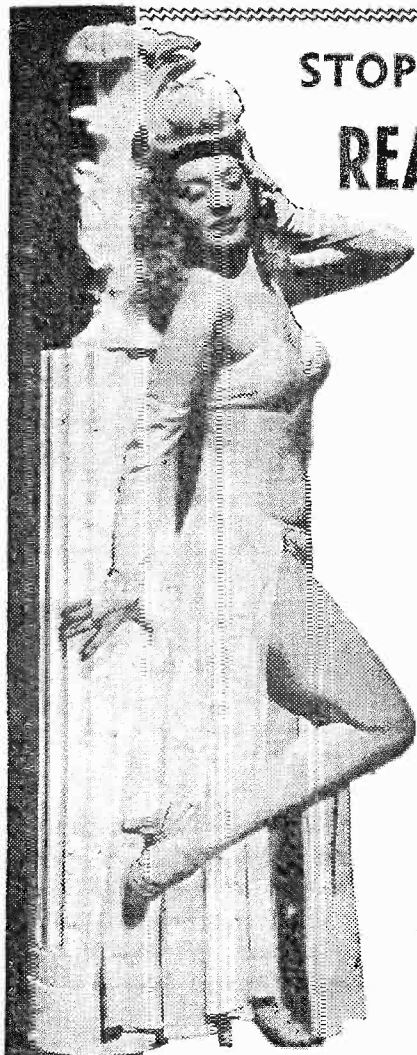
IT'S THE  
**SHOW GAME  
OF THE YEAR**

BRELLIANT  
FLOODLIGHT  
ILLUMINATION  
GIANT MARKINGS



YOUR FIRST CHOICE SHOULD *always* BE A GAME MADE BY

*Chicago Coin* **MACHINE CO.**  
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS



**STOP . . . LOOK . . . then  
READ CAREFULLY**

**WE WANT No. 1.**  
A Winter spot (or all year 'round) for an  
**ELECTRICAL  
GROUP  
GAME**

**WE WANT No. 2.**  
All Concessionaires to see  
**THE RACES**  
(an Electrical Group Game)  
in operation at 1315 Surf Avenue,  
Coney Island, N. Y. Then judge  
for yourself as you see the  
Public Play.

**WE WANT No. 3.**  
To close out  
**POKERINO  
TABLES**  
(Brand new, of course)  
at \$149.50 each to make room  
for the production of our own  
**PATENTED GROUP GAMES** which  
we have operated for 15 consecu-  
tive (and successful) years.

**ORDER YOUR ELECTRICAL GROUP GAMES  
NOW FOR 1948 DELIVERY**

### PERFECT GAMES COMPANY

PERFECT GAMES BUILDING  
STANLEY GERSH

ES-planade 2-4383

BROOKLYN 24, N. Y.  
SAM GARBER



JOE  
ASH

**JUST OFF LOCATION**

## "AS IS" SALE

**All Parts Intact—Rock Bottom Prices**

### \$15.00 EACH AS IS

- |                 |                 |
|-----------------|-----------------|
| A. B. C. BOWLER | MONICKER        |
| ALL AMERICAN    | MYSTIC          |
| AIR FORCE       | SILVER SPRAY    |
| ATTENTION       | SEVEN UP        |
| BOLAWAY         | SPORT PARADE    |
| CLOVER          | SNAPPY          |
| CROSSLINE       | STAR ATTRACTION |
| FLICKER         | STRATOLINER     |
| FOUR ROSES      | SCORE-A-LINE    |
| GUN CLUB        | SLUGGER         |
| GOLD STAR       | TOPIC           |
| JUNGLE          | TARGET SKILL    |
| JOLLY           | VELVET          |
| MAJORS, '41     | SKY RIDER       |

### \$29.50 EA. AS IS

- BIG PARADE
- KNOCKOUT
- 5-10-20
- BOSCO
- SKY BLAZER
- TEXAS MUSTANG
- WEST WIND
- VENUS

### POSTWAR GAMES

*Thoroughly Reconditioned  
All in A-1 Mechanical  
Condition*

- Big Hit . . . . . \$69.50
- Big League . . . . . 74.50
- Kilroy . . . . . 154.80
- Stage Door Canteen . . . . . 69.50
- Surf Queen . . . . . 69.50
- Spellbound . . . . . 104.50
- Suspense . . . . . 79.50
- Superliners . . . . . 99.50

1/3 With Order, Balance C. O. D. Minimum Order, 5 Machines.

## ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St.  
Philadelphia 30, Pa.  
Fremont 7-4495

1060 Broad St.  
Newark 2, N. J.  
Mitchell 2-7646

1120 Wyoming Ave.  
Scranton, Pa.  
Scranton 4-6176



**YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS**





# New! KEENEY'S 5-BALL NOVELTY or FREE GAMES "CLICK"

Thrilling Ball-Banging Bumper Action!  
Snap-Action Kick-Out Holes Speed Super Scores!  
**TOP HIGH SCORE: 930,000**  
PULLS FURIOUS PLAY!

See every novelty or free game table. Try them all. Then pull the plunger on Keeney's new "Click" for the greatest adventure in spellbinding 5-ball play you've ever experienced. Snappy "Kick-Out" holes at top of field start a riot of action the like of which you've never seen before. Be convinced. See Keeney's "CLICK". Play it. Yours for bigger, faster, longer-run novelty and free game earnings. It's Keeney's "CLICK" ready for you right now when you need a real winner!

Order "CLICK" for Immediate Delivery  
from Your Nearest Keeney Distributor



New! SPECIAL  
ANNOUNCEMENT  
ALL NEW 1-WAY, 2-WAY, 3-WAY  
KEENEY

**BONUS Super Bells**

NOW AVAILABLE WITH  
**HALF DOLLAR COIN CHUTES!**

Any combination obtainable  
in 5¢-10¢-25¢-50¢ Coin Chutes!

Think what it means to take in up to \$2.50 per play thru one 50¢ coin chute. Actually double your top earnings in "hot spot" locations. Your choice of 5¢-10¢-25¢ chutes comes to you as standard equipment—your half dollar chute together with 50¢ mechanism priced at fifty dollars extra. Operate 50¢ coin chutes with Keeney's 1-Way, 2-Way or 3-Way Bonus Super Bell consoles and become financially independent. You're missing a GREAT DEAL if you don't act today!

Order Keeney's Bonus Super Bell  
with 50¢ Coin Chutes from your  
Nearest Keeney Distributor!

*Keeney's*  
**CLICK**

*Art Works and Silks Screening  
by*  
**ADVERTISING POSTERS CO.**  
3845 W. Madison Street • Chicago 24, Illinois

**ALL THE LATEST BRAND NEW FACTORY RELEASES**  
IMMEDIATE SHIPMENT — NO DELAYS!!

<p><b>5 BALLS</b></p> <p>RANGER HONEY PLAYBOY LUCKY STAR BALLYHOO TORCHY MEXICO</p>	<p><b>THE DOWNEY-JOHNSON COIN COUNTER</b></p> <p><b>\$217.50</b> F. O. B. Chicago</p>	<p><b>ONE BALLS</b></p> <p>ENTRY SPECIAL ENTRY EUREKA</p> <p>VICTORY DERBIES VICTORY SPECIALS Wire, Phone or Write for SPECIAL PRICES!</p>
---	---	--

Our Reconditioned Machines Are Up To A Standard, Not Down To A Price.  
Distributors, Send for Full Particulars.

**WELL KNOWN. PRACTICAL GLOBE COIN SORTER. \$290.00**

**BARGAINS! 5 BALLS BARGAINS!**  
Largest Selection Offered Anywhere!  
WRITE! WIRE! PHONE!

TERMS: 1/3 DEPOSIT—BALANCE C. O. D. OR SIGHT DRAFT.  
CHARLES (JIMMY) JOHNSON—VINCE MURPHY

**GLOBE DISTRIBUTING CO.**  
623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. ARM. 0780.

<p><b>NEW GAMES</b></p> <p>HAVANA LIGHTNING MEXICO CARNIVAL RANGER MAISIE LUCKY STAR BALLYHOO</p> <p>MARVELS &amp; MERCURYS <b>\$19.50 EACH</b> Equipped With Special Time Clocks</p>	<p>MARVEL'S <b>'POP-UP'</b> WRITE FOR SPECIAL PRICES</p> <p><b>SLOTS</b></p> <p>1 Mills Brown Hammerloid, 5¢ ... \$175.00 1 Mills Brown Hammerloid, 10¢ ... 180.00 1 Mills Brown Hammerloid, 25¢ ... 195.00 1 Mills Chrome, 5¢ 150.00</p> <p>SEND FOR OUR CLOSEOUT PRICE LIST</p>	<p><b>ANY 3 FOR \$125.00!</b></p> <p>ARGENTINE BOLAWAY DEFENSE 5-10-20 GUN CLUB SEVEN UP SHOW BOAT SPOT POOL STAR ATTRACTION TEN SPOT VICTORY</p>
---	---	---

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

*Mid-State Co.* 2369 MILWAUKEE AVE., CHICAGO 47, ILL.  
Phone: Everglade 2545

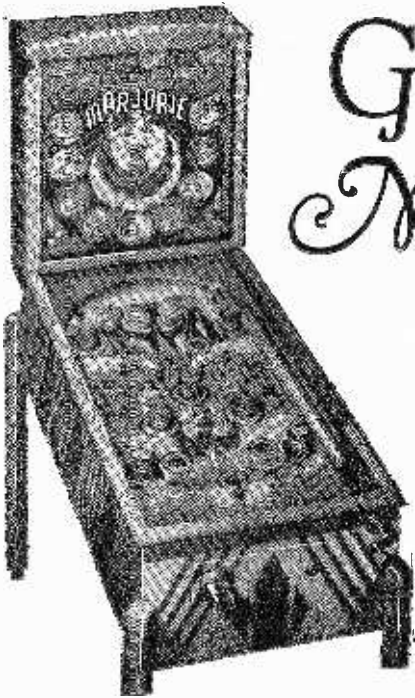
**SENSATIONAL . . .**

is the word for Heath's converted **DOUBLE BARRELS**, with the volcanic eruption kicker, skill field eliminated. Entirely new scoring principle makes this a fascinating new and different game that will coin the nickels. Weeks on test locations prove this game to be a real money maker. If you enjoy counting nickels, order a sample today. Only a few at the amazingly low price of \$179.50.

WIRE YOUR ORDERS TODAY—FIRST COME, FIRST SERVED

**HEATH DISTRIBUTING COMPANY**  
217 THIRD STREET  
MACON, GEORGIA  
Phones: 2681-2682

Lazar says, "After all is said and done  
There is really only one"



# Gottlieb's Marjorie

Latest 5-ball winner  
that has more ways  
to win. High score,  
fast-action play, ex-  
citing appeal. Truly  
the greatest in a long  
line of Gottlieb win-  
ners.

**B. D. Lazar Co.**  
1635 FIFTH AVENUE  
PITTSBURGH  
Phone Grant 7818

MEMBER COIN MACHINE INDUSTRIES, INC.

**R. J. POTTS-  
CALKINS &  
HOLDEN**

**Aireon  
Blonde  
Bombshell**



We're Getting So We  
Fall For Our Own "Line!"

Yes, we get up the AIREON ads. It has been  
our pleasure to work with AIREON and their distribu-  
tors almost from the beginning. It is a real pleasure to  
join their other suppliers in congratulating AIREON on  
the BLONDE BOMBSHELL surprise product that is  
exciting the industry. Have you seen it yet?

# Seeburg

DEPENDABLE MUSIC SYSTEMS  
WITH SOUND DISTRIBUTION

EXCLUSIVE  
DISTRIBUTOR  
WISCONSIN AND  
UPPER MICHIGAN

**GET IN LINE FOR PROFITS WITH LONDON BUYS!**  
PRICES ON LONDON EQUIPMENT SHAVED TO THE BONE! IN SUPPORT OF OUR  
NATIONAL ECONOMY, WE WILL CONTINUE WITH CONSISTENTLY LOWER  
PRICES—ALWAYS HIGHEST QUALITY AND SERVICE!

### PHONOGRAPHS

They must be right before London ships! Every phonograph thoroughly reconditioned  
inside and out! Check this remarkable service: all worn electrical and mechanical parts  
replaced—new grille cloth—plastics replaced—cabinet beautifully refinished! A minimum  
of \$50 to \$75 in parts and labor goes into every machine to make it ready—and right—  
for your locations!

Mills Throne of Music, Like New .....	\$124.50
Wurlitzer 42/600, Victory, Completely Reconditioned .....	124.50
Wurlitzer 412 or 312 Lite-Up, Excellent Shape .....	69.50
Wurlitzer 616A, Completely Reconditioned .....	89.50
Rock-Ola Imperial, Excellent Shape .....	89.50
Rock-Ola Super, Like New .....	225.00
Rock-Ola Windsor, Excellent Condition .....	124.50
Rock-Ola Monarch, Like New .....	124.50
Rock-Ola Standard, Perfect .....	174.50
Seeburg Regals or Crowns, Completely Reconditioned .....	149.50
Seeburg Casino or Plaza, Completely Reconditioned .....	149.50
Seeburg Classic, Completely Reconditioned .....	224.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth .....	300.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth .....	310.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth .....	335.00
8800 or 9800, R.F., Completely Reconditioned .....	235.00
8200, R.C., Completely Reconditioned .....	250.00

**AIREON—Used, Like New.....\$325.00**  
Write for Quantity Prices

### PHONOGRAPH ACCESSORIES

WS2Z Seeburg Wireless Wallomatic .....	Write for Prices
D520-1Z Seeburg 3-Wired Wallomatic .....	Write for Prices
Seeburg Wired Speakorgan .....	\$12.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes .....	10.00
Spectravox, Like New .....	39.50



**ORDER TODAY!**

## Keeney's **CLICK**

- Amazing Ball Roving and  
Bumper Action!
- TOP HIGH SCORE: 930,000!
- KICK-OUT HOLES SCORE  
AGAIN AND AGAIN!

### PIN TABLES

SPEED DEMON .....	\$29.50	ABC BOWLER .....	\$29.50	BOL-A-WAY .....	\$39.50
HOLD OVER .....	29.50	ENTRY .....	29.50	BRITE SPOT .....	29.50
BOOM TOWN .....	29.50	THREE SCORE .....	29.50	WILLIAMS	
AIRPORT .....	29.50	HI-DIVE .....	39.50	SUSPENSE .....	124.80
SCHOOL DAYS .....	29.50	SPOT-A-CARD .....	49.50		
WILLIAMS TORNADO, Like New .....	\$179.50	GENCO STEP-UP, Like New .....	\$139.50		

### MISCELLANEOUS

Goalee, Chicago Coin, Like New .....	\$149.50	Chicago Metal Double Safe Stands, Crackle Finish, Reinforced Type .....	\$64.50
Chicago Coin Hockey, A-1 Condition .....	49.50	Bally Alley, Like New .....	69.50
Keeney Anti-Aircraft, Brown .....	49.50	Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely As- sembled .....	32.50
Keeney Air Raider, like new .....	89.50	Mills Owl .....	15.00
Champion Hockey .....	39.50	25 Watt Bulbs, Case of 120 .....	9.00
Keeney Submarine, A-1 Cond. ....	79.50	Chicken Sams With Conv., Perfect .....	89.50
Bally Rapid Fire, Refinished and Reconditioned .....	94.50	Bank Roll, 7 Ft., A-1 Condition ..	100.00
Batting Practice, Excellent Shape ..	79.50	Bank Roll, 9 1/2 Ft., A-1 Condition ..	125.00
Supreme Skee Roll, 9 1/2", Like New ..	125.00		
Roll-a-Ball With Barrel, Excellent Shape .....	125.00		

Terms: 1/3 Deposit, Balance C. O. D.

SEND FOR OUR COMPLETE LIST OF QUALITY EQUIPMENT

FORMERLY MILWAUKEE COIN MACHINE CO.



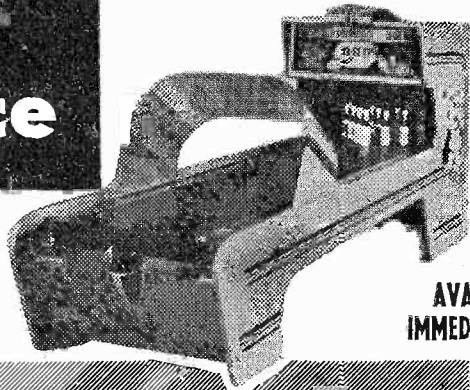
**S. L. London Music Co., Inc.**

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN



perfect confidence

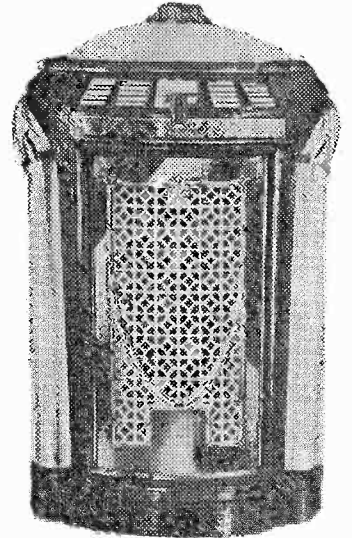
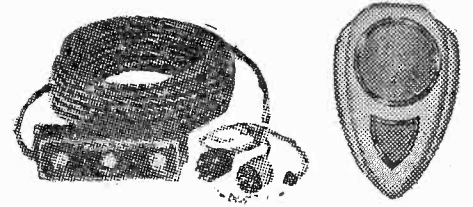
STRIKES 'N' SPARES



The Automatic Bowling Alley Perfect Performance Everything Automatic —pin setting . . . electric scoreboard . . . two dime play

AVAILABLE FOR IMMEDIATE DELIVERY

SCIENTIFIC CONTROL SEEBURG'S "Tailored" Music Systems The World's Best



GENCO'S "HONEY"

THE SWEETEST 5 BALL GAME OF THE YEAR

JUST OUT! A "honey" for all your locations

THAT'S WHY OPERATORS BUY ATLANTIC AND SEABOARD EQUIPMENT

SEABOARD

(GAMES & VENDING DIVISION)

SEABOARD N. Y. CORP.: 540-550 W. 58th St., N.Y.C. CO 5-4585 SEABOARD N. J. CORP.: 27-29 Austin St., Newark, NJ 8-4105 SEABOARD CONN. CORP.: 1625 Main St., Hartford, HA 2-6141 Exclusive Distributors: GENCO, VIKING, ALLITE, KEENEY, DAVAL

ATLANTIC

(MUSIC DIVISION)

ATLANTIC N. Y. CORP.: 540-550 W. 58th St., N.Y.C. CO 5-4585 ATLANTIC N. J. CORP.: 27-29 Austin St., Newark, NJ 8-4105 ATLANTIC CONN. CORP.: 1625 Main St., Hartford, HA 2-6141 Exclusive Seeburg Distributors



Our weekly SUPERSPECIAL is "HIDDEN" somewhere in this ad at a "GIVEAWAY" price. Find it—order quick. Earliest post-marked order gets it! Lucky buyer's name will appear here 2nd week after each offer. Read our ad EARLY every week.

FIVE BALL FREE PLAYS

Table listing various five-ball free play machines and their prices, including Amber, Baffle Card, Double Barrel, Big League, G.I. Joe, Havana, Kilroy, Lightning, Maisie, Miss America, Midget Racer, Mystery, Rio, Sea Breeze, Show Girl, Stage Door Canteen, Smarty, Smoky, Step Up, State Fair, Surf Queen, South Paw, Tall Gunner, and Vanities.

ARCADES

Table listing arcade machines and their prices, including Bally Defender, Bowl-O-Ball 6, Bowl-O-Ball 14, Pokerino, Floor Sample, Atomic Bomber, Chi-Coin Goatee, Genco Whizz w/Stands, and ABT Challengers.

MUSIC

Table listing music machines and their prices, including Wurlitzer 616, Rock-Ola Commando, Rock-Ola Premier, Wurlitzer 24, Aireon Super DeLuxe, Seeburg 8800 Hi-Tone, Seeburg 8200 Hi-Tone, and Keeney Wall Boxes.

CONSOLES

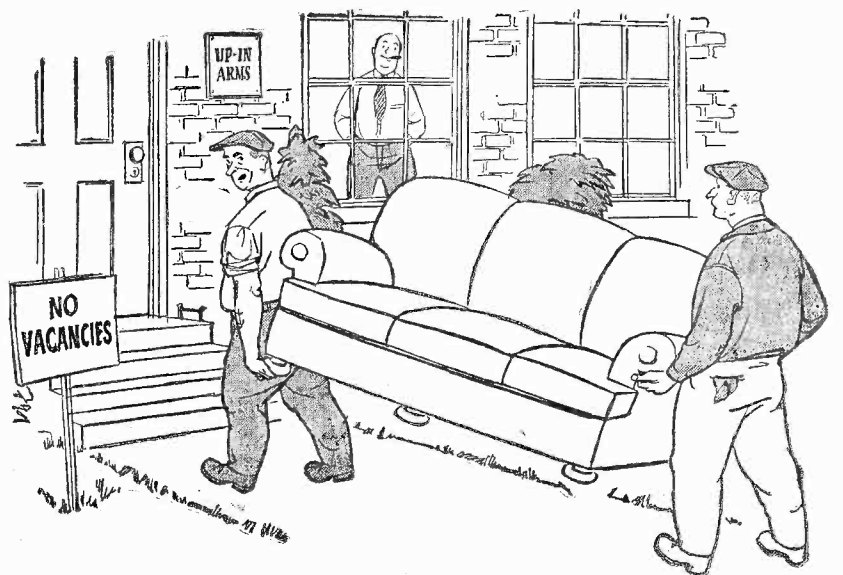
Table listing console machines and their prices, including Keeney Bonus Super Bell, Bally Draw Bells, Bally Club Bells, Mills 3-Bells, Paces Saratoga, 46 Twin Duo Bell, Jennings Bobtalls, Jennings Silver Moon, and Jumbo Parade.

ONE BALLS

Table listing one-ball machines and their prices, including Floor Sample Keeney Big Parlay, Long Acre, Thorobred, and Club Trophy.

SLOTS

Table listing slot machines and their prices, including NEW Timco Single Slot Safe Stand, NEW Timco Double Slot Safe Stand, Mills 25¢ Gold Chrome, Mills 5¢ Copper Chrome, Mills 5¢ Original Chrome, Mills 5¢ Blue Front, Mills 5¢ Black Cherry Bell, Mills 5¢ Gold Chrome, Mills V.P. Bell Green, Mills V.P. Bell Chrome, Mills Liberty Bell, Watling 10¢ Rolatop, Watling 5¢ Rolatop, Columbia Bell JP '46, Columbia Bell GA-Cig. Reel, Callie 10¢, Jennings 10¢ Chief, Jennings 5¢ Bronze Chief, Jennings 5¢ Silver Chief, and Pace 5¢ DeLuxe Chrome.



"Talk about the break! Yesterday this guy finds G-E lamps for all his coin machines...today he lands a new apartment!" It's a break for you, too, when you light up your machines with G-E lamps. Even if they're hard to get, it pays to keep asking. General Electric Co., Nela Park, Cleveland 12, Ohio.



G-E LAMPS GENERAL ELECTRIC



ATTENTION OPERATORS, DISTRIBUTORS AND JOBBERS

12 BONUS THREE WAYS \$850.00 Each 20 REBUILT THREE BELLS AT 200.00 Each 15 VICTORY SPECIALS, CHROME END RAILS, AT 250.00 Each Will trade for post-war Slots or 5 Balls. One-third deposit. Will ship same day deposit is received.

SPEER COIN MACHINE SERVICE

418 THIRD STREET

SANTA ROSA, CALIF.

MAIN OFFICE:

635 D STREET, N. W. WASHINGTON 4 D. C. DISTRICT 0 500

TERMS: DEPOSIT, BALANCE C. O. D.

BRANCH OFFICE:

2505 N. CHARLES ST. BALTIMORE 18, MD. BELMONT 8 1899





# STRIKES 'N' SPARES

*Automatic Bowling Alley*

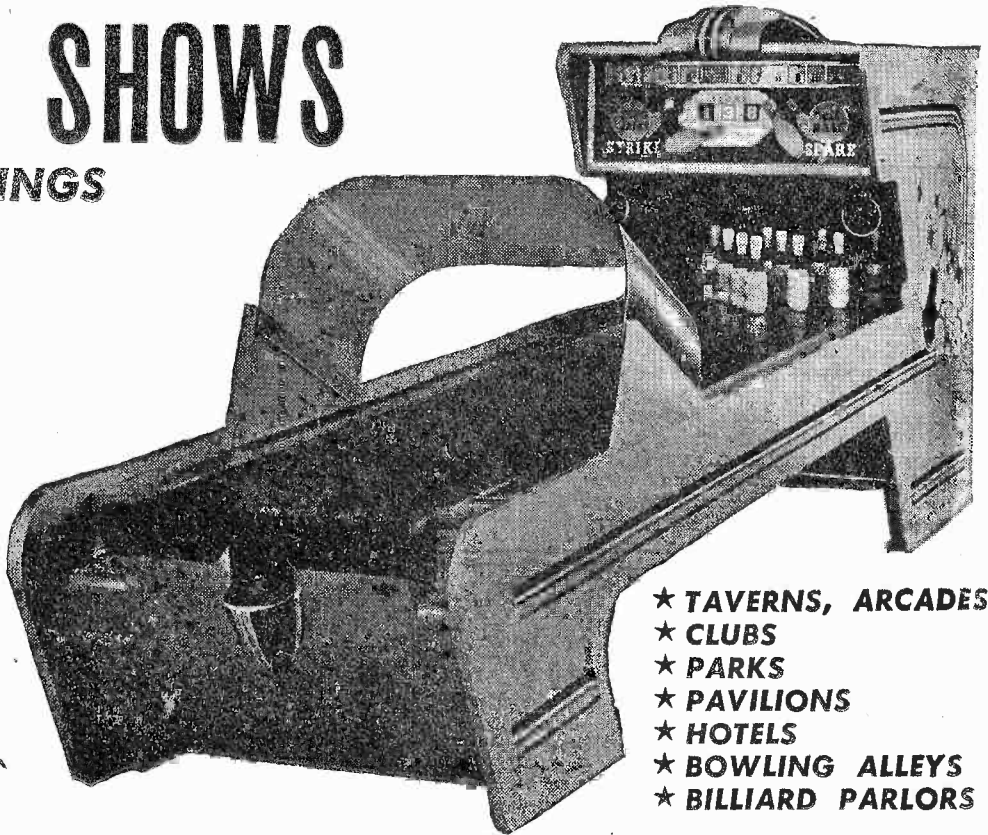
## PERFORMANCE SHOWS

**PHENOMENAL EARNINGS**

★ **ACTION** . . . The thrill of actual bowling on an exact replica of a regulation alley.

★ **APPEAL** . . . Players keep coming back day after day, week after week.

★ **EARNINGS** . . . The double play with two dime coin chutes bolsters profits.



- ★ TAVERNS, ARCADES
- ★ CLUBS
- ★ PARKS
- ★ PAVILIONS
- ★ HOTELS
- ★ BOWLING ALLEYS
- ★ BILLIARD PARLORS



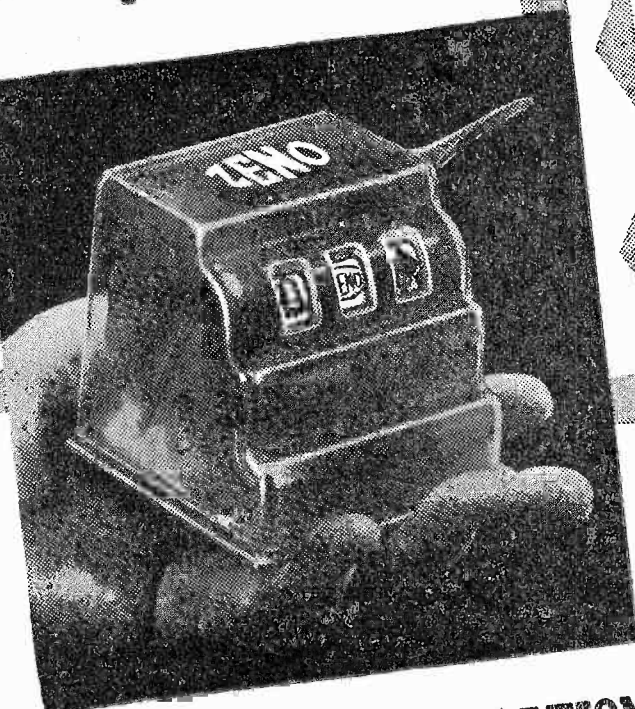
# ALLITE MFG. COMPANY

MAIN OFFICE AND FACTORY — 5732 DUARTE STREET, LOS ANGELES 11, CALIF.



## a million easy sales..

with **ZENO**  
miniature  
slot machine



So small it fits in the palm of your hand. So perfectly engineered no other machine on the market — regardless of size or price — can deliver its precision performance. **ONLY \$5.95**

Exempt of All Taxes

The most amazing game of our time—the most amazing value ever offered. In tiny size but all the exciting action of a big machine. Automatic action—no coins to insert—press the lever and the wheels spin—the reels click into place—the combinations fall into view. It's fast. It's fun. It's REAL slot machine play. Only 3x3 1/2 inches—and built as strong as a rock. Plastic case in a variety of transparent colors that enables the player to see the simple, rugged mechanism in motion. Zeno can be played with countless interesting variations—or players can agree on their own set of rules.

A MILLION SALES IN A MILLION PLACES  
PRIVATE HOMES • TAVERNS •  
HOTELS • OFFICES •  
STORES • COUNTERS OF ALL KINDS •  
ADVERTISING PROMOTION GIVE-AWAY

## ZENO - THE SENSATION OF THE CENTURY

DISTRIBUTORS—Wire,  
Phone, Write  
for Exclusive Territory  
IMMEDIATE DELIVERY

EXCLUSIVE  
NATIONAL DISTRIBUTOR  
**DAVID ROSEN**  
855 N. BROAD STREET PHILADELPHIA 23, PA.  
PHONE: STEVENSON 7298



## WANT TO BUY 1 BALL FREE PLAY TABLES ALL BALLY, KEENEY AND GOTTLIEB MACHINES

Must Be Very Clean and in Perfect Working Order.

State Lowest Prices

Apply

c/o The Billboard, Box D-80

Cincinnati 22, O.

## COVEN'S COIN CORNER

### HERE'S A MESSAGE WORTH READING!

We advertise for sale **ONLY** equipment that we have in **STOCK** ready for shipment! When we quote sales or special prices you can feel assured that our prices are beyond comparison. See for yourself by checking our prices against **ANY** other prices in **ANY** publication or listing, **ANYTIME—ANYWHERE!** If some of our prices appear to be higher, you'll find the condition of our equipment to be far superior to others at so called lower prices. You are always welcome at **COVEN COIN CORNER**—where you will feel at home.

#### USED CONSOLES

25¢ Baker Pacers, J.P., D.D.	\$195.00
5¢ Big Game, F.P.	54.50
5¢ Bobtails, F.P.	59.50
25¢ Club Bell, Comb.	99.50
5¢ Exhibit Races, P.O.	49.50
5¢ Fast Time, P.O.	69.50
25¢ Fast Time, P.O.	69.50
Mills 4 Bells, L.H., P.O.	149.50
'48 5¢ Galloping Dominoes, P.O.	299.50
'42 5¢ Galloping Dominoes, P.O.	139.50
5¢ Harvest Moon, P.O.	69.50
5¢ Jumbo Parade, C.P.O., L.H.	69.50
25¢ Jumbo Parade, C.P.O., L.H.	89.50
5-25 Keeney Two Way Super Bell, P.O.	99.50
Mills Three Bells	199.50

#### USED ARCADE

ABT Challenger	\$ 37.50
Bally Rapid Fire	89.50
Goatee Choclin, Like New	59.50
Whizz, Like New	39.50
Chicken Sam, Like New, Very Clean	69.50
Rifle Range-Chicken Sam Conv.	89.50
Bomber Ball-Skee Ball	124.50
Champaign Hocket	39.00
Sky Fighter	89.50
Periscope	89.50
Battling Prince	79.50
Air Raider, Tokyo Conv.	79.50
Volc-o-Graph, New	Write

#### USED 1 BALLS

Victory Derby	\$199.50
Blue Grass	59.50
Grand National	29.50
Kentucky	39.50
Record Time	39.50
Santa Anita	59.50
Sport Event	49.50
Sport Special	59.50

#### USED SLOTS

Orig. Black Cherry, 10¢ Special, Like New	\$155.00
Rebuilt Orig. Chrome Front, 1 set 5¢, 10¢, 25¢	425.00
Blue Front, 5¢	69.50
Folding Stands	3.95

#### NEW GAMES

BALLY EUREKA	\$489.50
BALLY TRIPLE BELL	895.00
BALLY DE LUXE DRAW BELL	512.00
BALLY HI BOY	339.00

#### NEW FIVE BALLS

BALLYHOO	\$279.50
RANGER	299.50
MEXICO	299.50
CAROUSEL	Write

**WIRE,  
PHONE,  
WRITE**

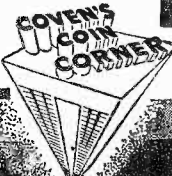
FOR  
YOUR  
*Bally*  
EQUIPMENT  
See.

EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN, NORTHERN ILLINOIS.

# COVEN distributing Co.

3181 WESTON AVE. CHICAGO, ILL.

Phone: INDEPENDENCE 2210



### NEW MACHINES SPECIALS!

HAVANA	\$200.00	Write
PLAY BOY	Write	200.00
LUCKY STAR	200.00	Write
ROCKET	200.00	Write
5-25 KEENEY SUPER BONUS	Write	

#### USED 5 BALLS

Action (Exhibit)	\$ 39.50
Baseball (Marvel)	39.50
Boa-Way	39.50
Captain Kidd	39.50
Double Barrel	50.00
Four Aces	39.50
Genco Whizz	39.50
Keep 'Em Flying	39.50
Landslide	24.50
Major League of '41	34.50
Midway Races	39.50
Midway	39.50
Opportunity	49.50
Rocket	199.50
Sea Hawk, Gottlieb	39.50
Show Boat	34.50
Sky Blazer	39.50
Superliner	144.50
Surf Queens	99.50
Ten Spot	39.50
Trade Winds	44.50
Victory	39.50

### STOP - - LOOK - - READ PARTS SPECIALS!

Small White Live Rubber Rings, Per 100	\$ 3.00
Per 1,000	27.00
Medium White Live Rubber Rings, Per 100	4.00
Per 1,000	35.00
Large White Rubber Rings, Per 100	4.50
Per 1,000	40.00
Extra Large White Rubber Rings, Per 100	5.00
Per 1,000	45.00
Arch Rail Rubber, Per ft.	.05
Per 100 ft.	4.50
Playfield Glass, 21x42, Single Sheet	2.80
Case of nine (9)	20.25
Playfield Glass, 21x43, Single Sheet	2.90
Case of eight (8)	20.80
#50 Lamps, Each	.10
Per 100	8.00
7-Watt 155 Volt Candelabra Lamps, Per 100	16.00
Ball Shooter Springs, heavy or light, Per 100	3.00
Plastic Ball Lift Covers for Bally Games, Each	.20
<b>WHILE THEY LAST!</b>	
\$12.50 Service Kit and 50 Assorted Rubber Rings with 20 ft. Rubber Roll	\$ 10.00
Large Yellow Live Rubber Rings, Per 100	2.50
Medium Yellow Live Rubber Rings, Per 100	2.15

1/3 Deposit With Order, Balance C. O. D.

**OPERATORS IN OUR TERRITORY!** Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.



MEMBER

# Eagle

PHONOGRAPH REPLACEMENT PLASTICS

PLASTIC WINDOWS  
New, clear, transparent... for your model \$5.00  
850 program holder.  
Per Set.....

**WURLITZER**

800 Top Corners	Each \$16.50
800 Lower Sides	15.00
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	9.50
800 Back Sides (Green)	9.50
800 Top Centers (Onyx)	5.50
600, 500 Top Corners	5.50
700 Top Corners	8.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	9.75
750 Lower Sides	9.75
750 Top Center	5.50
750 Middle Sides	2.00
850 Top Corners	12.50
850 Lower Sides	8.75
850 Top Center	12.50
850 Peacock Glasses	4.75
850 Lower Sides	12.50
24 Lower Corners	1.25
24 Lower Sides	5.50
41, 61, 71 Top Corners	5.50

**GOLD GRILLE CLOTH**  
40" wide. (Same as used by phono. mfrs.) Per Yard, less than 10 yards, \$4.00; 10 yards, \$3.75; 25 yards, \$3.50; 50 yards or more, per yard.....\$3.00

**ROCK-OLA**

Each  
Standard, Master, DeLuxe or Supers:  
Top Corners (Solid Red, Yellow or Green) .....\$12.75  
Lower Sides (Red or Yellow) 12.75

**SEEBURG**

"Hi-Tone" Model 9800, 8800, 8200:  
Lower Sides (Solid Red, Yellow or Green) .....\$14.50

"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) ..... 2.25

"Classic"—"Colonel":  
Top Corners (Solid Red, Yellow or Green) ..... 6.00  
Lower Sides ..... 9.50

**SHEET PLASTICS**  
20"x50", Pliable, Per Sheet 50 gauge, red, yellow, green or clear \$12.50

**IF YOU DON'T SEE WHAT YOU WANT—ASK FOR IT!**

**EAGLE COIN MACHINE CO.**  
1514 FREMONT AVE. CHICAGO, 22 ILL.  
PHONE MICHIGAN 1247

**FOR IMMEDIATE DELIVERY!**  
**ANY PRE-WAR GAME**

Too Many To List—  
What Do You Need?  
We Have Them in Stock

## \$24.50

Send 1/3 Certified Deposit With Order

**WANTED!**  
**WURLITZER STEPPERS**  
Must Be in Working Order.  
Give Price—Type—How Many in First Letter.

**ALL ITEMS GUARANTEED**

**UNITED INDUSTRIES**  
525 PARKER ST. CHESTER · PENNA.

Phone Chester 9283

WRITE OR WIRE

**WOW! LOOK AT THESE PRICES!**

**MUSIC**

2946 Rock-Ola	\$375.00	Seeb. 9800, ESRC	\$159.50
2946 Alrean	249.50	Seeb. 8800	155.00
Mills Throne	119.50	Seeb. Gem	179.50
Wurl. 616 Lite	99.50	Wurl. 61	55.00

**ARCADE**

2 Ten Strikes, HD. Ea.	\$ 50.00	Triangle	\$155.00
Total Rolls	199.50	Tokyo Gun	25.00

**SLOTS**

1 5¢ Jennings Club Bell	\$65.00	} Both for \$125.00
1 25¢ Jennings Club Bell	65.00	

**OLSHEIN DISTRIBUTING CO.**  
1100 BROADWAY ALBANY 4, N. Y.

www.americanradiohistory.com

# EVANS' RACES

## FAST PLAY—GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

## MYSTERY ODDS!

On each play odds change with flashing lights and mechanical action!

## SLUG PROOF 7-COIN HEAD!

## NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

**2 GREAT MODELS** { CASH PAYOUT } **5c OR 25c**  
 { FREE PLAY CONVERTIBLE } **PLAY**

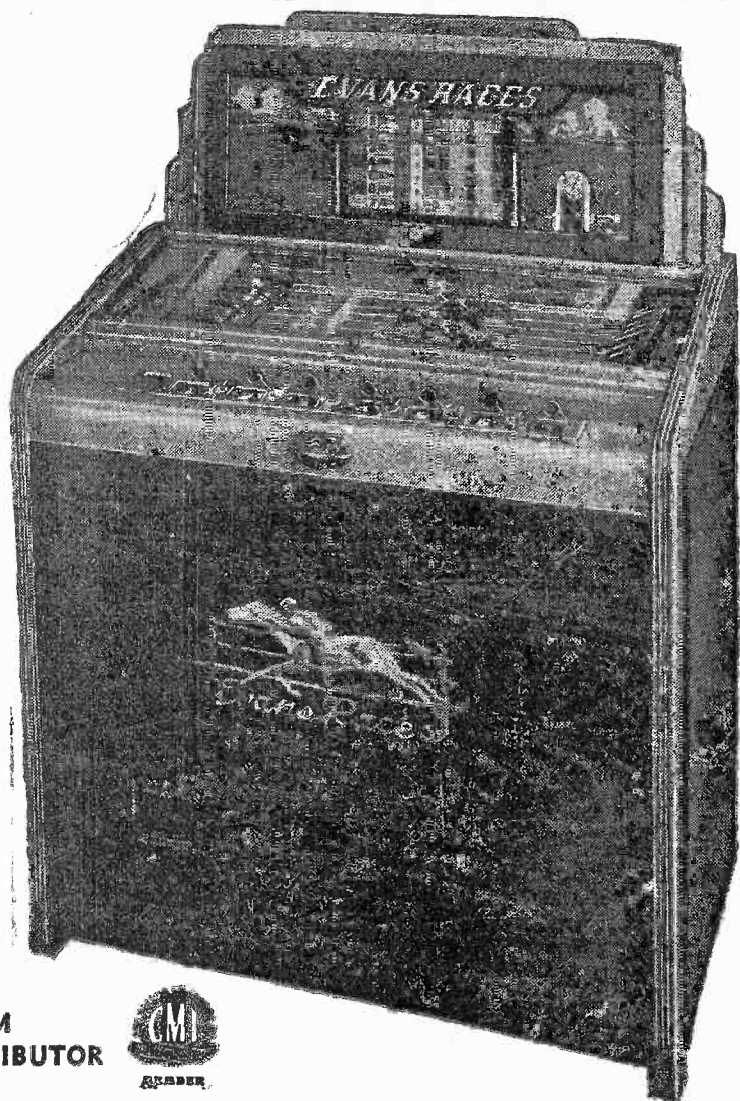
### FREE PLAY

Free plays earned are registered on backboard for information of player.

### HIGH JACKPOT

Now Available

All Evans Consoles now available with high Payout Jackpot of \$25.00 on 5c machines. No extra coins or build-up necessary to secure \$25.00 Jackpot payout.  
**\$125.00 High Jackpot on 25c Machine.**



**H. C. EVANS & CO.**

1520-1530 W. ADAMS ST.

CHICAGO 7, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR



—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

## SPECIAL GET ACQUAINTED OFFER ENDING MIDNIGHT, AUGUST 19TH

SEND \$1.00  
AND GET \$3.00 WORTH OF  
"TALKING GOLD"  
PLASTIC GRILLE CLOTH

This special sample offer is made to give every juke box operator an opportunity to discover for himself how wonderful "Talking Gold" really is. ONLY ONE SAMPLE PIECE TO AN OPERATOR AT THE SPECIAL PRICE. On larger orders, through August 19, deduct \$2.00 from the total.

### "TALKING GOLD" Grille Cloth Prices

WURLITZER		SEEBURG	
616	\$2.40	Casino	\$3.30
24	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Rega	3.00
700	3.90	Crow	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	5.00
		8200	5.40
		8800	7.20
		9800	7.95
ROCK-OLA			
Standard	\$2.55		

If your model is not listed above, write for further information.

**SPEEDWAY PRODUCTS, INC.**  
502 W. 45th ST.  
N.Y. 19, N.Y.

AL BLOOM  
President

Tel. Longacre 5-0371

—TALKING GOLD—TALKING GOLD—TALKING GOLD—  
 YOU SAVE MONEY IN THE LONG RUN AND GET A BETTER PRODUCT WITH "TALKING GOLD." WHY? "TALKING GOLD" IS A PLASTIC AND WILL NOT HOLD DUST LIKE FABRIC. IT LASTS FOR AGES AND WILL NEVER HAVE TO BE REPLACED. WIPES CLEAN INSTANTLY. TAKES A MINUTE TO STAPLE.

## UNITED'S MEXICO

with  
NEW BONUS FEATURE

- ✓ Added Thrills
- ✓ More Action
- ✓ Greater Profits

TERRIFIC  
LAST BALL  
SCORING  
POSSIBILITIES

Five-Ball  
Novelty  
Replay

See Your  
Distributor



## UNITED MANUFACTURING COMPANY

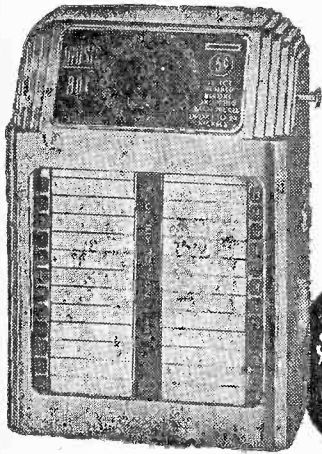
5737 NORTH BROADWAY

CHICAGO 40, ILLINOIS



# Buckley BUILDS THE Best

## THE NEW Music Box



Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

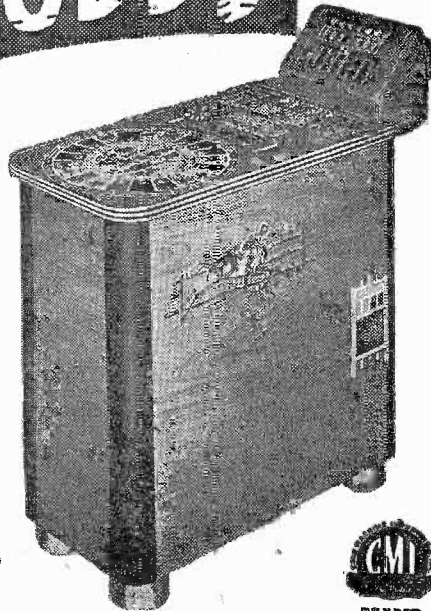
The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box equally popular for wall or bar installation.

**\$25<sup>00</sup>**

# TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.



**\$1250<sup>00</sup>**



## NEW CABINET ASSEMBLIES

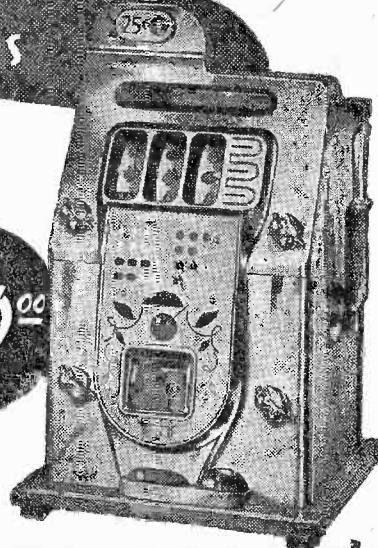
FOR MILLS ESCALATOR BELLS  
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

Cherry or Diamond Ornaments, Maroon Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5¢-10¢-25¢ chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

**\$50<sup>00</sup>**

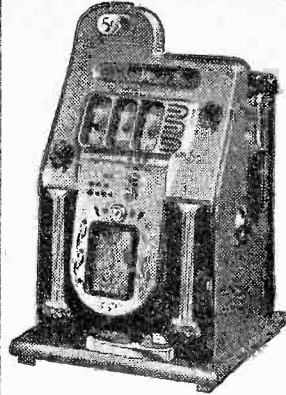


*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS •

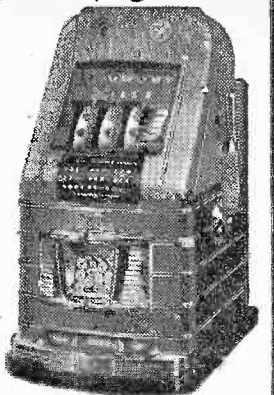
PHONES: VAN BUREN 6636-6637-6638-6533

## MILLS LATEST MACHINES



### GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 6¢, 10¢, 25¢ and 50¢ play.



### JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 6¢, 10¢ and 25¢ play.

**WRITE FOR PRICES  
IMMEDIATE  
SHIPMENT**

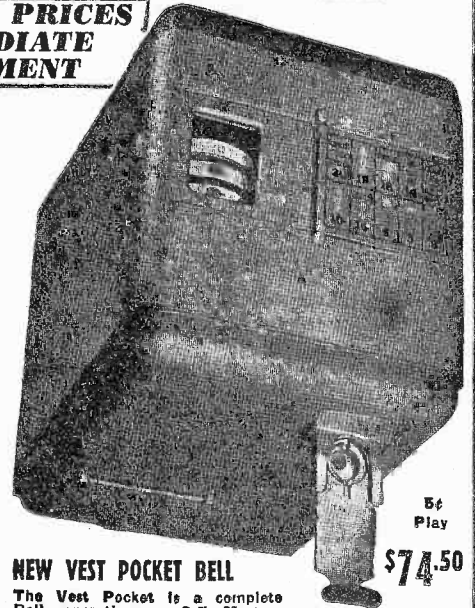


### BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 6¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

New Back Stands, Single, Double and Triple Safes

**SICKING, INC.**



### NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

5¢ Play  
**\$74.50**  
1/3 Deposit



"LARRY" FRANKEL

## FRANKEL For Five Ball Free Play Games

Now ... for only **\$34.50**

- |           |                 |
|-----------|-----------------|
| Leader    | Snappy          |
| Jungle    | Spot Pool       |
| G. I. Joe | Star Attraction |
| Defense   | Showboat        |
| Hi Dive   | Majors '41      |

Now ... for only **\$49.50**

- Knockout
- Sky Chief
- Sun Valley
- Shangri-La

Now ... for only **\$64.50**

- Air Circus
- 5-10-20
- Jeep
- Oklahoma
- Yanks
- Catalina

### Specials

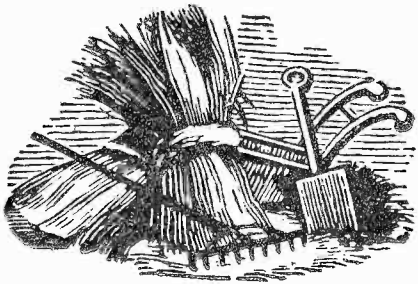
- Surf Queens ..... \$ 74.50
- Big League ..... 129.50
- Wms. Suspense .. 149.50
- Ex Mystery (Like New) .... 195.00

Now ... for only **\$99.50**

- Stage Door Canteen
- Flat Top
- Midget Racer

**FRANKEL** DISTRIBUTING COMPANY

ROCK ISLAND, ILL. • 2532 Fifth Ave. • Phone 153  
 DES MOINES, IA. • 1220 Grand Ave. • Phone 3-0184  
 OMAHA, NEB. • 1209 Douglas St. • Phone Atlantic 3407  
 KANSAS CITY, MO. • 3814 Main St. • Phone Westport 4456



# GOLDEN HARVEST

WITH

## *Mills Golden Falls!*

Alert operators are harvesting big profits.  
 Alert locations are realizing their share, too.  
 Alert players are "Catching on" to the Mills Golden Falls Bell that features the hand load jackpot.  
 There is a terrific incentive to play it! Be sure you include Mills Golden Falls in your Bell line.  
 Don't miss that Golden Harvest!

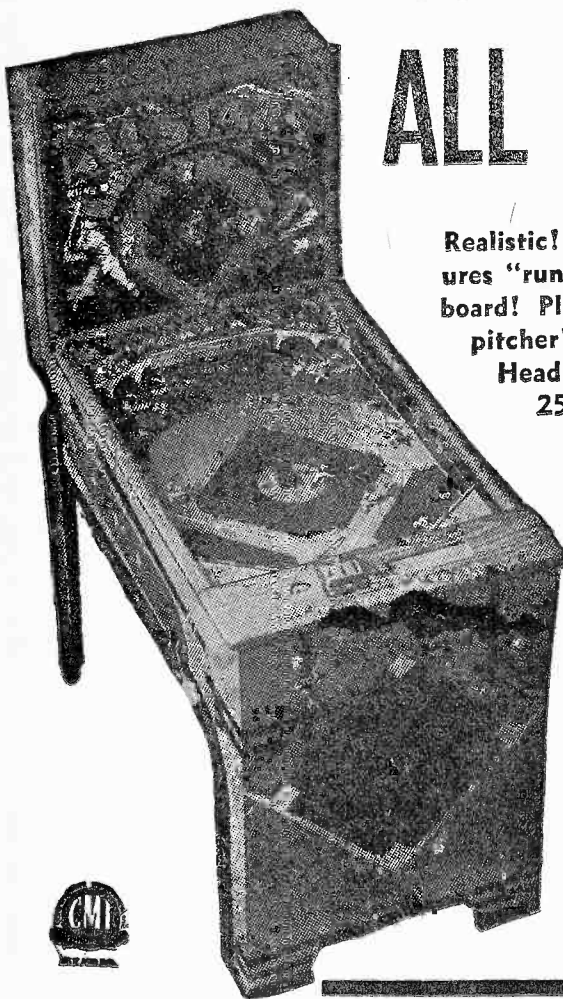


# Bell-O-Matic

# Corporation



★ CHOICE OF THE  
★ EXPERTS!  
★ ALL STARS



Realistic! 3-dimensional figures "run bases" inside back-board! Player controls bat and pitcher! New 3-Coin Drop Head Chute takes 5c, 10c, 25c coins, speeds play! Credit Unit records advance payments and replays!

PERFECT FOR EVERY TYPE OF LOCATION!

THE GAME THAT GETS THE PLAY!

TORCHY

ENTIRELY DIFFERENT!

TORCHY HAS MAGNETIC KICKERS!

2 WAYS TO WIN!

CRAZY BALL ACTION!

CONVERTIBLE TO SCORE STRAIGHT HIGH



Williams Long Life Games

ORDER NOW From Your Jobber or Distributor

*Williams*  
MANUFACTURING COMPANY

161 W. Huron St. Chicago 10, Illinois

ATLAS

WHERE FRIENDLY PERSONAL SERVICE HELPS KEEP YOUR BUSINESS PROFITABLE!

NEW BELLS

- Jennings Standard Chief, 5¢ \$269.00
- Jennings Standard Chief, 10¢ 279.00
- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- \$1.00 599.00
- Jennings Super DeLuxe (Lite-Up) Chief, 5¢ 324.00
- 10¢ 334.00
- 25¢ 344.00
- 50¢ 454.00
- \$1.00 Pace DeLuxe Bell... 550.00
- Columbia Gold DeLuxe Bell . 209.50
- Columbia Jackpot Bell . . . 145.00
- Weighted Slot Stands . . . 27.50
- Double Revolve A Round Safes 175.00
- Triple Revolve A Round Safes 262.00

NEW EQUIPMENT

- HONEY • HAVANA •
  - BALLYHOO • EXH. RANGER •
  - PLAYBOY • MEXICO • POKER-INO •
  - JENNINGS CHALLENGER •
  - BANGTAILS, Comb. • EVANS RACER •
  - BASKETBALL CHAMP • HEAVY HITTER.
- IMMEDIATE DELIVERY

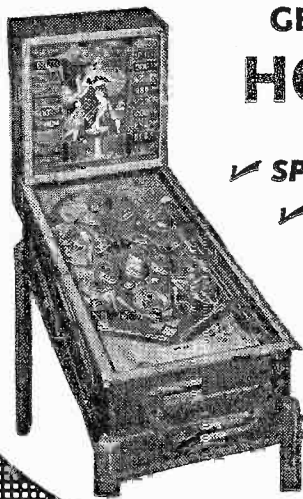
The Finest in New and Used Equipment

IMMEDIATE DELIVERY!

GENCO'S HONEY

- ✓ SPEED
- ✓ ACTION
- ✓ BEAUTY

ORDER TODAY!



PHONOGRAPHS

- ROCK-OLA COMMANDO . . . \$295.00
- WURLITZER 24 . . . . . 169.50
- WURLITZER 950 . . . . . 395.00
- WURLITZER 700 . . . . . 325.00
- WURLITZER 600 . . . . . 209.50
- SEEBURG CADET, R.C. . . . . 295.00
- SEEBURG ROYAL . . . . . 149.50
- SEEBURG VOGUE . . . . . 245.00
- SEEBURG CLASSIC . . . . . 245.00
- SEEBURG GEM . . . . . 245.00
- SEEBURG HITOME . . . . . 325.00
- SEEBURG REX . . . . . 149.50
- MILLS EMPRESS . . . . . 245.00
- MILLS THRONE . . . . . 195.00
- A.M.I. STREAMLINER . . . . . 99.50

Prices Slashed on Brand New COUNTER GAMES

- Daval Free Play . . . . . \$49.50
- Champion Basketball . . . . 29.50
- American Eagle (non-coin) . . 39.50
- Gusher . . . . . 39.50
- Skill Thrill . . . . . 44.50

ALL USED MACHINES COMPLETELY RECONDITIONED AND REFINISHED

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ATMilage 5005 • CHICAGO 47  
 ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8  
 ASSOC. ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19  
 OFFICES ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 4



TERMS: 1/3 DEPOSIT BALANCE C. O. D.





AFTER ALL IS SAID AND DONE  
THERE IS REALLY ONLY ONE

# MARJORIE

A NEW GOTTLIEB SWEETHEART

COMBINATION HIGH SCORE!  
SEQUENCE SCORING!  
ACCELERATED ACTION!

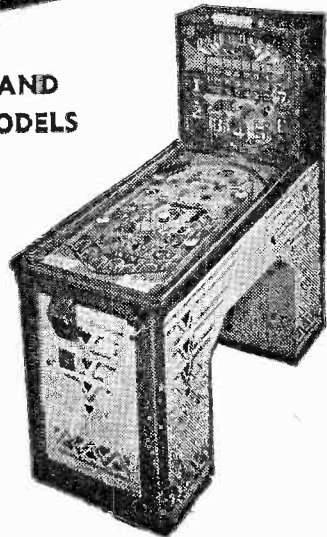
ORDER FROM YOUR  
DISTRIBUTOR TODAY!

TWENTY YEARS  
OF LEADERSHIP

There is no substitute  
for Quality!

Improved, DeLuxe  
**GRIP SCALE**  
Consistently Best Since 1927

PAYOUT AND  
REPLAY MODELS



DAILY  
RACES

1-Ball Multiple

STILL THE STANDOUT for  
ACTION and EARNINGS!

## D. GOTTLIEB & CO.

1140 N. Kostner Ave.

Chicago 51, Illinois

**LOW PRICES ON  
HI-QUALITY ARCADE  
EQUIPMENT**

- KEENEY AIR RAIDER ...\$29.50
- CHICAGO COIN HOCKEY 69.50
- BEST HAND ..... 24.50
- WHIRLABALL ..... 19.50
- SKYFIGHTER ..... 49.50
- POP UP ..... 19.50
- HIRSH RED BALL ..... 49.50
- ESQUIRE SPOTLIGHT ... 99.50
- GOTT. GRIP SCALE ..... 19.50
- AMUSEMATIC  
BOOMERANG ..... 99.50
- GENCO WHIZZ ..... 49.50
- MEXICAN BASEBALL ... 19.50
- ROLL-A-BALL ..... 49.50

## RECONDITIONED AND READY FOR IMMEDIATE PLAY! IMMEDIATE PROFITS!

### PIN GAMES

**\$19.50 EACH**

Polo, Big Chief, Big Three, De-  
stroyer, Hi Leah, Metro, 1939 1-2-3,  
Owl Conversion, Progress, Sky Ray,  
Showboat, Silver Skates, Sport  
Parade, Three Score, Victorious of  
'43, Hit the Jap, Playmate.

**\$29.50 EACH**

All American, Band Wagon, Belle  
Hop, Crossline, Doughboy, Foreign  
Colors, G. I. Joe, Gun Club, Falling  
Sun, Five, Ten, Twenty, Jungle,  
Legionnaire, Monicker, Midway,  
1940 1-2-3, Pin Up Girl, Play Ball,  
Southpaw, Star Attraction, Sky  
Rider, Seven Up, Slugger, Ten Spot,  
Topic, Venus, Victory, Paratrooper,  
Snappy, Zig Zag, Zombie

**\$89.50 EACH**

Big Hit, Stage Door Canteen

**CLOSING OUT!  
BRAND NEW  
COUNTER GAMES!**

- Best Hands or Skill  
Thrill .....\$39.50
- Marvels, Gushers or  
American Eagles .... 24.50
- Daval Free Play..... 39.50
- Daval Buddy ..... 19.50
- Kicker & Catcher..... 34.50

**\$39.50 EACH**

Big Parade, Catalina, Flat Top,  
Four Aces, Gobs, Grand Canyon,  
Jeep, Liberty, Miami Beach,  
Shangri-La, Spot Pool, Texas  
Mustang, Yankee Doodle, In-  
vasion

**\$49.50 EACH**

Arizona, Brazil, Cover Girl, Frisco,  
Keep 'Em Flying, Laura, Holly-  
wood, Oklahoma, Sky Chief,  
Streamliner, Sun Valley, Trade  
Winds, Wagon Wheels

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN  
CINCINNATI • DAYTON • FT. WAYNE  
INDIANAPOLIS • LEXINGTON



TERMS: 1/3 DEPOSIT,  
Balance Sight Draft

634 S. Third St.  
LOUISVILLE 2, KY.  
242 Jefferson St.  
LEXINGTON 2, KY.  
1329 S. Calhoun St.  
FORT WAYNE 2, IND.  
228 W. 7th St.  
CINCINNATI 2, OHIO

WRITE for New List of POST-WAR GAMES,  
Also CONSOLES and USED MUSIC EQUIPMENT.

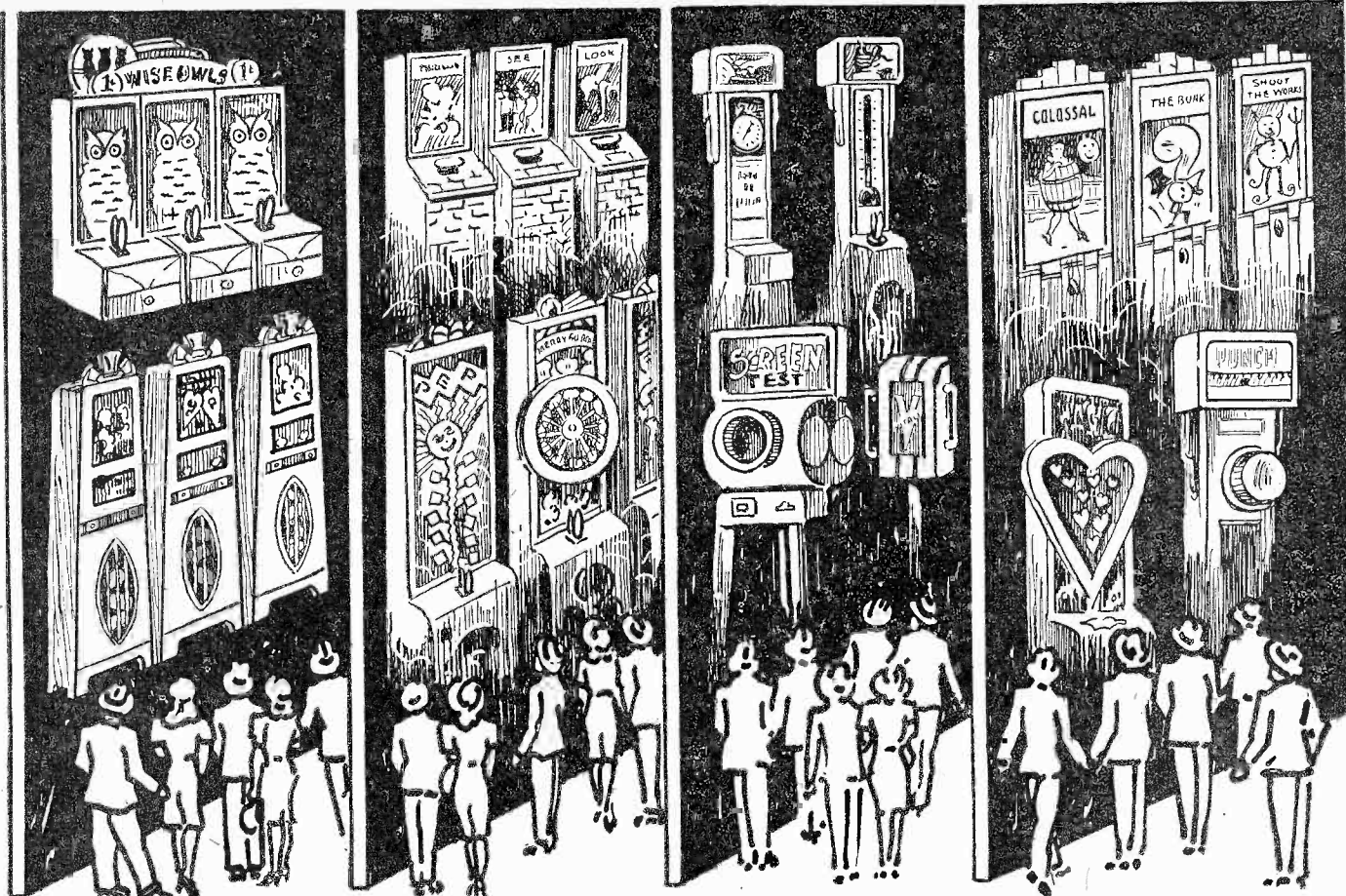
603 Linden Ave.  
DAYTON 3, OHIO  
529 Fourth Ave., S.  
NASHVILLE 10, TENN.  
325 N. Illinois St.  
INDIANAPOLIS 4, IND.  
410 Market St.  
CHATTANOOGA 2, TENN.



HOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



Built to pay **BIG DIVIDENDS**



**EXHIBIT'S PROFITABLE ARCADE LINE OF OVER 50 AMUSEMENT MACHINES**

You can Operate them on every kind of Location all year round. Write for Literature illustrating our entire line of these live Money Making Amusement Machines ... Cards and Supplies. Write us now.

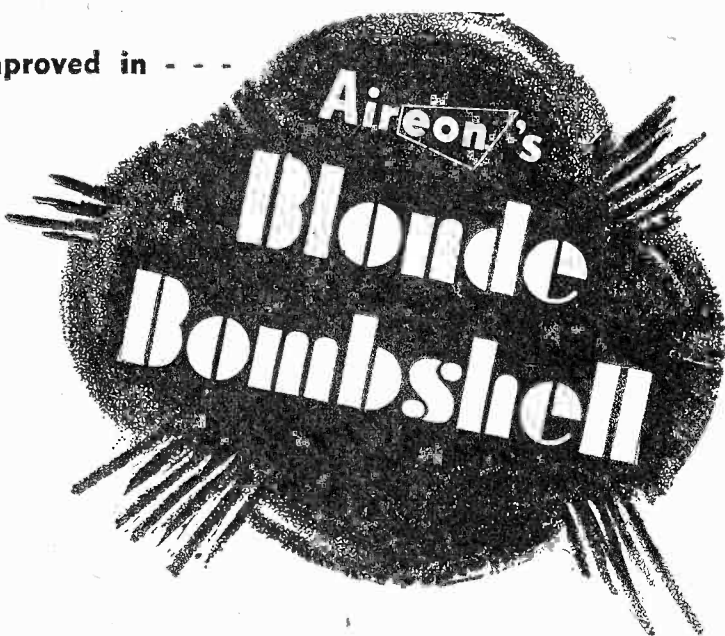
By the **WORLD'S LARGEST MANUFACTURER** of **COIN OPERATED AMUSEMENT MACHINES FOR OVER 45 YEARS** (Established 1901)



**EXHIBIT SUPPLY CO., 4222-30 W. LAKE ST., CHICAGO 24, ILL.**

**SNAPPY Action**

Improved in



With ACRO'S specially designed, 24 position, Rolling Spring SNAP-ACTION Selector Switch

**THE ACRO ELECTRIC COMPANY**

1449 SUPERIOR AVENUE CLEVELAND 14, OHIO

Engineering assistance offered to Manufacturers on request

**BADGER'S Bargains**

Often a few dollars less - Seldom a penny more

LOS ANGELES see Bill Happel  
MILWAUKEE see Carl Happel

**NEW AND RECONDITIONED CONSOLES**

NEW KEENEY BONUS, 1-WAY 3-WAY	WRITE	NEW KEENEY BONUS, 2-WAY	WRITE
EVANS 1946 BANGTAILS	WRITE	NEW KEENEY BONUS, 3-WAY	WRITE
MILLS THREE BELLS	\$275.00	BALLY DRAW BELLS	\$295.00
KEENEY 4-WAY, 5-5-5-25	49.50	MILLS 4-BELLS, LATE, 5-5-5-5	245.00
BALLY CLUB BELLS, F.P., P.O.	49.50	MILLS 4-BELLS, ORIG., 5-5-5-5	175.00
BALLY HI HANDS, F.P., P.O.	49.50	KEENEY TWINS, F.P., P.O.	159.50
MILLS JUMBO, LATE, F.P., P.O.	49.50	MILLS JUMBO, LATE, F.P., P.O.	49.50
MILLS JUMBO, LATE, F.P., P.O.	49.50	JENNINGS SILVER MOON, F.P.	49.50
BALLY HI HAND, 25¢, F.P., P.O.	59.50	EVANS LUCKY LUCRE, 5-5¢	69.50
BALLY MILL 'EM, 5¢, P.O.	49.50	EVANS LUCKY LUCRES, 3-5¢, 2-25¢	89.50
LATE MILLS 4-BELLS, 3-5¢, 1-25¢	295.00	EVANS 1946 BANG TAILS, P.O.	495.00

**GUARANTEED RECONDITIONED PHONOGRAPHS**

WURLITZER MODEL 950	\$395.00	A.M.I. 1946 MODELS	WRITE
WURLITZER MODEL 850	395.00	AIREON 1946 MODELS	\$495.00
WURLITZER MODEL 750E	375.00	ROCK-OLA COMMANDO	249.50
WURLITZER MODEL 800	345.00	ROCK-OLA SUPER ROCK-O-LITE	249.50
WURLITZER MODEL 700	295.00	ROCK-OLA 8800 ROCK-O-LITE	249.50
WURLITZER MODEL 500	195.00	SEEBURG CLASSIC ROCK-O-LITE	239.50
WURLITZER MODEL 600	165.00	SEEBURG REGAL ROCK-O-LITE	185.00
		SEEBURG GEM ROCK-O-LITE	165.00

**NEW AND RECONDITIONED ONE BALLS**

NEW KEENEY HOT TIP	WRITE	NEW KEENEY BIG PARLAY	WRITE
BALLY SPECIAL ENTRY	WRITE	BALLY VICTORY SPECIAL	\$295.00
BALLY LONGACRE	\$ 89.50	BALLY THOROBRED	89.50
BALLY '41 DERBY	59.50	KEENEY BIG PARLAY	WRITE

**RECONDITIONED SLOTS & NEW SAFE & STANDS**

MILLS BLACK CHERRY, ORIG., 5¢	\$169.50	MILLS BLUE FRONT, ORIG., 5¢	\$ 84.50
MILLS BLACK CHERRY, ORIG., 10¢	179.50	MILLS BLUE FRONT, ORIG., 10¢	89.50
MILLS BLACK CHERRY, ORIG., 25¢	189.50	MILLS BLUE FRONT, ORIG., 25¢	99.50
NEW BLACK CHERRY	Write	SINGLE WEIGHTED STAND	24.50
NEW GOLDEN FALLS	Write	SINGLE REVOLV-A-ROUND SAFE	84.50
TRIPLE REVOLV-A-ROUND SAFE	269.50	DOUBLE REVOLV-A-ROUND SAFE	123.50

**MORE FOR YOUR MONEY WITH THESE BADGER PARTS SPECIALS.**

30-WIRE CABLE, Per Ft.	\$.19	COLLECTION BOOKS, 80¢ Doz.; C.	\$ 7.25
1/2" STANDARD GAME LOCK	.60	12" SPEAKER CABINET	4.95
28-VOLT KEENEY BULBS, Per C	15.00	2-WIRE ZIPCORD, 250' \$4.75; 500'	9.50
SPEED IRON SOLDERING GUN	12.95	REMOTE VOLUME & CANCEL CONTROL, 50' EXT.	12.95
BULB & CIRCUIT TESTER	9.50	1/4" ELECTRIC HAND DRILL	11.80
B-3 ROCK-OLA PICKUPS, \$2.95; Doz.	32.50	ROCK-OLA BELTS (SM. OR LG.), 75¢ Ea.; Per Doz.	7.50
TITLE STRIPS, \$4.75 M; 5M	22.50	ROCK-OLA SELECTOR COILS, 75¢ Ea.; Per Doz.	8.25
ENGINEER CONTACT SWITCH KIT	17.50	ALSO PARTS IN STOCK FOR KEENEY, ROCK-OLA, BALLY, MILLS, GENCO, EXHIBIT, GOTTLIEB, ETC.	
TUBULAR COIN WRAPPERS, 65¢ M; Case Lots	80¢ M		
NEW MOTORS FOR ROCK-OLA, SEEBURG, WURLITZER; FUSES, TUBES, BULBS, CONDENSERS, ETC.			

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

**Badger Sales Co., Inc.**

2251 WEST PICO BLVD., LOS ANGELES 6, CALIF. ALL PHONE DR. 4326.

**Badger Novelty Co.**

2546 NORTH 30TH STREET, MILWAUKEE 10, WIS. ALL PHONE KIL. 3030.

# PAGE SETTERS!!!

## "PACE" 3-PLAY BELL CONSOLE

40 Samples Sent Out To Test—  
All Reports Now In, RESULTS?

99% PERFECT!! THAT'S GOING SOME!!

ONE BELL MECHANISM ONLY!

3 Coin Heads—One Handle

ANY COMBINATION DESIRED!

5-10-25c-or-50c

ONE OR THREE CAN PLAY!!

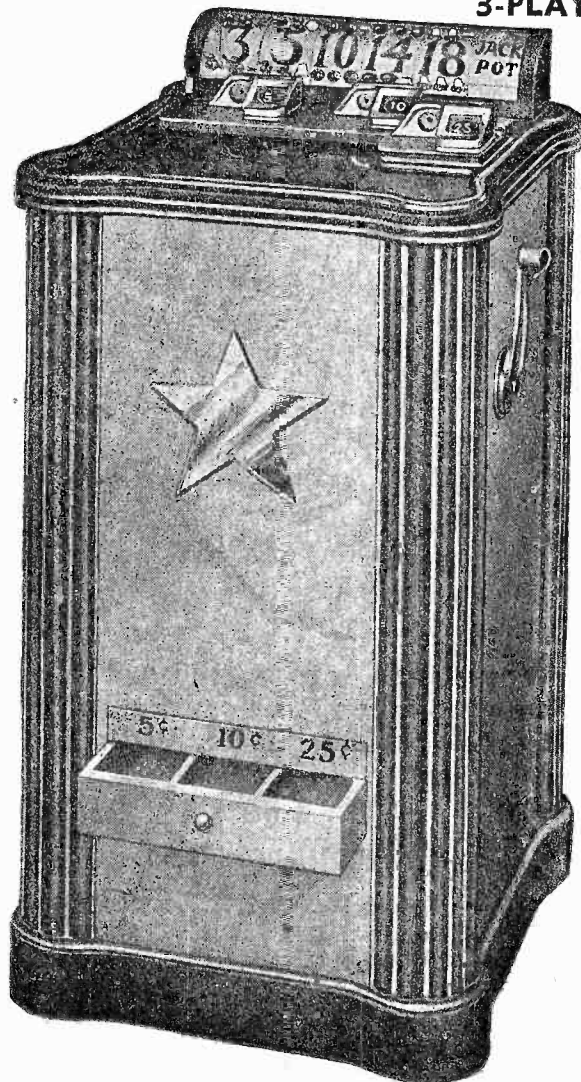
Only One Federal Tax (\$100) Required

SPECIFY COMBINATION — 5-10-25c — 5-5-25c — 5-5-5c  
Or Any Combination Desired!

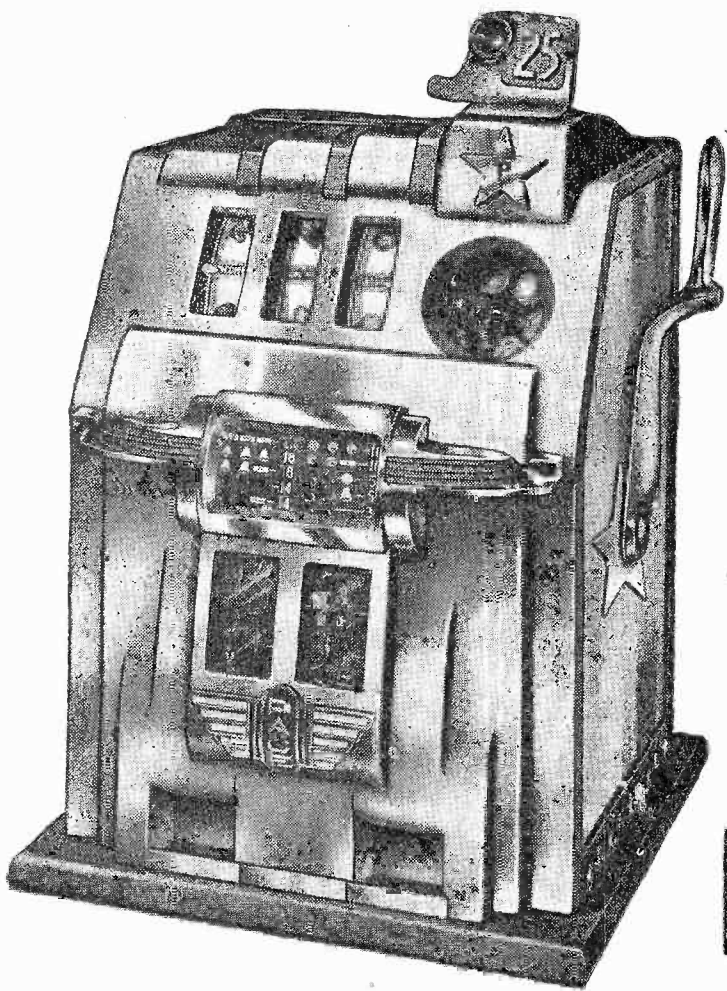
WIRE COLLECT FOR PRICES

RETURNABLE TEN DAYS FULL REFUND

3-PLAY



SIZE—46" High, 24" Deep, 22½" Wide



## DELUXE CHROME BELLS

1c-5c-10c-25c-50c & \$1.00

DRILL PROOF CHROME SIDES

MIRROR FINISH FRONTS

SIMPLIFIED MECHANISMS

"PACE" ONLY HAS FULL SWEEP  
ALL COIN PLAYS-PENNY TO DOLLAR

BRAND NEW 50c & \$1.00 BELLS!

— OUR GUARANTEE —

DISTRIBUTORS — JOBBERS — OPERATORS  
Order One Sample Machine — Any Kind — Keep 10 Days — If Not  
Finest You Have Ever Seen — RETURN EXPRESS CHARGES  
COLLECT — Full Purchase Price in 24 Hours — No Questions!!

STATE OR TERRITORIAL DISTRIBUTORS WANTED

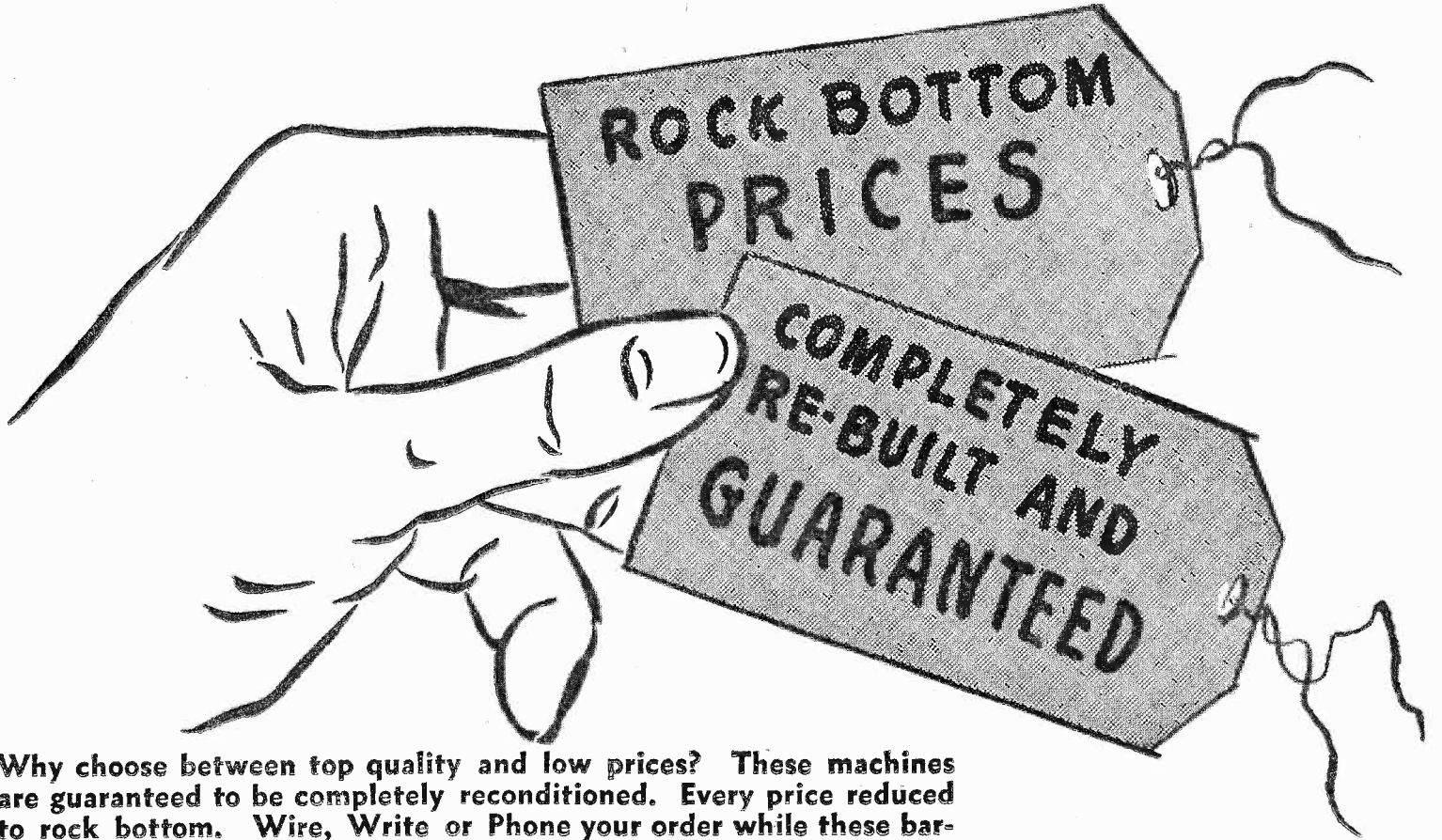
ESPECIALLY FOR WEST COAST  
AND ALL OTHER STATES

**PACE MFG. CO., INC.**

**2909 INDIANA AVE.  
CHICAGO 16, ILL.**



# SHAFFER GIVES YOU BOTH



Why choose between top quality and low prices? These machines are guaranteed to be completely reconditioned. Every price reduced to rock bottom. Wire, Write or Phone your order while these bargains last.

## PHONOGRAPHS

'46 AIREON — \$339.50

Seeburg Hitones, R.C.	\$300.00
Seeburg Hitones, E.S.	275.00
Seeburg Colonel, R.C.	265.00
Seeburg Commander, R.C.	265.00
Seeburg Colonel, E.S.	255.00
Seeburg Maestro, R.C.	255.00
Seeburg Colonel, M.S.	255.00
Seeburg Cadet, R.C.	255.00
Seeburg Maestro, E.S.	250.00
Seeburg Classic	225.00
Seeburg Vogue	210.00
Seeburg Casino	170.00
Seeburg Mayfair	170.00
Seeburg Crown	160.00
Seeburg Major	255.00
Seeburg Envoy	255.00
Seeburg Regal	150.00
Seeburg Hideaway (U. S. R.-2)	195.00

'46 ROCK-OLA — \$500.00

Seeburg Gem	\$150.00
Seeburg Model A	80.00
Seeburg Wireless WOM	28.50
Rock-Ola Super	200.00
Rock-Ola Master 40	200.00
Rock-Ola Commander	175.00
Rock-Ola Premier	175.00
Rock-Ola Imperial 20	80.00
Rock-Ola Monarch	100.00
Rock-Ola St. 39	190.00
Rock-Ola Hideaway and Spectravox	150.00
Wurlitzer 850	350.00
Wurlitzer 780-E	275.00
Wurlitzer 600	175.00
Wurlitzer 24 Victory	100.00
Wurlitzer 616	90.00
Wurlitzer Hideaway	75.00

## ARCADE

CHECK THESE FOR LOW PRICES

"Undersea Raider"	\$99.50
Genco "Play Ball"	50.00
Genco "Whizz" With Stand	55.00
Keeney "Air Raider"	50.00
A. B. T. "Target Skill"	24.50
Gottlieb "Grip Scales"	19.50

The Free Mills "Owl" pin game offered in our July 19th ad to the first bona fide order was sent to Mutual Music Co., Cassopolis, Mich. Their telegraphed order was the first received.

## PIN GAMES

"Tornado"	\$160.00	"Big League"	\$ 89.50
"Dynamite"	160.00	"Midget Racer"	89.50
"Mystery"	150.00	"Double Barrel"	89.50
"Step-Up"	150.00	"Shooting Stars"	89.50
"Superliner"	140.00	"Catalina"	40.00
"Spellbound"	140.00	"Victory"	40.00
"Smarty"	150.00	"Eagle Squadron"	40.00
"Sea Breeze"	150.00	"Pin Up Girl"	40.00
"Suspense"	100.00	"Duplex"	40.00
"Surf Queen"	89.50	"Home Run"	35.00
"Big Hit"	89.50	"Gun Club"	35.00

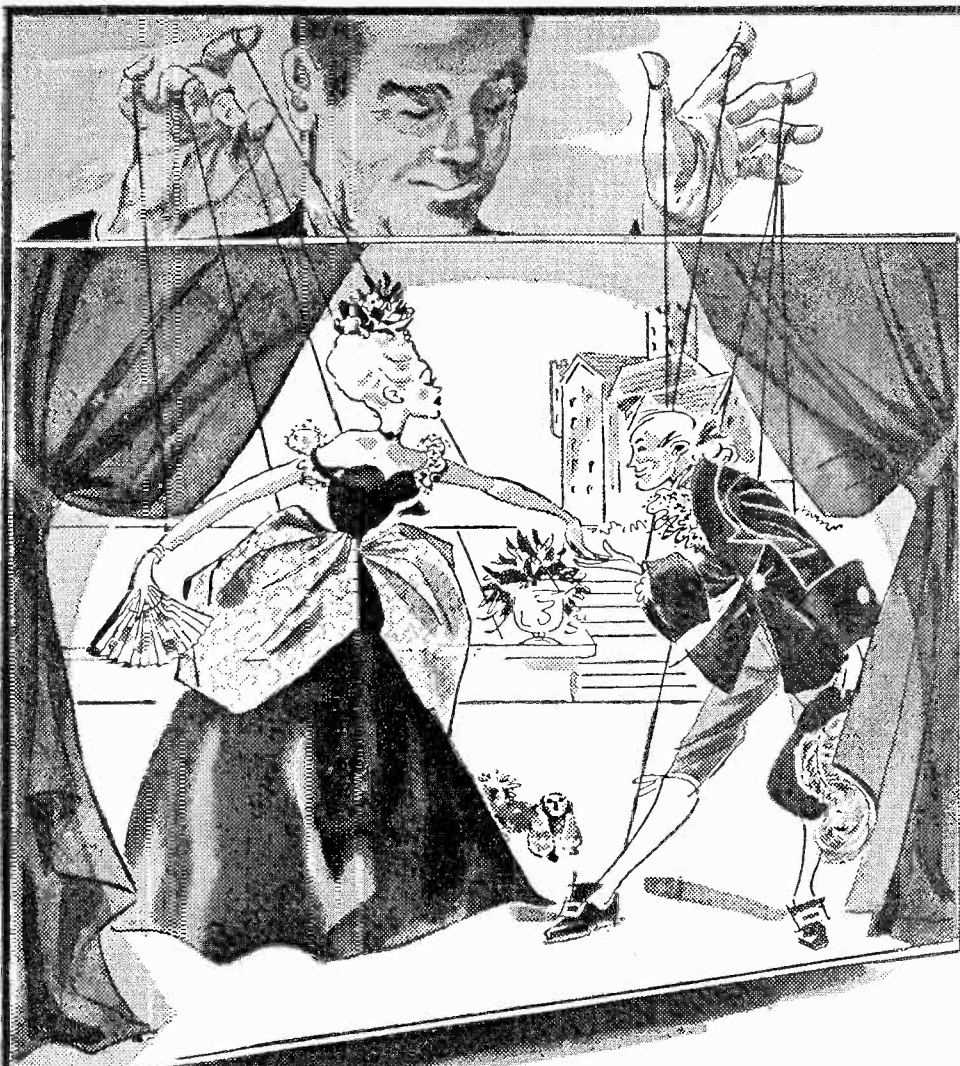
ORDERS ARE FILLED IN THE ORDER RECEIVED  
TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.

COLUMBUS 15, OHIO  
606 SOUTH HIGH STREET  
Phone: Main 5563

WHEELING, W. VA.  
2129 MAIN STREET  
Phone 784

CHARLESTON, W. VA.  
1619 W. WASHINGTON STREET  
Phone 63381





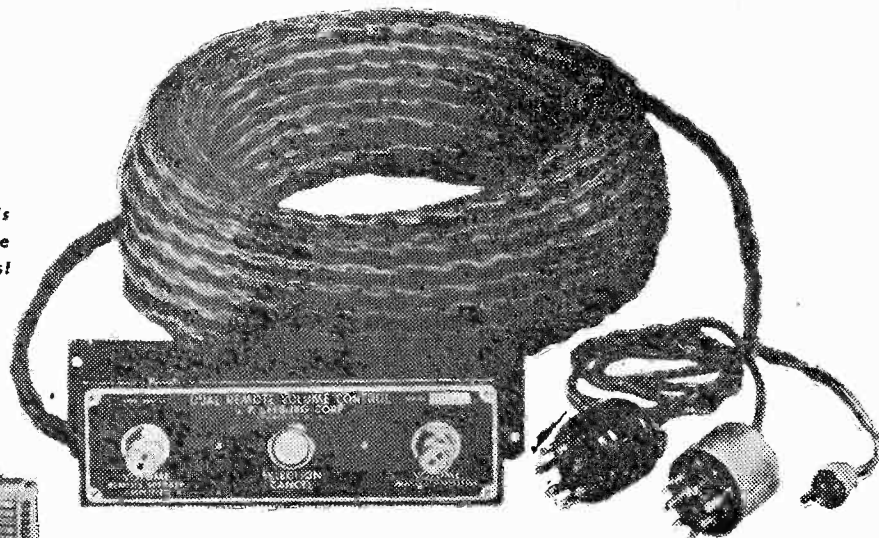
★ **PERFECT  
REMOTE  
CONTROL**

*steals  
the show!*

Whether it's a puppet show, an automobile, or a music system . . . you've got to be able to control it. The Seeburg Scientific Sound Distribution music system has been worked out wisely and wonderfully . . . there is nothing in the market to compare with it . . . but you have got to include the Dual Remote Control Panel in every installation to realize just how superior this remarkable system is. The Dual Remote Control Panel fits the music to both large and small crowds. When it comes to music . . . Seeburg steals the show!

★ **Seeburg's Dual Remote Control**

*. . . is located at the cashier's stand. It's easy to keep the music tuned to fit the crowds!*



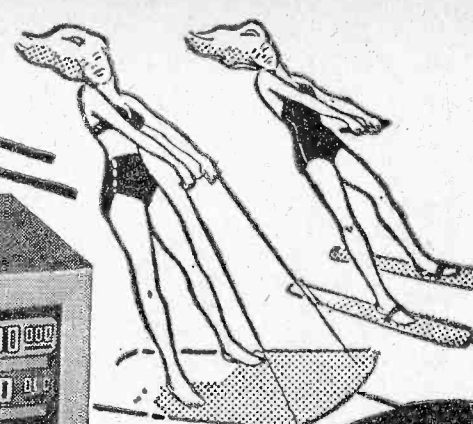
*S. H. Lynch Seeburg Offices:*

- ★ Dallas, Pacific at Olive
- ★ Houston, 910 Calhoun
- ★ New Orleans, 832 Baronne
- ★ San Antonio, 241 Broadway
- ★ Memphis, 1049 Union Avenue
- ★ Oklahoma City, 900 N. Western

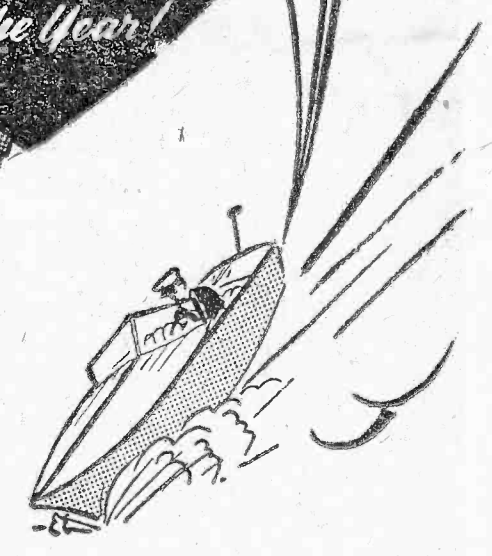
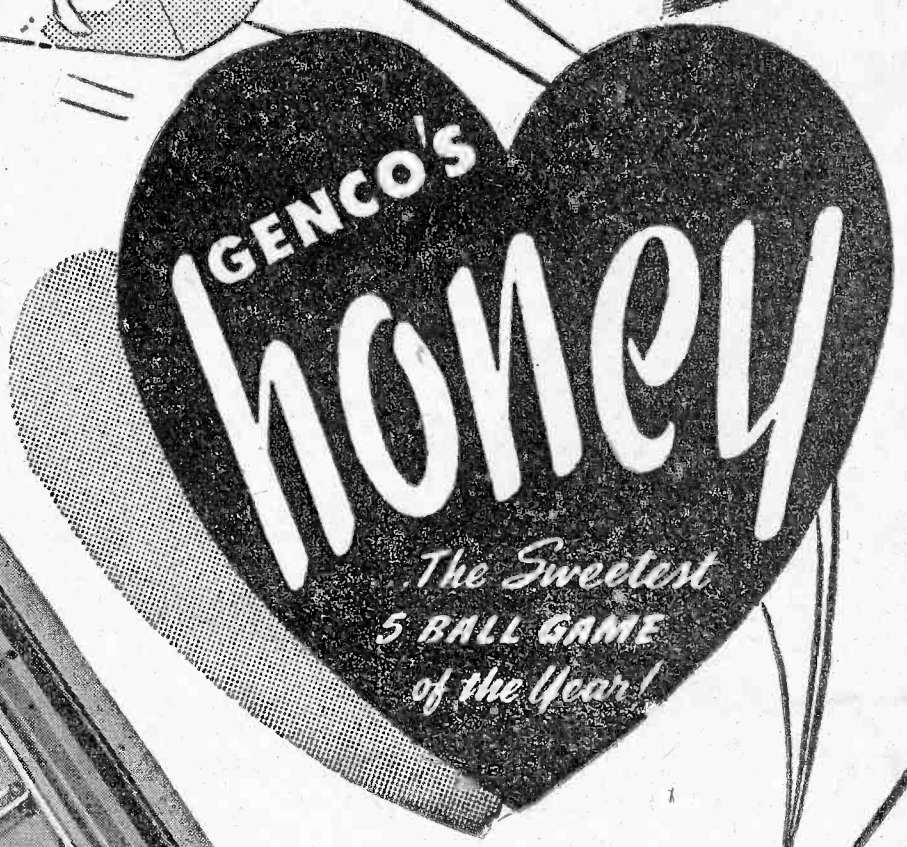
**S. H. LYNCH & CO.**

*Exclusive Southwest Distributors*





**SPEED!**  
**ACTION!**  
**BEAUTY!**



**GENCO SCORES AGAIN**

AN EXCLUSIVE  
**TALLY METER**  
 RECORDS ALL PLAYS  
 AT NO ADDITIONAL COST



ORDER FROM YOUR NEAREST DISTRIBUTOR

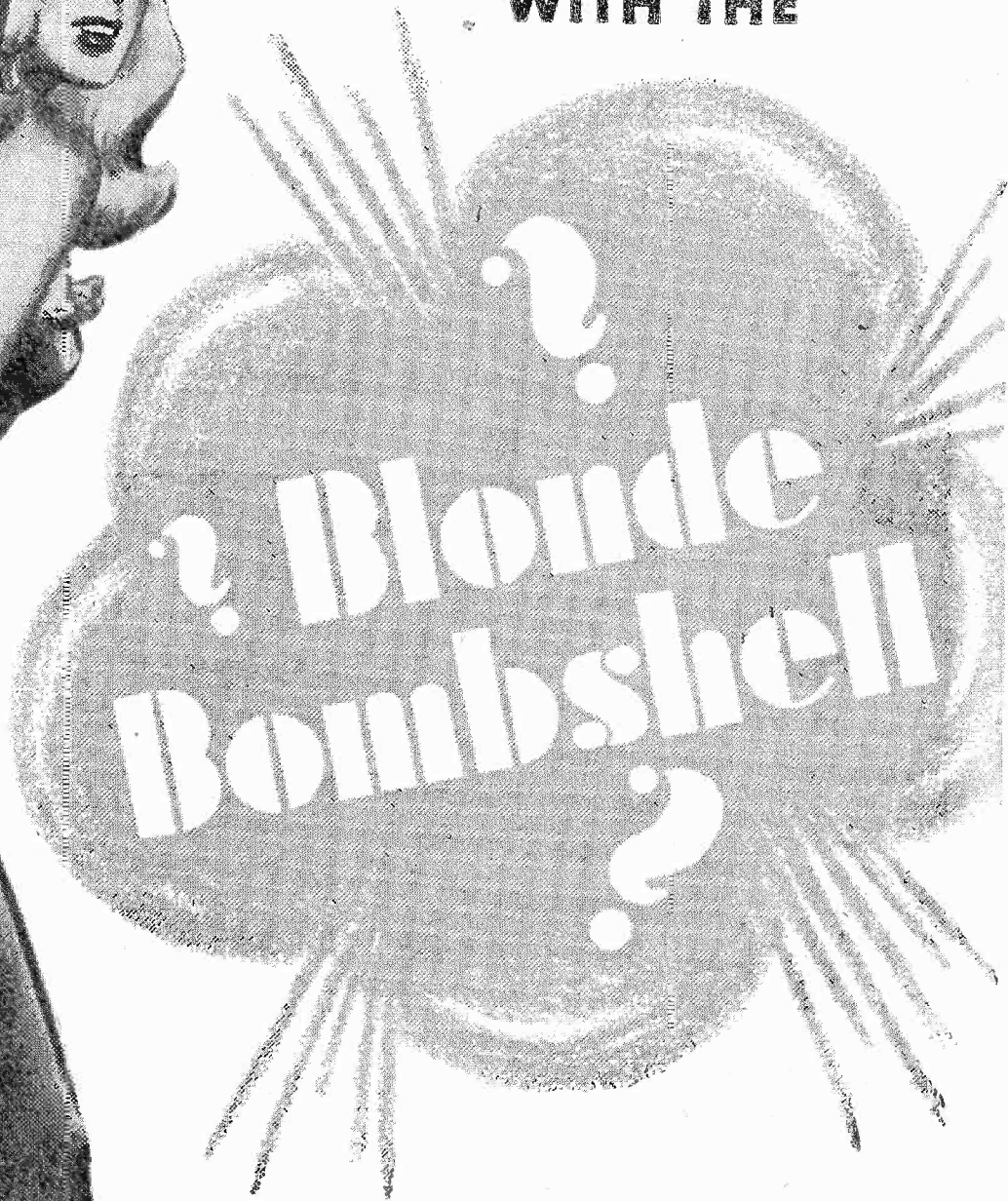
**Genco** MANUFACTURING and SALES CO.  
 2621 NORTH ASHLAND AVE • CHICAGO 14, ILL.





# Want a Date

WITH THE



SEE YOUR **Aireon**  
DISTRIBUTOR

You can make beautiful music together—you and the Aireon Blonde Bombshell. She's a gold digger, yes! She has that old magnetic earning power. She's irresistible to the *EYE*, the *EAR*, and the *POCKETBOOK* of the customers. Make a date with her. Phone or see your Aireon Distributor today. He will fix it up so you can really go to town with Aireon's dreamy **BLONDE BOMBSHELL**.

**Aireon**  
MANUFACTURING  
CORPORATION

General Offices: 1401 Fairfax Trafficway, Kansas City, Kan. In Canada: Mafco Corp., Ltd., 4001 St. Antoine Street, Montreal, Que.



# Bally GAMES


## EARN BIGGER PROFITS



**EUREKA**  
 OPERATE AS MULTIPLE OR SINGLE-COIN GAME  
 NEW, IMPROVED FREE-PLAY MECHANISM  
 Earns Pay-table Profits in 5-Ball Spots  
 FAST 5-BALL PLAY  
 Convertible to 1 or 2-Ball Play



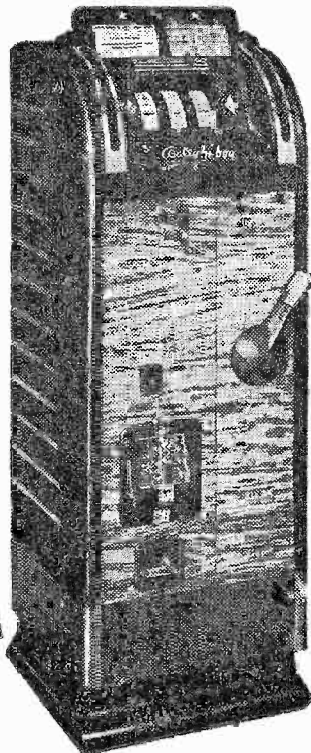
**BALLYHOO**  
 7 KICKOUT HOLES SCORING 5,000 TO 50,000  
 HI-SCORE UP TO 560,000  
 18 DIFFERENT SCORE VARIATIONS  
 TROUBLE-FREE MECHANISM  
 CONVERTIBLE 5 OR 3 BALL NOVELTY OR REPLAY



**BALLY ENTRY**  
 ONE BALL AUTOMATIC MULTIPLE AND SPECIAL ENTRY  
 ONE BALL FREE PLAY MULTIPLE  
 Easily Double or Triple Normal One-Ball Profits



**HEAVY HITTER**  
 Baseball Skill-Play Welcome in All Territory  
 Sensationally LOW-PRICE  
 OPERATE AS COUNTER GAME OR WITH FLOOR STAND




*DeLuxe*  
**DRAW BELL**  
 WITH EXTRA DRAW Feature  
 Nickel or Quarter Play  
 CONVERTIBLE—AUTOMATIC OR FREE PLAY

**hi-boy**  
 CLUB TYPE BILL CONSOLE WITH HOLD AND DRAW  
 Nickel, Dime or Quarter Play



**TRIPLE BELL**  
 TRIPLE PLAY! TRIPLE PROFIT!  
 Nickel, Dime, Quarter  
 Any Coin Combination  
 CONVERTIBLE—AUTOMATIC OR FREE PLAY

ORDER FROM YOUR DISTRIBUTOR TODAY!



# Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 13, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND





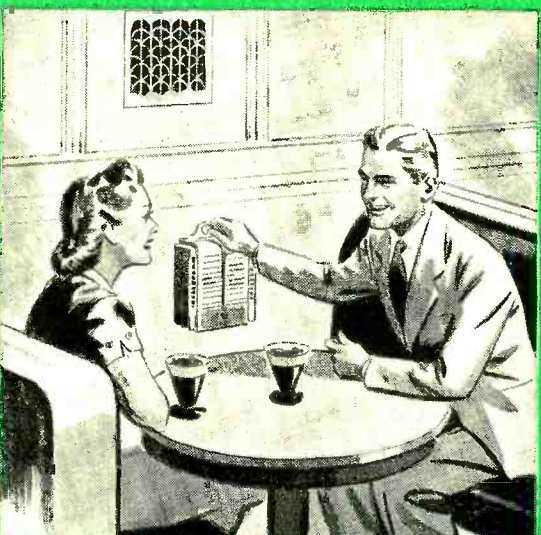
Polite music never intrudes on the conversation



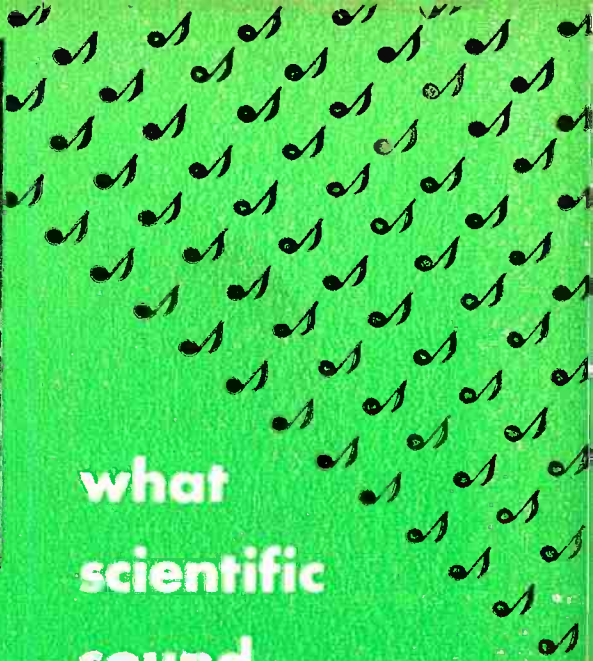
Even those in far corners can hear



All selections visible—no knobs or dials to turn



Unnecessary to cross the room to make selections

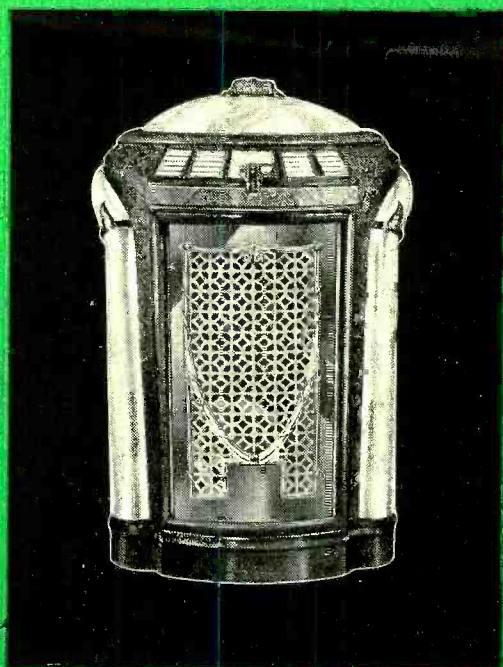


what  
scientific  
sound  
distribution  
and remote  
control  
mean  
to you

- ... Music that serves as a pleasant background to conversations.
  - ... Music that brings a favorite song clearly to the farthest corner of the location.
  - ... All selections illuminated and clearly visible—no knobs or dials to turn.
  - ... Silent salesmen inviting selection—no crossing the room—no waiting in line.
- Scientific Sound Distribution and Remote Control bring these advantages to the locations you operate.

By supplying music as the public wants to hear it—by making selection easy, you encourage playing the Symphonola, thus assuring livelier, more popular locations and maximum revenue from your installations.

If you are not taking advantage of these Seeburg developments in the locations you operate, let your Seeburg Distributor show you what they can mean to you.



Wireless Wallomatic



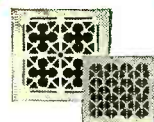
3-Wire Wallomatic



Pre-Amplifier and Public Address System



Dual Remote Volume Control



Recessed Wall and Ceiling Speakers



Mirror and Tear Drop Speakers



Auxiliary Remote Control Amplifier

# Seeburg

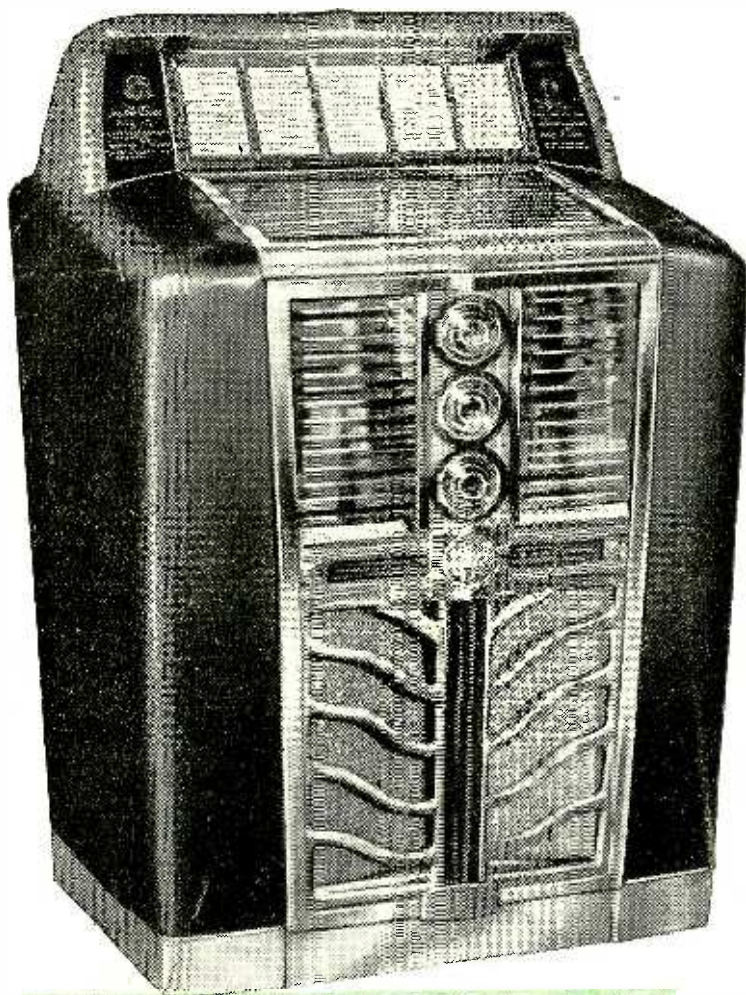
1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION  
1508 N. Dayton St., Chicago 22





*more turnover...more PROFITS*



That equation is the goal of all retail merchandising.

Mills has made it true for the phonograph operator, too. The Mills Tuside mechanism, by playing *both* sides of each record, doubles the number of selections, increases the take from Constellation locations.

The Constellation turns 'em over for more profits for you.

# THE MILLS CONSTELLATION

Mills Industries, Incorporated • 4100 Fullerton Avenue  
Chicago 39, Illinois

*Free!*

Are you receiving this free magazine with these features:

1. Phonograph articles
2. Operating tips
3. Record reviews
4. Coin machine stories

Write for your copy of *Horizon*. We'll be glad to send it every month without charge.