# Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

JULY 31, 1948 25 CENTS

WISCONSIN AT WORK

MID-SUMMER SPECIAL

PRESS-RADIO

PHINTERVATION

"Wisconsin this year celebrates its 100th birthday. And the highlight of its anniversary observance will be its Centennial Exposition. To be held August 7-29 at State Fair Park, Milwaukee, it will be a \$5,000,000 show—scaled to World's Fair proportions. On behalf of the State of Wisconsin and its people, a cordial invitation is extended to readers of The Billboard everywhere to attend this truly great spectacle—a reflection of Wisconsin's great progress."—R. E. Ammon, Centennial Director.

Copyrighted material

TRANSPORTATION

FIBIS WORT

TICKLING THE NATION'S FUNNY BONE WITH THEIR SENSATIONAL

MUSICAL-COME DY

APOLLO RECORDS

wo've mode records for APOLLO in between all that "YOU'RE ASKING TOO MUCH OF ME" LATEST RELEASE The little fish that never APOLLO NO. 1115 Also Our .
APOLLO RECORD ALBUM No. 4-10 NORDELL MUSIC (BMI)

RADIO TRANSCRIPTIONS KEYSTONE (207 Stations) 5TH ARMY RECRUITING (352 Stations)

AND HERE'S HOW BUSY CAIRO LOUNGE 2 ENGAGEMENTS TOTALING JAI LAI CAFE COLUMBUS, OHIO ORCHIO LOUNGE 3RD RETURN ENGAGEMENT

WEST COAST IN THE FALL and PORIDA IN THE WINTER

MUSIC CORP. Management:

OF AMERICA

The World's Foremost Amusement Weekly

# OUTDOORS OUT OF SLUMP?

## Niteries, Wax and Pix Yield 436G First Year to Thompson-Wms. Bros. Act

They Can Have Hollywood on \$\$ Platter Now

HOLLYWOOD, July 24.-Kay the Las Vegas El Rancho Vegas Au-Thompson and the Williams Brothers gust 6, 1947. will mark their first anniversary as more than \$436,000 for the year, a to Tahoe Village, Lake Tahoe, for record considered tops in the bistro \$2,250. The weekly take averaged biz. Income includes not only night club take but earnings from record sales as well as special movie material written by Miss Thompson. Altho Thompson and Williams freres had each been around films for years (especially la Thompson, who did a long stint at Metro), team had never worked a nitery before opening at

## Tommy Dorsey May Buy Out

was slated to make up his mind over office of his decision today (Monday). He's indicated, however, that with the local Central Labor Council he's going to take the platter show under his own wing. Dorsey's contract with Cowan gave the band a deal with Equity giving AGVA leader the option, after the first year jurisdiction over five local little thea-(See TD May Buy on page 7)

For the Rancho stint the act got (See Kay Thompson on page 46)

### Coast Unions Open War on Tyro Cuffos

Equity Lets AGVA Lead Fight

HOLLYWOOD, July 24.-A general His Jock Show erackdown on local spots using amateur nitery talent was launched this week by Florine Bale, Coast topper NEW YORK, July 26. - Tommy for the American Guild of Variety Dorsey, whose recorded disk jockey Artists (AGVA). Union head gave Broadcasting System (MBS) this show is now syndicated by Louis G. some 15 local bistros 10 days to stop operation himself and conduct it as with AGVA members, with choice of his own business enterprise. Dorsey either paying tyros or contributing to AGVA's welfare fund. If ops fail the week-end and advise the Cowan to heed the warning, AGVA will join forces with various guilds affiliated for united action.

At the same time, the union made (See Coast Unions Open on page 45)

#### Is TV Next To 66Kill Vaude"? Walters Worried

this week stopped an act scheduled to open at his club tomorrow (25) from playing the Texaco Star Theater video show.

The act is a dance team, Landrey and Vernon, booked for the Texaco a nitery act August 6, having grossed a nifty \$2,000, moving from there the doubling, Walters told the team they'd have to choose one or the other -a four-week run with him, or the one-night video stand. The terpers cancelled their TV date.

Walters, who also stopped some of his acts from doubling into the Lions convention at Madison Square Garden this week, said he felt he, as well as the acts, should be paid when they acts, via TV, "are putting themselves out of business, the way talkies put vaudeville out of business."

### Mutual Urges 4A's To Study **Network Rates**

Cowan, Inc., may take over the entire using unpaid talent in competition ciation of Advertising Agencies (4 week called on the American Asso-A's) to re-examine the entire rate structure of network radio, on the ground that existing practices were invoked some 14 years ago and are, consequently, outmoded in many respects. At the same time, E. P. H. (Jimmy) James, MBS vice-president who asked the 4 A's for the study, revealed that his network is going ahead on its own in studying rate (See Mutual Urges on page 13)

## 1st Half Year Slow But Biz NEW YORK, July 24.—Lou Walters, owner of the Latin Quarter here. Pickup Looms

Fairs Will Hypo Carnivals

CHICAGO, July 24 .- At the season's half-way mark, the boys and girls of outdoor show business are not raving about what's behind them. Business has been off-not drastically, but more than slightly under '47. However, it's been far better than other branches of show business which have suffered sharp drop-offs.

But even those with restrained optimism-the hedgers and "iffers"figure the outdoor season will finish appear on video. He also said the strongly. Now coming up, the season's last half carries the strong probability of a close that will lift the year's business to within range of that for last year.

This is particularly true in the carnival field. Fairs loom ahead for the midway organizations and the fairs this year assume greater relative importance, for it is out in the hinterlands, where the farmers are still getting top money and where they're still holding on to plenty, that the carnivals should fare better than okay.

The few fairs already held-principally in Canada-give credence to this belief. Royal American Shows, touring the Western Canadian A Circuit, have been rolling up grosses on an average of 20 per cent higher than last year. This, in part, is due to greatly enhanced earning power, but basically to the fact that the farmers and ranchers are in the money and (See Outdoor Showbiz's on page 71)

### "Billboard" Poll On Ohio State Institute Out

By Jerry Franken

NEW YORK, July 24 .- Results of a survey made by The Billboard to determine the attitude of educators, broadcasters and others attending this year's annual Institute for Education by Radio at Ohio State University. Columbus, O., reveal that:

An overwhelming majority want the institute continued:

A sizable majority, about three to one, believes that the institute should be revised:

A scant majority believes that the institute should expand beyond education-public service phases of radio and television and that educational general programing phases on the

The institute's procedure, in scheduling multiple sessions, with a large number of conflicts, should be changed:

The commercial broadcasters should work in close co-operation with the institute's sponsors.

These are the highlights of the find-(See BB's Survey on page 9)

# 4-A's Merger Now Up to Equity

### Vote Thurs.; Screen Actors Turn It Down

But Legit May Save Day

NEW YORK, July 24. - Actors Equity will hold the fate of the contemplated Eastern regional merger of the unions that are affiliates of the Associated Actors and Artistes of America (Four A's) when it meets Thursday (29) to decide what action to take. The proposal for a national merger of the performer orgs was defeated Thursday (22) by the Screen Actors' Guild (SAG) when its board of directors voted unanimously (See Four A's Merger on page 4)

### Atlantic City Pulls Throngs OK, But They're \$-Conscious

ATLANTIC CITY, July 24. - As agree, however, there's nothing to mark, the over-all outlook for the season's business is considered satisfactory, altho there is much wailing and weeping in many quarters. Utilities officials say business is good, based on the number of people visiting here this summer. Banks report heavier deposits and an all-time recday. Bus companies are handling inpart responsible.

On the other hand, those whose business depends on the vagaries of weather have a different story, which concerns a rainy June and not enough against the proposal because it felt hot weather in July to drive the city same period last year, and this year's folks to the shore in droves. All

summer approaches the half-way worry about at this point. Conditions are just returning to normal. August is always a good month, the temperature is getting higher inland and the Atlantic City race track opening next month will also be an asset

Amusement interests are divided on the business viewpoint. The folks broadcasting should be but one of the ord deposit following the July 4 holi- here are consuming the usual amount of beverages, eating a little more ice agenda; creased traffic to the city, altho ad- cream and attending the ice shows at mitting some one-day visitors are in Convention Hall as often as last summer. But they're not spending as freely at the night clubs and bars.

Steel Pier, giant amusement center operated by George A. Hamid; said that July is running ahead for the

(See A.C. Pulls 'Em on page 54)

# Radio Actors Don Strawhats NAB Report Stamps Tele

## Barns Offer Experience For TV Jobs

#### Stiffer Requirements

NEW YORK, July 24.-An exodus from New York unparalleled in the annals of broadcasting talent has taken place this summer, as hundreds of radio's top acting talents have taken to the hills and pastures in search of summer theater work in preparation for the television jobs they hope will be forthcoming. Virtually every barn housing a summer theater this year lists in its cast several radio thesps, many seeking refresher courses in acting without scripts after years before the mike. A goodly number have given up remunerative air jobs for the experience of the stage, while others are commuting considerable distances in order to keep their income regular.

The reason for the mass trodding of the boards is the realization that radio experience alone probably will two bidders would result in "no benenot cut the buck, with video's casting fit to the government," The Post debrains getting more particular. As clared that the benefit of continuatele's demands grow progressively tion of the living theater in the capistronger, such items as ability to tal city "cannot be measured by work without scripts, to exhibit mercenary standards involving a graceful and showmanly use of stage relatively few dollars." business, and particularly, to memorize new roles virtually every week have grown in importance. No place, it is felt by the thesps, can they gain or re-anguire this know-how as well as in the hayloft playhouses, where new plays are cast, rehearsed and presented on a weekly basis.

#### Thesps in Stock

Thus Jay Jostyn now is touring with Trial of Mary Dugan. Vicki Vola is emoting currently in Voice of the Turtle at the Pocono Playhouse. Virginia Robinson, another radio vet, is busy with Parlor Story at the Eastern Slope Theater, Mount Washington. Even on the West Coast, the same urge has been felt, with Hal (See RADIO ACTORS on page 17.

#### In This Issue

Burbanue	ſ
Bullenge	Ì
Carnival	Ī
Circus	į
Classified Ads	ĝ
Coin Machines	ĝ
Pairs and Expositions	į
Final Curtain, Births and Morrisges	ì
General Outdoor	į
Henry Roll of Hits Accountage of the	i
Legitimate	i
Letter List	,
Manie	ì
Mente	i
Music	i
Music as Weltten	į
Music Machines	į
Music Popularity Charts	å
Night Clubs	ä
Parks and Pools86-8	ă
Pipes for Pitchmen	ä
Radio	ä
Reportality	i
Reviews: Legit	i
Neviews: Legit Night Clubs Radio-Television	į
Vaudeville	ì
Rinks and Skaters	į
THE ANGLE WILLIAM	×
Routes Covered	i
Legelinate	Ī
Affectionte	ļ
Salesboards	
Television	
Vandeville	
Vending Westings 155-16	
Von Jon	

The Rillboard, Main Office, 2180 Patterson St., Cinclinati 22, O. Subscription Rate: One year, \$10, Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March S. 1879, Copyright 1948 by The Billboard Publishing Co.

See the Outdoors

There are two stories in the Outdoor Section of The Billboard this issue which may interest indoor showbiz people. One, on Page 60, outlines how hillbilly artists and disk jocks are getting into the amusement park field as ops. The other, a piece written by Sally Rand, tells of her experiences since joining a carnival-and what to expect. It's on Page 97.

### C. C. Belasco Fight Backed by Press

WASHINGTON, July 24.-With the Federal Works Agency (FWA) still receptive to bids for lease of the Belasco Theater, The Washington Post is continuing its campaign urging the re-establishment of the Belasco as a legit house.

The Post took the FWA to task for the manner in which the bids of the American National Theater and Academy (ANTA) and Joseph Curtis were rejected by the agency.

Referring to a statement by an FWA official that proposals of the

The Post concluded that "if federal See "Post" Urges DC on page 51

### McConnor, Smith Set For "Ford Theater"

week as script and continuity editor respectively on Ford Theater, which resumes over the Columbia Broadcasting System (CBS) October 8. Kenyon & Eckhardt, which handles the Ford account, will produce and had previously set Fletcher Markle as director. It's expected that Ken Banghart, altho under contract to the National Broadcasting Company (NBC), will be permitted to announce the show over CBS.

Studio One, the CBS hour-long project produced by Markle, winds up Tuesday (27). It has been one of Columbia's most expensive sustainers, and achieved high ratings Griffith, and a nephew, Willard, both and notable production.

### Four-A's Merger As Blue Chip Up to Equity

it would result in a "union controlled by a supreme governing body centered in New York."

The Eastern regional play is the only out left to those partisans of a merger, but it is entirely dependent on the legit actors' union because without the prestige, the power and the financial backing of Equity, the amalgamation would be meaningless. If the sectional plan should go into effect, SAG would have a chance to watch the reconstructed Four A's at work.

Feeling at Equity is equally divided as to whether to join its brother unions. However, with Paul Dullzell, its former executive secretary, a recent resignee, the council members may consider that a merger might work to its advantage in that Equity would have the guidance of top Four A's execs in other unions.

Meanwhile, George Heller, executive secretary of the American Federation of Radio Artists (AFRA), is flying out to the Coast in a few weeks to see what influence he can exert.

### David W. Griffith Dies in Hollywood

HOLLYWOOD, July 24. - David Wark Griffith, 73, pioneer film direc-tor and star maker, died here yesterday in Temple Hospital of a brain hemorrhage suffered the day before.

the metamorphosis of the early-day one-reeler to the present-day epics, and his Birth of a Nation, which was filmed in 1915 and is still shown occasionally, stands as one of the biggest movie grossers in history.

Griffith's early career included some time as an actor, making his first stage appearance in Brooklyn and later joining J. K. Hackett's Company. In 1908 he turned to the film industry, first as an actor and later as director for the Biograph Film Company.

Griffith was divorced six months ago from his second wife, Evelyn Marjorie Baldwin, At his bedside when he died were his niece, Ruth of Santa Ana, Calif.

#### WASHINGTON, July 24.-First details of the National Association of Broadcasters' (NAB) forthcoming monumental study of television will be disclosed to NAB's fourth district meeting in White Sulphur Springs, W. Va., Tuesday (27) by Charles A. Batson, NAB information director,

who has been participating in the study for over three months. Batson will reveal that the big survey, the first section of which is due to be published sometime next month, will show television broadcasting to be a "blue chip" venture.

Batson Giving the Data

The stridy will make available to NAB members a new formula for computing construction costs, Batson will tell the fourth district meeting. This is called a "2 by 4" formula, since it takes into consideration the walts and 5 kilowatts) and the four basic program sources (networks, retnote, film, studio). On the basis of this formula, the study will show that average cost for the most popular type of video station-metropolitan 5kw .is a minimum of \$370,000, and this covers only "minimum essentials." The study will emphasize, however, that construction costs vary in sec-

Catalog of Info

tions in cities, and the "2 by 4" for-

mula's finding represents a "national

average" for metro stations.

The new study, the very preparation of which is considered by the trade as NAB's recognition of the important future of television and its coming major role in NAB's organizational structure (The Billboard, April 24), will be described by Batson years, Griffith was responsible for as "a catalog of information" gathered from "all expert sources," including networks, station operators, Radio Manufacturers' Association, Federal Communications Commission, Television Broadcasters' Association, etc.

Most experts consulted agree that

The World's Foremost Amusement Weekly

1894 by W. H. Donaldson Founded Publishers

Roger S. Littleford Jr. William D. Littleford

E. W. Evans. Joseph G. Cs awrence W. Gatto......secy. Editora

Company Control Contro

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division 1564 Brasiway, New York 19, N. Y. Photon: Plans 7-2800

M. L. Renter, General Manager Midway Division 155 North Clark St., Chicago 1, III. Phone: CENtral 8761

meral Manager West Coast Division set Bird., Heilswood 28, Calif. some: HOllywood 5821

General Manager Southwest Division ade Bldz., St. Louis 1, Mc. hone: CHestnut 0443

C. J. Latschn, Advertising Manager
B. A. Hruns, Circulation Manager
Cincinnati, Ohio Phone: DUnbar 6450 lant and Circulation Office

2160 Patterson St., Cincinnati 22, Ohio es, parable in advance—One Tent, sure \$17.50. These rates apply in its. U. S. Powershop, Canada stal American Postal Urson. Rates in africa cent upon request. Subscribers thanne of address should give the countries in Proping of School Personal Proping of School Proping

illboard also publishes: Furnover and Vend.



#### NEW YORK, July 24 .- Vincent Mc-Connor and Ian Smith were set this

### NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hitz WOODY WOODPECKER

No. 1 Sheet Music Seller

MY HAPPINESS

No. 1 Most Played on Disk Jockey Shows WOODY WOODPECKER by Kay Kyser, Columbia 38157

No. 1 Disk Via Dealer Sales

WOODY WOODPECKER by Kay Kyser. Columbia 38197

No. 1 Disk in the Nation's Juke Boxes

WOODY WOODPECKER by Kay Kyser, Columbia 38187
No. 1 Most Played Juke Box Folk Record BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor

20-2806 No. 1 Best Selling Retail Folk Record

BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor

No. 1 Most Played Juke Box Ruce Record

LONG GONE by Sonny Thompson, Miracle M-126 No. 1 Best Selling Retail Race Record

I CAN'T GO ON WITHOUT YOU by Bull Moose Jackson, King 4230

No. 1 Sheet Music Seller in England GALWAY BAY

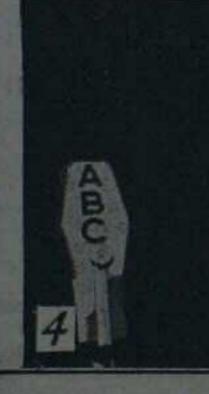
Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 24 to 38 in Music Section.



Saturday July 17,1948 7:00-7:30 PM











FOR the fifth successive time radio joins hands with the theater to honor seasonal "bests" in the legitimate theater. ABC network airs presentations of scrolls and gold keys to winners of the Fifth Annual Donaldson Awards (sponsored by The Billboard) over a coast-to-coast hook-up.

- (1) Orchestra director Bernard Greene, emsee David Wayne, director Martin Andrews and author Don Witty make final pre-broadcast script revisions.
- (2) Kim Hunter, best supporting actress, and Sid Caesar, best debut actor, offer mutual congratulations.
- (3) Paul Hartman, best actor in a song-and-dancer, gets an assist from Grace Hartman in a comedy bit from Angel in the Wings.
- (4) Jack McCauley, best musical supporting actor, sings Jealous from High Button Shoes.
- (5) Year's best musical actress, Nanette Fabray, sings Papa, Wont You Dance With Me? from High Button Shoes.
- (6) Emsee Wayne (Mister Roberts) congratulates best actor Paul Kelly for performance in Command Decision.
- (7) Karl Malden, voted best supporting actor, with Uta Hagen in a scene from Streetear Named Desire.

# BACKOUTS

## FCC Survey ShowsMedium On the Skids

Competition Too Tough

By Ben Atlas

WASHINGTON, July 24 .- For the first time since FM's entry into competitive commercial radio, the number of FM backouts has exceeded the number of FM grants during the last two months, a survey of Federal Communications Commission (FCC) records showed this week. With few exceptions the number of backouts has surpassed the number of grants every week of the last two months. The turnbacks have been taking place in localities of all sizes, ranging from pint-sized College Station, Tex. (pop., 2,184) to Chicago (pop., 3,396,808).

While few FM grantees and bidders who backed out told the FCC the reasons for their action, those who did cited economic conditions. Only a single FM grantee said he was vacating because of inability to find a transmitter site in his vicinity. The FCC, officially silent on this firsttime trend of more backouts than grants, is attaching significance to the gloomy consistency of the trend which since May 17 has been in complete reversal of the situation that prevailed during the first 435 months of 1948. Then, FM grants exceeded withdrawals by a ratio well over 3 to One FCC spokesman commenting on the findings said there seemed to be no doubt that competition for the sales market by FM'ers was getting far tougher than in the case of AM'ers largely because FM not only was competing against FM but also was facing the difficult task of drawing listeners from AM without offering original programs.

#### Breakdown of Figures

During the last two months, the FCC has issued only 15 FM grants, while authorizing 19 withdrawals. Thirteen of the withdrawals were actual dropping of construction permits; another five were backouts from conditional grants, and another was an application canceled at the bidder's request. The total FM score for the year so far is as follows: 183 c.p.'s and conditional grants issued, and 57 withdrawals. If the trend which has developed during the last two months continues, the total number of withdrawals could conceivably overtake the total grants by the year's end. In the week of July 4-10, FCC authorized six FM turnbacks as compared with an issuance of three grants.

The only bright spots for FM, so far as the ratio of grants to withdrawals shows, appeared in the week ending June 5 when there were no withdrawals and there were two grants (one in Buffalo and another in Springfield, O.), and in the week preceding when there were no withdrawals and five grants. In the week ended May 22, FCC ordered an FM c.p. vacated in Mount Vernon, N. Y., and issued no grants.

The FCC's greatest activity in issuing grants came in the early months of 1948. In a three-week period starting March 7, a peak of activity was attained when 50 FM c.p.'s were handed out. Another flush period

### Board Decision Due OnBaker'Morality' Charge by Sponsor

HOLLYWOOD, July 24.-Whether or not Phil Baker will remain as emsee of Philip Morris's Everybody Wins will be known sometime next week, when the decision of a threeman arbitration board is made. Hearing was held in Hollywood July 20 on charges made against Baker by the sponsor involving a so-called "morality" clause in the comic's contract. Charges are a result of Baker's arrest several months back by Beverly Hills police on a drunken driving rap.

Members of the arbitration board included Ronald Reagan, Ben Koenig and Bronson Lewis. Baker was represented by attorneys Morton Feiler and William Berger, while Philip Morris and Biow Agency named the law firm of Loeb & Loeb to present their side.

Details of the hearing were not disclosed but it was learned that Baker's defense was based on the contention that no violation of the "morality" clause had occurred. Baker's attorney's argued that he pleaded guilty to the police charge to avoid publicity, and that the offense was a misdemeanor, subject to a small fine.

Should arbiters rule against Baker, his contract will be canceled immediately. Top among those rumored ready to step into the breach is Dick Powell, who sometime ago auditioned for an audience participating stanza for Biow Agency.

### GAC Bringing Mulvahill East

the radio and television department division, said this week. General Artists Corporation Harold Jovien.

radio-tele department.

#### FCC Cracks Down On Stalling on FM Completion Dates

WASHINGTON, July 24 .- The impatience of the Federal Communications Commission (ECC) with alleged stalling by FM-ers broke out anew this week in a letter to the Times-Mirror Company, Los Angeles, denying a request for extension of completion date.

The company had asked for an extension of time to build its FM station to determnie whether or not it wished to go ahead. The FCC replied: "What you are in effect requesting is that an FM channel be reserved for you for an indefinite period of time and that you not be required to make any use of that channel in the meantime."

The grant of such request, said FCC, would be "against the public interest, in that the public might thereby he denied an FM service which could otherwise be provided by another applicant."

months an implied warning that the commission would not tolerate stalling. At that time, the FCC answered an FM Association (FMA) complaint on delaying tactics by some grantees by saying that the commission was scrutinizing all requests for extension of completion date. Any mentator better than \$1,000,000 I stalling will be dealt with, said the talent fees for the two years. FCC.

#### Quaker Oats Mulls "Terry" Substitute

CHICAGO, July 24.—Quaker Oats, which recently canceled its Terry and the Pirates series on American Broadcasting Company, undoubtedly NEW YORK, July 24. - Johnny will be back on the net with a new Mulvahill, now in Hollywood, is be- kid series in the fall, Jim Stirton, gening brought east to become head of eral manager of the net's central

(GAC). He will be succeeded as it appears likely that Quaker Oats Coast radio topper for the agency by will air in an early evening or late afternoon spot a series to be heard Jack Philbin and Danny Hollywood three half hours a week. Terry was will continue in the New York GAC sired on a five-a-week, fifteen-minutes-a-aday basis.

## Sponsors N. B.: Bob Smith To Do a Godfrey for WNBC

NEW YORK, July 24 .- A build-up | are part of a revised ayem program which may eventually make Bob sked being mapped by Tom McFad-Smith the workhorse for WNBC which Arthur Godfrey has become for the Columbia Broadcasting System and WCBS was in the works this week. The station is constructing a studio, complete with turntables and a record library, in the basement of Smith's home in New Rochelle, N. Y., and has expanded his early morning show an additional 25 minutes daily, so that Smith now will air for just under two hours daily, Mondays thru Fridays. In addition, Smith will continue to handle the Howdy Doody video show for WNBT The station's major "fear" is that the network may snatch Smith away for web stardom.

The changes, effective August 2

February when 34 grants were made The highest single week for c.p.'s was in the week ended May 1 when FCC occurred in a two-week period in handed out permits to 27 applicants.

den, new station manager, and Tony Provost, WNBC program manager. With Smith's early morning chatter and records as the pivot, the schedule calls for a tightning of the Tom and Wally farm show and an expansion of news coverage.

Smith, under the new set-up, will air from 6:35 to 8:30 a.m., starting 25 minutes earlier than at present. The Tom and Wally Show, now heard from 6 to 7 a.m., will be heard for only 30 minutes, and will be re-titled Tom Page, Rural Reporter, Additional news periods are being added at 5:55 a.m., following the 660 Club, and at 6:30 a.m., preceding Smith. The latter, who has been airing six mornings weekly, will drop his Saturday ban, nuturally, is hampering sales show under the new sked. Wally considerably. Butterworth, the other half of the current Tom and Wally team, will pressing the records within the United conduct a record, time and weather Kingdom, so as to make them acceptreport show in its place.

#### Larry Fly Turns Actor for ABC

NEW YORK, July 24 .- The Ameri can Broadcasting Company this wee pacted James Lawrence Fly, forme chairman of the Federal Communica tions Commission, to a talent contract for 16 weeks, starting Wednesda (28). Fly will participate in th web's court series, On Trial, as "coun sel." The series will "try" the plat forms of the major political parties

The counsel opposing Fly for th series will be John Harlan Amer associate trial counsel for the Unite States at the Nuremberg trials.

#### Kaiser Inks Winchel At \$1 Mil. Talent Fee

NEW YORK, July 24 .- The Kaiser Frazer Sales Corporation, of Willow Run, Mich., this week signed a two year contract to bankroll Walte The denial follows by several Winchell over the American Broad casting Company (ABC) starting Jan uary 1. Winchell's contract wit Jergens lotion expires at the end this year. The deal calls for Winchel to retain the same 9 p.m. Sunda period he has occupied for man years, and is said to assure the com

The agency for the deal is William H. Weintraub & Company, Inc., New York, which recently placed con siderable local business over Lo Angeles stations for the auto firm.

### Charge WKIP Fired 3 for Joining Union

NEW YORK, July 24 .- Three an nouncers, two men and a woman were fired from WKIP, Poughkeepsis Nothing is definitely set yet, but N. Y., Thursday (22) after signing applications to join the America Federation of Radio Artists (AFRA) the union reports. Five out of th six announcers at the station ha signed the statements indicating the wanted to join the union, according to AFRA, but only three were axed

> The labor org has demanded that the station take back its employee or it will file an unfair labor prac tice charge with the National Labo Relations Board (NLRB). AFR promises to take its case not only t he NLRB but also to the public This means that AFRA would one again concentrate a public relation campaign against a percolator. would try to persuade sponsors i the town to stop advertising on the station, as it did with WRAL is Raleigh, N. C.

#### Aussies Ban Am. E.T.'s; Sales Hurt

YORK, July 24,-The direct importation into Australia of American-made transcriptions has been banned by the Aussie government according to information received by a New York e.t. outfit this week. Thi

The new regulation calls for reable Down Under.

### CBS Preps Hour Documentary on

NEW YORK, July 24.- In an unusual instance of one show business medium making an extensive analysis of another, the Columbia Broadcasting System (CBS) will air an hourlong documentary show early in September dealing with the picture incritical both of the industry and picture audiences, pointing out Hollywood's aversion to adult film production and the public's support of what's substituted. It will also point up that audience surveys have recently shown an increasing apathy by older patrons toward movies.

The show will tell the story of one picture, Sam Goldwyn's Best Years of Our Lives, from start to finish, and also report on production practices of the five majors. To avoid charges of favoritism — one studio as against another-no picture names will be used in the show.

The script is being handled by Peter Lyon, who started work on the job Hollywood to research the piece. This means that the show will have been in the works for six months by the lime it airs-a long haul for a oneshot offering. Werner Michel, head of the CBS documentary unit, is producing, and Jack Dietz will direct.

CBS will also do a doc on magazines as part of its plan to examine mass media for listeners. Another may be done on the book publishing FCC To Hold business. None will be done on newspapers in view of its regular CBS Views the Press series.

# For "Roll Call"

NEW YORK, July 24 .- Roll Call, the U. S. Army show which started four weeks ago on the National Broadcasting Company (NBC) Thursday nights (8 p.m.), was canceled by the army after this week's broad-

There were several reasons contributing to the show's departure, the principal one being the army's dissatisfaction with the show, including Burgess Meredith, emsee. It is reported that Meredith refused to release the army, whereupon the cancellation clause in the contract was mits to the AM's are need for this posal to extend the Baltimore rule to exercised. Reports that Meredith was coverage. being paid off (\$1,500 weekly) for the remaining nine weeks of the contract were denied by N. W. Ayer, agency for the army.

Also contributing to the show's demise was the problem of lining up talent in the East. Last year's show emanated from the Coast, with Dorothy mour heading the cast, but army brass is reported as having insisted the show come from the East this year. When dissatisfaction was expressed with this year's offering, suggestions to move to the Coast were rejected on the ground it might embarrass Meredith and others concerned with the show.

COLUMBUS, O., July 24,-Construction of Central Ohio's first television station, WBNT-TV, owned by The Columbus Dispatch, will start on or about August 25.

When The Dispatch television goes on the air it will be affiliated with the Gelumbia Broadcasting System. course, would no longer have to take contract in September.

### NAB Into Legal Politico McKinnon Probe Aimed Fight on FCC's May Sell KSDJ Picture Industry Huron Decision

WASHINGTON, July 24. - A lengthy legal fight climaxed by a possible ruling by the United States Supreme Court is anticipated here on the Federal Communications Commission's Port Huron decision as the dustry. The show will reportedly be result of the National Association of Broadcasters' entry into a Federal District Court fray against the FCC decision. The commission's Port Huron decision bans stations from censoring or deleting allegedly libelous material in a political broadcast. The NAB is expected to be granted its request, filed last week, to intervene as friend of the court in an action brought by KPRC, Houston, seeking a determination of rights under the political broadcast provision (Section 315) of the Communications

KPRC in its complaint filed with the Federal District Court in Houston referred to FCC's Port Huron decision and stated that the attorney general of Texas, in a brief filed during an about four months ago and went to FCC hearing on the ruling, had taken the position that Texas broadcasters would not be relieved of liability for defamation in political broadcasts despite FCC's ban. Don Petty, general counsel for NAB, is expected to argue the case thru the courts.

# Daytime Limit

WASHINGTON, July 24.-Bolstered Army Blows Tap by support this week from the Clear Channel Broadcasting Service (CCBS), the Federal Communications Commission (FCC) is seen certain to stand by its recent decision banning special permits to daytime stations for night operation.

The CCBS brief was filed in opposition to petitions by a number of day stations for reconsideration of the ban. CCBS said that permits issued in the past had resulted in objectionable interference to broadcast by an open channel at night.

The day stations had complained that FM is not enough advanced to provide the local night service needed by many areas and that special per-

WASHINGTON, July 24.-Clinton McKinnon told the Federal Communications Commission (FCC) this week that he wants to sell KSDJ, San Diego, because "as Democratic nominee for Congress, I believe it is for the best interest of radio to divorce myself from operations of KSDJ."

The prospective purchaser of the station for \$272,000 is Charles Salik, a 23-year-old veteran with a net worth of \$9,000. According to the bid, the purchase money will be advanced by his father, David Salik, so that the youth "can have a career in radio." Salik, pere, is a millionaire.

### News Gag Due For Supreme Court Test

WASHINGTON, July 24. - Baltimore's gag rule on crime news broadcasting is apparently headed for the Supreme Court in the wake of this week's decision by National Association of Broadcasters (NAB) to aid in the defense of five stations cited for contempt over a murder case.

Several of the stations have indicated that a conviction on the citations would be carried to the high court, while NAB Prexy Justin Miller, in announcing that NAB has moved in, declared that the old English rule followed by Baltimore has been voided by the Supreme Court in several decisions. Don Petty, NAB general counsel, has teamed up with the station legalists.

Named in the citations were Baltimore stations WITH, WBAL, WCBM and WFBR, as well as WSID in the suburb of Essex, Md. James P. Connoly, WITH news editor, was included in the proceedings. The Baltimore supreme bench, which issued the citations, gave the stations until August 16 to answer.

The Baltimore ruling was inaugurated in 1939. It bans the reporting or broadcasting of statements made by an accused person after his arrest or disclosure of post-arrest evidence. clear stations which ordinarily have Also prohibited is any comment of the past record of the accused and any forecast of possible defense or prosecution tactics.

A group of Maryland papers and stations are presently fighting a prothe rest of the State.

# At Affiliates? Relationships

Hearing Set for October 25

WASHINGTON, July 24. - The most extensive probe by the Federal Communications Commission (FCC) in recent years into agreements between national networks and their radio and television affiliates is in prospect in the wake of an announcement by FCC this week that it will stage a hearing on the issue October The FCC's move is the most venturesome the commission has yet attempted in inquiring into relations between webs and affiliates in AM, FM and TV.

In announcing the study, which will include DuMont Television Company as well as the four national networks, FCC said Thursday (22) that the plan for the upcoming hearing was inspired by the National Association of Radio Station Representatives (NARSR) in a complaint several weeks ago which charged nets with violating FCC's chain broadcasting regulations. NARSR specifically has alleged that the activities of certain webs in representing affiliates in the sale of national nonnetwork (spot) business are violating the rules or are contrary to public

FCC's preparation to launch the study has come as a surprise to most industry representatives here, inasmuch as the commission had shown an inclination lately to avoid this area. FCC's chain broadcasting regulations impose restrictions on dual ownership of nets and net ownership of stations. Also the regulations ban agreements between stations and webs which prevent rejection of national programs, provide for exclusive net affiliation of a station, or provide for net control of station rates for non-net programs, or agreements which provide for affiliation over more than a two-year period.

In addition to determining whether any network-affiliate contracts or understandings violate chain regulations, the FCC said it would decide whether present chain regulations need amending in the event no specific violations are found.

To provide for a complete hearing on the subject, the third issue of the probe is to determine the nature, scope and effect of all present practices concerning representation of stations for the sale of national spot advertising.

Made parties to the hearing besides DuMont are American Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System and National Broadcasting Company.

# WIBG Junks House

Band, 4th in Philly PHILADELPHIA, July 24.-Independent WIBG here is reported as being the fourth local radio station to junk its house band, with Erick Wilkerson's crew scheduled to leave after August 14. WDAS, WPEN and the Mutual Broadcasting System's some question of its continuance, but WIP dropped live music earlier this

> The three remaining network stations, each with television ties, renew season.

## TD May Buy Out Own Jock Show Syndie From Cowan

of operation, to take the show over himself, buying out Cowan's interest In addition, the deal is said to include an arrangement whereby Cowan is to urn over to T. D. the organization he, Cowan, has set up within his own company to handle the show. There are about 10 employees involved, including a salesman.

Both To Benefit

gain by the sale, if concluded, altho

the rap for the syndication expenses, which include hefty payments to salesmen in commission. These are said to average 25 per cent of the sales. Dorsey, on the other hand, would have the net himself, without any fees or commissions to Cowan.

Meanwhile, the Dorsey show has been set to run for another year, irrespective of whether Dorsey exercises his option. There had been Both Cowan and Dorsey figure to the issue was settled this week. About year. 100 stations are involved. One of Cowan's gain would be in the nature them, WMCA, New York, is dropping of a short term gain. Cowan, of the show at the end of its current cently signed music contracts for the

Virtually every person who replied in The Billboard's study of the Institute for Education by Radio offered extensive comments-pro and conon the annual meeting. In the event they asked that their names be withheld, no quotation was used.

Seymour N. Siegel Director of Radio Communications, New York

"Panning and iconoclastically criticizing anything is simple and highly productive of trade news captions. Radio and television can utilize to the industry's profit an institute where common problems, improved techniques and public relations can be constructively highlighted. Until a suitable substitute can be found, Ohio is filling a great need. Outside of some minor improvements, the only thing wrong with Ohio is the trade's carping criticism with nothing constructive to fill the vacuum."

> Ben K. Park Writer-Producer, Chicago

"It seems to me that the ill-planned variety and wasteful duplication apparent in the institute's program is only too indicative of the helterskelter attitude of a large number of those who attend. Too many wouldbe social reformers and recent 'discoverers' of the medium seem to feel they can soak up a general education in three confusion-packed days. This borders on insult to those of us who take radio seriously.

"What's needed? Fewer sessions. Concentration on a small number of topics each year. Serious preparation beforehand by all who attend."

#### Warren Bower New York University

"Here are some random suggestions: I would like to see a more unified program evolved for the next institute. The day and evening can be filled full, but there can be no overlapping. Those who are not interested can stay away from a single meeting. Also cut down the number of interests which are attempted to be served: The interests of social agencies, of farmer's organizations and others. Let's stick to one line more consistently. Use the forum technique, or panel discussions, or town meeting idea instead of so many speeches. The idea of demonstrations is a good one; Mitch Grayson started something very promising when he put on one last May. And streamline the awards which are given. At present they are all over the lot, with as many as three first awards or more, (some- ers might be willing to serve on these thing of a contradiction in terms) and honorable mentions to any number. Let's make those awards mean something."

#### Harold A. Engle University of Wisconsin

"If the institute boycott threats now being made are carried out it may even result in more profitable meetings next year for those who come with the serious purpose of learning something about educational radio. The institute has a service to perform. Let's not sidetrack it."

Natalie Flatow

Radio Director, Girl Scouts of U. S.

"The institute is losing effectiveness because participating groups have lost faith in their ability to reach agreements by discussion and compromise. It gradually becomes an arena for the airing of gripes and self-justification. Unless this attitude is changed and a willingness to arrive at compromise is established the institute is in danger of becoming a free-for-all, which accomplishes nothing."

B. Walter Huffington WSAP & WSAP-FM, Portsmouth, Va. "The institute . . . should be a co-



KLZ Promotion Manager

With a background of Army PRO, agency and radio production writing to his credit, Counters keeps KLZ's busy promotion activities moving on all fours.

KLZ, DENVER

operative undertaking to join the talents of educators with the showmanship know-how of commercial broadcasting."

Richard H. Bell Church World Service, New York

I feel that there has been too much friction between educator and broadcaster at the institute. In 1946 and 1947 everyone railed at the radio industry. This year they apparently flicting duties. In short, teachers tried to equalize things by letting the need special training now available industry cuss out the educators. Why can't we combine these criticisms and keep them more objective? If the educators would recognize the position of the broadcasters, the latter would probably be more willing to attend these meetings. Then both sides could intelligently discuss the defects and advances in radio, and determine the part each can play in improving still further American radio. And much good would accrue to the vart majority of listeners who are in neither camp.

Prof. Westervelt B. Romaine American University, Washington

Seminars in television should be conducted by those in the field of educational television. They should conduct separate panels apart from the radio institute. Educational leadpanels in an advisory capacity. No person connected ex officio or directly with the industry should serve. This is the "fly in the ointment" now. We know what we want and we know how to achieve our goal-but we will not be talked-down-to by the industry!"

Richard B. Hull WOI, Ames, Ia.

"Radio, after all, as Clifford Durr has said, 'can be no better nor no worse than the men who run it.'

"To expect commercial radio to spend all of its days and hours in a 'do-gooder' tailspin is neither rational, nor likely, nor for that matter to any point.

"On the other hand, for commercial radio men to boycott the conference simply because they are acutely thin-skinned about criticism is ridiculous and immature. Certainly radio-in all of its forms-looking ahead by decades and not 13-week contract periods-has something to learn. Columbus could and should be a place where this end could be pursued in the total and best interests of broadcasting.

true 'Academy' for awards . Radio plause, indicating complete approval.

is going award crazy-there is some- | Broadcasters' words (with the excepevery camper at a summer camp . . . Let's do some growing up."

Margaret B. Cochrun Director, Radio Listening Bureau, San Francisco Branch Association of University Women

"It is far better for the institute to be devoted to the educational broadbenefit from this institute, it should be welcome to attend, but the institute should maintain its integrity as an 'Institute for Education by Radio,' just as the NAB is a commercial radio organization."

Richard C. Brower Minnesota Department of Education

"Close attention to as many meetings as I was able to attend failed to indicate that there was too much thought being given, at least on the formal programs, to:

"a. Radio in education courses in colleges designed in particular to train classroom teachers in the facilities offered for teaching or production

"b. Recognizing that most of the schools in America are small schools in small towns with few facilities, and vet have need for the things radio can bring to them.

. . . Classification of training programs in colleges into three categories, listening, technical and professional, overlooked the fact that a classroom teacher must be more than a trained listener, and yet something less than professional in a radio sense because of the pressure of many conin far too few schools."

> James M. Morris KOAC. Oregon

"Representatives of both commer- learning experience. cial radio and educational radio can gain a great deal from serious attendance at the Columbus institute. By all means it should be continued tinued. The social responsibility of and large-city stations operate." the radio industry is a continuing challenge to each one engaged in the industry and, to my knowledge, there is no way to fill the void which would be caused by the abandonment of the institute."

Gene H. King WCOP, Boston

"There is room in American radio for an institute such as this. However, the sooner Ohio State realizes that broadcasters cannot be expected to come to Columbus to be used as whipping boys by the educators, the sooner the institute will return to its original position as a 'must' on the broadcaster's agenda."

Howard C. Hensen MacMurray College, Jacksonville, Ill.

"If there is any great need in radio today it is the bringing together of all interested persons-professions, educators, listeners (or their representatives) . . . An American Radio Foundation devoted to the objective and continual consideration of broadcasting is not a wild dream; the institute might well be a vital party to its birth."

Charles W. Siverson WHAM, Rochester, N. Y.

"The session that convinced broad- fectiveness ing-around was the one held in 1946. instrument "For one thing, this could be the every remark with storms of ap- ing. One has only to compare its

thing ridiculous about an over-plenti- tion of Ed Kobak's) fell on closed tude of loving cups-like prizes for ears. My belief is that this aggressive antagonism on the part of the educators has abated considerably in the past two years.

Allen Y. King Director of Social Studies, Cleveland Board of Education

"The institutes have generally been excellently planned and sufficiently caster, . . . If commercial radio can broad to meet the varying needs of people concerned with educational Criticism should be welradio. . . The peevishness of some of the top leaders in the industry as expressed by their absence does not reflect credit upon them."

> Burton Paulu WOM, Minneapolis

"It is my feeling that complaints made against the Ohio institute by the industry stem from the fact that commercial broadcasters are too sensative to criticism. This is the one time when people who are supporters of American broadcasting, but nevertheless intelligent critics of the system, may meet with representatives of the radio industry. . . . If the representatives of commercial radio can't take it, that's just too bad! The meetings should go on just the same, and the commercial broadcasters, as well as the educators, should be represented.

> John W. Bachman Baylor University

"Unfortunately, many times in the past the institute floor has been used as a boxing ring instead of a conference room. The 1948 institute inicated that educators may be ready to learn from the industry. There was little indication, however, that the industry is ready to share the

forrest Flagg Owen WELL and WELL-FM, Battle Creek

"A loud and emphatic suggestion as an educational force in American that the small community stations radio. No person in the industry who which are closest to the public, and is sincere in his appraisal of the reach the largest segment of the pubvalues that have come to radio thru lic, be given much more of a part in the 18 years of the institute could the proceedings. Small stations with honestly say that the Institute for limited staffs and money get almost Education by Radio should be discon- no help from hearing how networks

Paul H. Wagner WOSU, Columbus, O.

"There is a vast fund of knowledge buried behind the walls of the socalled 'ivory tower' which could be of benefit to the industry, and there is much wordly wisdom and practical knowledge outside these walls which needs to be brought to the attention of the educator. The institute, in theory at least, provides the ideal setting for such a meeting of minds. and if conducted properly could serve all with benefit.

> harles F. Hunter Northwestern University

"The greatest fault of such institutes is that the right people don't attend them. Reactionary educators and unprogressive station people are not in attendance. It seems to me that the progressive minded elements of both groups are there and, in spite of the trade press, their differences are not great."

> Fred Garrigus WEEL, Boston

"The institute has potentalities for good, but its excessive self-aggrandizement of late has weakened its ef-If recast and sincerely casters that they were getting a kick- presented It could be a very effective for improving the effi-. . A prejudiced audience greeted ciency of educational radio broadcast-

(See COMMENTS on page 10)

Thio State Survey:

### lyler Answers comm'l Radio's Confab Criticism

NEW YORK, July 24.-Replying The Billboard's questionnaire in its rvey of the Institute for Educaon by Radio, Dr. I. Keith Tyler, rector of the conference, openly reied to criticism made by commeril radio men, stating: "The organed broadcasting industry is, of urse, only a part of the clientele of e Institute, which includes all those no utilize broadcasting as a means reaching the public with informae and thought provoking material. "The Institute," Dr. Tyler conued, "tries to establish a common eeting place for all of those interis, so that they may share techques and points of view."

In his other replies, Dr. Tyler fared continuance of the Institute cause "it is the only conference ncerned principally with problems programing and dealing in a broad y with the educational role of radio padcasting." He said also that the stitute hoped to expand its operans "to be increasingly useful to padcasters, educators and civic iders," and that "it needs conint modification, year by year, to et the needs of its clientele."

#### Further Advice

He also felt that the Institute should nedule other major problems of radio industry "insofar as from ne to time they have implications educational and public service oadcasting."

The criticism made of the Colums practice of conflicting sessions is defended by Dr. Tyler. "How e," he asked, "meet the needs of e diversified interests represented?" ee separate story of this subject this issue.)

Dr. Tyler also said that "the Intute would welcome an advisory mmittee representing the National sociation of Broadcasters to work conjunction with Ohio State Unirsity.

Dhio State Survey:

### Continuing Yearly Institute Meetings

NEW YORK, July 24.—Only four the 225 who returned questionires in the Ohio State survey went continued annual meet- should it be changed?" gs; one did not answer and five pressed themselves as "indifferent."

Of those who answered "yes," 117 It that the institute was the only ace where educational and pubsery dio people can get together and exlange ideas.

Twenty-seven felt that it was the eal place to iron out common probms related to educational and pubrv radio.

Twenty-five felt that it was a necesry stimulant for educational and mmercial broadcasters.

Forty-six gave a straight "yes" ith no comment.

Ohio State Survey:

### Columbus and the Trade Press

NEW YORK, July 24.-Radio's trade papers got somewhat of a going over in The Billboard's survey of the Institute for Education by Radio. Charges of "dishonest" and "inaccurate" reporting, and accusations that the trades were responsible-in varying measuresfor criticisms made of the Columbus conference, were among those leveled. Judith Waller, of the National Broadcasting Company (NBC), commented, for instance:

It would be very helpful if the trade press would attempt to understand why the institute was established in the first place-its objectives, what it means to the young person coming into the field of educational radio. Too often, I have had the feeling that the trade press felt that only if there was controversy present, was the institute accomplishing anything. The good things that happen at the institute are never highlighted. The contacts that are made far outweigh, in many instances the actual knowledge acquired in a formal session. I have regretted the attitude assumed in most part by the trade press and some industry leaders who have not taken the trouble to learn what the institute is all about and the great amount of good it has accomplished over the years. There is no question but what it needs a thore everhauling and it does need to look at itself more objectively-but there is a definite place for it in the field of educational radio, and I, for one, would hate to see it abandoned. We in the industry should do everything we can to help it and should cease this constant criticism of it, unless that criticism can be constructive. I resent sniping on the outside instead of saying to the president of Ohio State and to Keth Tyler, 'May we sit down and talk over the institute and see what we might do to help it to bigger and better accomplishments?" "

In the same vein, Donley Fedderson, of Northwestern University, Evanston, Illie

"There is nothing wrong with the institute that a little bit of honest reporting, such as you are apparently attempting, won't cure. I must confess I've been amazed at the reports which have come thru Billboard, Variety and Broadcasting during the years since I began attending. I've had the strange feeling that the reporters and myself had been attending different conventions altogether. The facts seemed to be the same, but the final impression was totally different. This kind of reporting has distorted the viewpoints of people in the industry who were not present and contributed to general misunderstanding."

Another comment was voiced by Fred Hayward, KWSC, Pullman, Wash., who said: "Despite the trade papers . . . the institute is a sincere, a progressive and an effective meeting ground for those who are sincere about radio's growth."

Not all comment, tho, was "agin" us newspapers. Any number of respondents in the survey lauded The Billboard for its effort in trying to add to the institute's stature.

Speaking editorially, with respect to the above comments:

It's the trade papers' duty to report the news as they see it. Stressing controversy-or the lack of it-isn't as grave a miscarriage as some would have it. If Ohio State produces sound, constructive controversy, and the trade press reports that fact, both are serving a needed function. For out of constructive criticism and constructive controversy, increased understanding and co-operation are bound to develop.

The trade papers have squawked, long and loud, that Ohio State is repetitious, and that its conflicts in sessions deprived it of value. Neither is good; neither should be allowed to continue. If Ohio State is to repeat itself, why bother? Why not merely study the institute yearbook, rather than going to the expense of journeying to Columbus to hear the same stuff each year? And if multiple sessions are to continue, how can the delegates do them justice?

And finally, please note that Judith Waller, one of the most eloquent spokesmen for the institute, herself acknowledges: "There is no question but what it needs a thoro overhauling." If nothing else, The Billboard's survey proves that, and supplies a jumping off place for the needed improvements.

Ohio State Survey:

## 215 Replies Favor Response Favors Changes In Format of Organization

NEW YORK, July 24 - The \$64 question in the survey of the Institute for Education by Radio was question No. 3, which asked:

"Do you believe the Institute for record as favoring the institute's Education by Radio should continue scontinuance. A total of 215 were to operate as it has in the past, or

> The answers broke down as fol-Iows:

A total of 142 respondents called for a change in format, 47 favored

he status quo and 36 did not answer. All 47 favoring the present procedure felt that no changes worth noting were in order.

Those favoring change were divided

Thirty-five felt that there should be better and closer co-operation beween educational and commercial

Thirty-four felt the institute needs adopt and publish resolutions on its better basic planning to make it findings. more effective.

Twenty-eight felt too many events were scheduled at the same time.

Twenty-eight felt that the agenda should come closer to the actualities of commercial radio.

Nineteen felt the institute should improve on the caliber of its speakers and provide more "names" whose opinions would carry weight.

Fourteen felt that sessions should be scheduled at which the average delegate would have a better opportunity to express individual ideas.

Six felt that too many subjects were covered on the program. Five felt that more attention should

be given to television Five felt that there should be less

'general" subjects on the program and more "work-shop" sessions. Two felt that the institute should

3 to 1 Favor Revisions in Confab Set-Up

Co-Operation Sought

ings of this study, offered by The Billboard as a service to the entire industry and Ohio State. The survey was undertaken following this year's institute-the 18th annual session in its long, noteworthy and occasionally turbulent career. It was undertaken for several reasons, among them the fact that this publication considers Columbus the father of all radio conferences, but that by adherence to a repetitious agenda, by alienating commercial broadcasters, either thru criticism (much of it warranted) or via diminishing their interest thru the repetition of discussion material. and by a seeming lack of awareness of the constantly changing picture in the broadcasting industry (such as the lack of television discussion this year), the institute was injuring itself and its standing in the broadcast community.

Another element in undertaking the study was a belief in the need for Ohio State's continuance on a level to serve the widest possible interests. Those attending the meeting seemed the natural and best possible source.

Criticisms Given

Elsewhere in the Radio Department of this issue will be found the reactions of a few respondents in connection with the radio trade papers' attitude toward Columbus. The criticism is made that unless controversy is rampant at the institute, we're not interested. Our feelings are immaterial at this moment, but it's incontrovertible that interest in Columbus has been diminishing, and the trade papers don't run that operation. It's also true that if this survey does help-as many participating, including Keith Tyler, the institute's director, said they hoped it would-one of the trades will be partly responsible, to some small measure, we hope.

Controversy Desired

Beyond that, there appeared to be any number of people in radio and in education who do want controversy at Columbus-which, for the record, The Billboard doesn't want, but which it will report when warranted. The institute was founded, in part, to ameliorate relations between educators and broadcasters. That was 18 years ago, but quite obviously the malady lingers on. When the educators and broadcasters go to Columbus with a constructive attitude toward each other, it will be news, and reported accordingly.

Perhaps the most sound and constructive comment was made by Howard P. Hudson, of the National Planning Association, Washington, "If the response (to the survey) reveals interest in making significant changes," he declared, "why not form a joint committee of educators, industry people and representatives of national orgamzations to study the problems, . . . I don't know under what authority this could be done, but obviously any institute held for these varied groups should have the viewpoint of those groups in the program planning stage."

work in conjunction with other in-Two felt that the institute should stitutes of a like nature.

Ohio State Survey:

### Lucille Clark, Red Cross Dir., Offers Institute Revamps

NEW YORK, July 24.-Specific suggestions for improving operations at the Institute for Education by Radio were made by Lucille Clark, North Atlantic Area American Red Cross director, in her replies to The Billboard's survey. Miss Clark noted:

"I believe the Institute would profit by (a) an outline being presented to all radio chairmen as to the procedure they are to follow: e.g., press coverage, deadlines for receipt of program copy; (b) elimination of the advance copy of the program, which would prevent those not familiar with Institute procedure from taking it (the advance copy) too seriously; (c) the appointment of group chairmen from one year to be an Advisory Committee for the next, with a compulsory meeting following the Institute. This committee should be augmented by the Director of the Institute and a representative from the National Association of Broadcasters (NAB), assuming that local stations and the networks are represented thru group chairmen. This commitexpected to meet between sessions, if possible, but definitely following their first-hand experience.

The Institute heretofore may have had a committee of directors, but no delegate has ever been advised of their thoughts or plans, and this seems a singularly undemocratic procedure, and one which hampers keeping the Institute abreast of the needs of the delegates."

#### Comments on Columbus Institute

(Continued from page 8) early history with its current to see its present trend."

Edward T. Ingle Director of Radio Republican National Committee

"The long week-end is a deterrent to attendance, altho educators and students may doubtless benefit by the present arrangement. A panel by students of radio-in which they might express their opinions-might like to see greater co-operation of all prove provocative and beneficial. gained the impression that 'favorites' of the director come back year after year to run the panels and that 'new blood' and fresh viewpoints are not properly encouraged."

#### Ron Cochran WCOP, Boston

"It seems that the crux of it is this: Does Ohio State want an institute devoted to education by radio-or to commercial radio? They've got to decide. It's their institute. But if it's to be devoted to educational radio then they should restrict it to that, and leave commercial radio out of itexcept perhaps to invite a few guests from the industry. If it's to be a general radio programing project, then let the educational radio people be the invited guests-and few in number. Representatives of each group can serve to stimulate the thinking of the other-but when large numbers of both get together-it becomes a pitched battle. That does little good for anybody."

Hazel Kenyon Markel Director of Public Relations and Publie Service, CBS, Washington, D. C.

"Since this is the only institute where the general public interested in radio can attend - teachers, radio chairmen, broadcasters, agency personnel, radio writers, etc.-I would

Ohio State Survey:

## Simultaneous Sessions Draw Fire From Institute's Critics

NEW YORK, July 24.-For years, Of others who approved of change, one of the chief criticisms of the 14 felt that the many sessions now a persistent tendency by its directors ceedingly difficult for conferees with to program many sessions at the broad interests to gain as much insame time. That those attending the formation as would be possible under conference-disapprove this practice is a different scheduling system. sharply demonstrated in The Billboard's survey of the Institute, with 132 participants voting in favor of discontinuance of this practice; 84 in its favor, and 9 refraining from answering either way.

However, of the 84 voting yes, 14 qualified their votes by saying that multiple sessions should be scheduled only in the event they were to be on completely different subjects. This increases the total opposed to present answered yes did so without further comment. There were 70 who answered no without comment.

Ohio State Radio Institute has been held at the same time made it ex-

Twelve felt that there should be fewer sessions involving only basic interests and problems. Eleven said that the sessions should be shortened and staggered to permit maximum attendance. Eleven felt that fewer sessions should be scheduled unless more time is given to the conference.

Six felt that the Institute should schedule fewer sessions but should still retain a great variety of subprocedure. The remaining 70 who jects. Two believed that there should be more "work-study" groups and fewer lectures. One felt that too much ground was covered too lightly.

Ohio State Survey:

### tee should be definitely responsible for the Institute too, and should be Questions of Broader Scope For Ohio End in Standoff

NEW YORK, July 24 .- The ques- | cial radio and its problems. tion of whether the Institute for Education by Radio should broaden its much to learn from commercial radio. scope beyond the problems of educational radio and television was concern itself with practical educagiven a "Mexican standoff" answer tional problems, minimizing the in The Billboard's survey on the an- academic ones. nual Columbus meeting. Of the 225 participating in the survey, 99 fa- too small a part of the industry to out comment. vored adherence to educational aspects only, 109 favored broadening the base of discussions and 17 failed nication should be considered. to answer.

Those replying with suggestions for change included 43 who stated that the institute should be concerned with all problems of benefit to the radio industry, educational and pubsery.

Seventeen stated that it was impossible to narrow the issue as all programing has educational implications.

Six felt that the institute should include some concern with commer-

groups - in planning, participation, and publicizing-making it really an all-radio conference that everyone connected in any way with the broadcasting industry would not want to miss."

#### Jerome R. Feniger Jr. WSUL, Iowa City

"I think the institute has a definite place in American radio. Derogatory and sarcastic critics, including yours, panned the institute this year, but no one seemed to have any constructive suggestions to offer. 'OSU institute is dead.' Bushwah! I think the institute has its weakness . . . doesn't the NAB annual session? Let's try to offer suggestions to improve. Think you're to be complimented on this questionnaire. Hope the results are fairly and accurately reported to Keith Tyler and that he takes them to heart."

Tracy F. Tyler University of Minnesota

"It is important for the heads of the industry to attend and to participate in the "grass roots" level. A have been made in radio over the years and a comparison with discussions which have taken place at Columbus might reveal the extent to

(See COMMENTS on page 18)

Four felt that educational radio has Four felt that the institute should

Two felt that educational radio was warrant complete consideration.

Two felt that all phases of commu-

One felt that television was not nationally advanced enough to warwant any consideration.

Thirty-five answered without com-

whether the institute should be the present form. Fifty-six answered changed to a general program con- "no" without comment.

Ohio State Survey: Of 219 at 1948 Session, 154 Are Set for Next One

NEW YORK, July 24 .- The Columbus Institute appears headed for fairly good attendance for its 194 session, according to replies in Th Billboard's survey of that project. In a question to determine attendance habits at the meetings, the following information was received:

Did you attend the 1948 Institute sessions? No Answer ..... Have you attended any previou

No ..... 7 No Answer ..... Do you plan to attend next year' Institute?

sessions of the Institute?

No Answer .....

ference, covering all aspects of pro graming, rather than concentration on education-pubsery as now, similarly resulted in a virtual tie. Question was: "Should the insti-

tute devote itself primarily to pro graming with educational broadcast ing one of the phases discussed." The replies were 103 in favor, 90 agains and 32 no answer.

Of those who answered "yes," two felt that production should be in

One felt that writing should be included. One hundred answered "yes" with

Of those who answered "no," 30 felt that the institute should concern itself with all angles of broadcasting

Three felt that it should consider public relations, and the commercia aspect of broadcasting. One felt that the program should be determined by the delegates. One felt that the A correlative question, to determine institute should narrow its scope from

Ohio State Survey:

## 'Can Industry Help Institute?' Replies Overwhelming 'Yes'

mercial end of radio received a sharp rap over the knuckles in The Billboard's survey of Ohio State's Radio Institute. The censure, if not explicit, was implicit in replies to a twopart question seeking to establish opinion as to whether the industry should work closely with the Institute's mentors to improve its allover service. The questions read:

"Do you believe the broadcasting industry should work in close cooperation with the sponsors of the Institute?" and "Should the National Association of Broadcasters, for example, work in conjunction with Ohio State University in setting up the Institute?"

Replies Markedly Alike

The replies took a marked similarity in pattern, with 177 answering yes to Part A and 174 yes to Part B. The no's were 12 and 29, for Parts A and B, respectively, with 36 serious look at the changes which and 22 no comments, respectively.

Of those answering yes (comment was asked for in combination on these two questions), 45 felt that the NAB should work with Ohio State authorities but care should be exercised that aims and purposes.

NEW YORK, July 24 .- The com- | NAB not dominate the conference Eighteen others felt that Columbus should have the support of the NAB, the National Association of Educational Broadcasters (NAEB), the networks and the Association for Education by Radio.

Criticism of the Institute was voiced by nine participants who felt that it was imperative that the Institute discover what the radio industry wanted and needed.

Four Oppose "Factions"

Four felt that there should be no "factions" in the radio industry or in educational radio and that all phases should work together.

Ninety-seven answered "yes" without comment.

Of those who answered no, one felt that the conference should be "school" and not "industry."

Twenty-eight answered no with comments, most of them scattered adding up to the fact that NAB has not asked educators to take part in their convention. Many were quite sure that NAB would take over the Institute and thereby cause the Institute to lose many of its original



# Billboard First Award Winner

LOLLIPOP PLAYHOUSE . . . FIRST PLACE — KSTP, MINNEAPOLIS
Writer-Producer: Betty Gerling for "Stubborn Turnip"

Featured on this series Saturday mornings 9-9:15 are imaginative, original stories dramatized splendidly ith effective organ effects. The story on the sample submitted was The Stubborn Turnip, about a baby turnip which was so stubborn it held its breath until it became as purple as an eggplant. The result was, it won first prize at the fair both as a turnip and an eggplant, proving that the color of its skin didn't make any difference in its quality. The production was of the highest caliber, capable of holding the interest of adults as well as kids. And the message, if it could be called that, was delivered subtly and entertainingly, but nevertheless delivered. This is an ideal example of effective original dramatic material for the younger set.

Reprinted from The Billboard, July 17, 1948 issue.

KSTP . MINNEAPOLIS . ST. PAUL . 50,000 WATTS . CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK

Call your nearest Edward Petry and Company Office, Now!



### Wallace Conclave Gets Quick NAB Confab in November Going Over; NBC Leads Nets

PHILADELPHIA, July 26 .- Radio day session, from 9:30 to 10 p.m. coverage of the Progressive (Wallace) as well as the Saturday afternoon and party convention here during the past evening portions after skipping the that the National Association of three days was considerably dimin- morning meet. It also had 30 min- Broadcasters (NAB) beard of direcished from that offered by webs and utes dog-eared on Sunday. Several tors will earmark a big chunk of time indies during the recent GOP and regular ABC newscasters and com-Democratic clambakes. Third-floor mentators originated their shows from studios at Convention Hall, buzzing Philly during the convention. at almost any hour during the first terms of personnel it had only about two conclaves, were completely de- 35 on hand instead of the 125 it had serted for this one, as few indie radio here previously. No press personnel or tele stations went to the trouble here. or expense of sending equipment or personnel for these sessions. Edward R. Frisbie, radio and television head of the Progressives, commented today that "radio gave our convention only such coverage as it felt forced to supply, with none of the special events and color coverage which marked its handling of the other meets."

Of the four major webs, National Broadcasting Company (NBC) furnished the most complete coverage, with American Broadcasting Company (ABC) and Mutual Broadcasting System (MBS) offering somewhat less and Columbia Broadcasting System (CBS) virtually giving the sessions a quick brush. Frisbie was particularly peeved at the CBS treatment, saying the web's "duty to the American people went by default" and noting that it has long claimed to be the network with a reputation for public service consciousness.

CBS offered no coverage whatever of the meet's opening night, Friday (23), when the keynote address was delivered. Quincy Howe, CBS newscaster, did do a five-minute airing from Philly at 11:10 p.m. However, on Saturday CBS skipped the entire nating and seconding speeches for night, but again omitted airing the closing Sunday sessions, offering instead a 30-minute tape-recorded summary of the entire proceedings Sunday at 10:30 p.m. In terms of personnel CBS had only some 23 people, including engineers, on hand for this convention, in contrast with about 120 at the previous two. No members of its publicity or public relations staff attended.

By contrast, NBC aired the Friday sessions from 9 to 10:30 p.m., most complete coverage of any network. It also carried all proceedings Saturday and had two 30-minute airings skedded for Sunday. In addition, it had several Philly-originated news shows daily. While the NBC staff was somewhat cut down from the other two conventions, virtually all its commentators except H. V. Kaltenborn and Morgan Beatty were on hand for the Wallace sessions. Jo Dine was on hand to supervise press

details. party public relations men sought to week. have the hour of the show changed. When no suitable compromise could be reached. Taylor declined to appear. MBS carried the convention from 9:30 to 10 p.m. Friday, then cut into the keynote speech to air Meet the Press anyway, to return to the sessions at 11:05 p.m. for another 25 minutes. Saturday, MBS carried 30 minutes of the morning session and the entire afternoon and evening proceedings. On Sunday it had 30 minutes definitely on the bill and 30 more ready to use should it prove necessary. Some 20 MBS men were on hand for this meeting, compared

press men were on hand. ABC carried one hour of the Fri- years ago.

Local station coverage was almost Progressives regarded the stations as shamefully missing the opportunity to do the same sort of job they boasted of accomplishing at the other two conventions."

#### Dari-Rich Dropping 'Hollywood Stars'

NEW YORK, July 24,-Stars Over Hollywood, now airing on Columbia their programs fully to the new stand-(CBS) for Bowey's, Inc. (Dari-Rich) ards until January 1. is slated to wind up shortly, it was reported this week. The program airs for the 1948-49 term, whose members Saturday mornings.

offering the package to other adver- stage organization meetings within

# Likely To Discuss the Code

at its November meeting to examine broadcasters' response to the new standards and practices, developed this week at an orientation meeting of eight new board members. Althothe session of the board members here Thursday (29) was a routine annual get-acquainted custom, favorite non-existent. Frisbie said that the topic of discussion was the new code, and considerable interest was being registered in the extent of compliance. However, the NAB so far has received little correspondence other than requests for additional contra of the code (The Billboard, July 24).

> A new codel compliance committee which will make its first preliminary report to the next board meeting is not expected to offer detailed data at that time inasmuch as webs are making no effort to attune

Meanwhile, 14 standing committees were named by NAB prexy Justin Music Corporation of America is Miller this week, are preparing to the next two months preparatory to

WASHINGTON, July 24 .- Prospect submitting first reports on their activity to the November board meeting. Chairmen of the new committees are John J. Gillin Jr., WOW, Omnha, snivisory committee on international affairs: Raiph W. Hardy, KSL, Salt Lake City, educational standards committee; Leslie C. Johnson, WHEF, employee-employer relations; A. James Ebel, WMBD, Peeria, Ill., engineering; Leonard Asch, WBCA, Schenectady, FM; Rex G. Rowell, KFXJ, Grand Junction, Colo., freedom of radio; Theodore C. Streibert, WOR, music advisory; J. Harold Ryan, WSPD, Toledo, legislative; T. A. M. Craven, WOL, Washington, NAB's group on the NAB-Radio Manufacturers' Association joint committee: John S. Hayes, WINX, Washington, program executive committee; Frank King, WMBR, Jacksonville, Fla., public relations; Dietrich Dirks, KTRI, Sidux City, Ia., research; Eugene S. Thomas, WOR, New York, ales managers: Simon Goldman, WJTN, Jamestown, N. Y., small market stations.

#### KFI Loses Decision In Conspiracy Suit

cal National Broadcasting Company (NEC) affiliate, served notice it would right to courtroom airings.

eral Court lacked jurisdiction in the KFI suit, and that under California granting of any and all broadcasting rights. Refusal to give KFI the green light evoked a bitter feud which was climaxed by the civil suit several months ago. Should the district court decision be upheld by the U. S. various area jurists for both radio

### HOLLYWOOD, July 24.-KFI, lo-

appeal the decision handed down this week by U. S. Judge Ben Harrison, who ruled against the outlet in the recent \$150,000 lawsuit which KFI Morrison and KVOE of having conspired against the station and violating the constitution's free speech tenets by denying KFI the right to broadcast the courtroom verdict of the Gollum-Overell murder trial last year. Morrison gave KVOE exclusive Judge Harrison beld that the Fed-

laws Judge Morrison had control of his courtroom and could regulate Circuit Court of Appeals, door will be wide open for enterprising broadcasters to make exclusive tie-ups with and tele courtroom airings in the fu-

### ABC Plans Fall Bow On Haymes Operetta

NEW YORK, July 24.-The Dick Haymes' operetta program (The Billboard, July 3) this week appeared set for a full debut over the American Broadcasting Company under sponsorship of the American Association of Railroads. The 45-minute airer was plattered for audition by Benton & Bowles Agency, and received a warm reception from the New York railroad biggies this week. The platter is now in Chicago for final approval. The sample disk was an adaptation of

The time period and starting date were not set yet at press time. The about \$13,000.

### TALK OF THE TRADE

#### Hollywood:

morning session embracing the nomi- ICFI HANDED out wholesale promotions last week, with George Dvorak and Rollie Thomas upped to announcer-producer berths, while Bob had filed against Santa Ana Judge the candidates and aired only the Hiestand moved over to KFI-TV as producer-director in charge of auditions. Kenneth Morrison and Santa Ana final hour of the afternoon session Pat Kelly was upped to production manager at the same time. . . . Bill Station EVOE. KFI suit accused from 5 to 6 o'clock. The web carried Wernicke, Bulova's AM and TV spot producer, headquartering in Hollywood the acceptance speeches of Henry at Biow Agency. . . . Jim Morgan, Queen for a Day producer, upped to a Wallace and Glen Taylor Saturday veepee berth at Raymond R. Morgan Agency.

> Harry Engle, ex-business manager for the late Earl Carroll, joined Morgan Company as sales promotion director. . . . Sam Kerner, principal owner of KWIK. Burbank Indie, will dispose of his holdings to take over active management of a contemplated Indie in San Bernardino. . . . Southern Call'ornia magazine distributors set a precedent by buying air time on LFI to bankroll Johnny Murray Talks It Over. . . . MCA is packaging a new live-aweek air strip, with Buddy Clark and Cinny Simms reportedly being eyed by Alka Seltzer as Lum 'n' Abner replacement.

UDITION PLATER for a new Alan Young show cut last week-end, with Glenhall Taylor directing. Show featured Jim Backus, with Dave Schwartz and Norman Paul scripting. . . . Sid Strotz, NEC tele topper and Western division veepee, due on the Coast next week after a three-month stay in New York. . . . Cast of Junior Miss airer will double in brass and do a stage version of the airer at Laguna week of August 24. Cast principals Barbara Whiting, Peggy Knudsen, Gale Gordon and Sarah Selby, will do the original air roles on stage.

#### New Yor!

PEN HYAMS, formerly in the Columbia Broadcasting System (CBS) press department and lately its musicologist in the program department, resigned last week. Hyams went to Hawaii a year ago on leave of absence and has notified Columbia he would not return. He's now working for a Honolulu ad agency. . . . Joe Franklin, who produces WMCA's Echoes of the MBS and the Progressives had a Big Time, will begin conducting a disk jockey show titled The Human Side sei-to over the projected appear- of the Record, starting August 9. Franklin will offer behind-the-wax ance of Taylor on the network's Meet | comment on the platters. . . . Hal Davis, chief flack at Kenyon & Eckhardt, the Press show Friday night. But vacationing for two weeks at his summer home in Brewster, N. Y. His when this proved to conflict with side-kick, Herb Landon, radio press chief at K&E, will address a Fordham the airing of the keynote speech, University radio class on "circus stunt ideas in program promotion" next

Donald Barr and Walter Bunker were made vespees at Young & Rubicam. Barr is manager of advertising service: Bunker is YAR's Hollywood radio and tele director. . . . Jerome Lawrence, who with Robert Lee pens the Favorite Story shows for Frederic Ziv's waxed series, sailed for Europe last week where he will dicker with authors, publishers and agents in London, Paris and Brussels for rights to properties for future shows on the series. . . Leo Durocher will make his first radio appearance as manager of the Giants on WMCA's Giant Jottings next Wednesday (28).

CT. GEORGES & KEYES Agency last week appointed to handle the Roberta, with others in the cast in-Paradise Wine account for Bisceglia Bros.' Wine Corporation. . . . Ned cluding David Wayne and Marion Brooks, of the Sunoco Three-Star Extra show, in Philly for on-the-spot Bell. coverage of the Wallace convention. . . . Thomas D. Connolly has been upped to manager of program sales in the CBS network sales department. . . . Mayor William O'Dwyer presented a special plaque to WNYC's veteran budget for the airer, which has with about 50 for the other two. Two announcer Thomas H. Cowan for his coverage of the New York at Work Haymes in the lead of a different Parade June 12. Cowan opened the station when it began operations 24 operetta each week, is said to be

### Iutual Urges 4 A's Study Of Entire Web Rate System

licies. Mutual's request was sent by mes to Carlos Franco, of Young & ibicam, head of the 4 A's radioevision committee.

A major point made by MBS was at rising production costs have ade advertisers scrutinize rates of all edia far more carefully than in e past. At the same time, radio has en struck by new competitive facak listening on an over-all basis,

#### Practices Obsolete

The MBS letter pointed out that nce 1934, when web rates first hieved some balance with circulaon, there has been no major revision. lso, it noted, in 25 years many busiss practices may become habitual en tho they have been outgrown become obsolete. In this respect, BS urged consideration of such speal inducements as discounts and nual rebates. In the same line of ought, the web also suggests that it ight be time to permit advertisers a er selection of station groups in ace of the current arbitrary geoaphical divisions. Other items sugsted for study were minimum purases, qualification for the exercise split network station selection.

fered for reconsideration is the relaonship of rates of time periods of rious lengths, such as the 100-60arly, it noted the differential be- the Palace of Arts at Wembley will BBC catering department.

tween buying five quarter hours per week, at 200 per cent the cost of the hourly rate, and a single program of one and one quarter hours at 125 per cent of the rate.

#### One-Half Rates Off Beam

The entire problem of day rates is one which MBS stressed particularly, noting that considerable research material has come to light underlining the unfairness of arbitrarily imposed rs, such as the influx of FM and charges of half the nighttime rate for levision stations, so that despite daytimes. Some stations, it reminded the 4 A's, have far more importance dio must make sure its rates are during daytime hours than in the evening, and even in other cases the halfrate is off the beam. Here, MBS asserted, might be an opportunity to again take up the question of socalled "transition" rates.

> Finally, the web urged thought on the topic of rate protection, effective date of increase and other rate card provisions.

#### 239 BBC-ers Will Air the Olympics In 40 Tongues

LONDON, July 24. - The British Broadcasting Corporation (BBC) will cover the Olympic games this month ntiguous rates and multi-product in 40 languages and with 239 commentators. It will even have reports Another major subject which MBS in Korean, a language it has never the finer points of the sports they used before.

BBC coverage will be the most ex-

### Truman To Speak "Au Naturel" In Fall Presidential. Campaign

WASHINGTON, July 24 .- Presi- sue, such as international relations. dent Truman, in his speeches during virtually all instances speak "au nataround the cracker barrel, his sussources. The approach represents a in formal fashion.

The reason given is the favorable reaction felt by both Truman and his advisers to his recent ad lib, off-thecuff addresses made on a recent trip. It is felt that this has served to impress the President's auditors with a greater insight into his nature than any other development. As a result, reports state that the President will, in most instances, speak from notes, rather than typed text. The only variations are to be when he talks to Congress or speaks on some grave is-

be able to handle 32 simultaneous broadcasts.

BBC has built at Wembley eight pecial studios and 20 recording channels. Eight play-back cubicles have been fitted so commentators can hear what they have sent.

There will be 75 BBC commentators talking to Europe alone. They were specially recruited and taught will handle.

The BBC is even feeding the comtensive ever given by any country mentators while they are at Wembley. rate relationship of full hour, 30- playing host to the Olympics. A Catering will be under the direction inute and 15-minute periods. Sim- special radio control room set up in of Miss N. B. Robinson, head of the

Meanwhile, it's too early to deterthe presidential campaign, will in mine the shape the forthcoming presidential campaign will take with reurel," in the fashion of a man sitting spect to radio. The Democrats haven't set their plans, altho a meeting is penders down and talking to his vil- scheduled for this week-end. The lage friends. That's the authorita- Dems have a short bankroll and this tive report given here by informed will obviously affect their use of radio. The GOP hasn't set its plans, sharp reversal of the President's either, but indications are the Repubearlier talks, couched and delivered licans will make extensive use of spot announcements and jingles and shy away from long-winded political gab. The Wallace campaign, in view of that party's limited funds, will probably be conducted on a local level by local organizations, with one big program to air just before election

#### WGN Moves Bruce Dennis To Program Department

CHICAGO, July 24.—Bruce Dennis, public relations director of WGN, Chicago Tribune station, since 1940 except for a period while he was in the navy, this week was named assistant program director of the Mutual Broadcasting System outlet, Dennis will be under Walter Preston and will be in charge of administrative details of the program department. Appointment will take effect August 2.

On that date, Jim Hanlon, now assistant to Dennis, will take over as director of public relations. In his new set-up Hanlon also will be in charge of special feature (remote) programs which Dennis also had under his wing as public relations director.

# testimonial with teeth

Greater testimonial than this hath no program:

"The McCanns at Home" radio's oldest food program, has enjoyed the sponsorship of . . .

**Dugan Brothers for 21 years** The Hawaiian Pineapple Company for 19 years The Richmond-Chase Company for 19 years

for 19 years

Any sponsor who wants action fast - at a delightfully low cost-per-thousand homes reached - belongs on the "McCanns at Home", starring Dora and Alfred McCann right from their Yonkers home. Call LOngacre 4-8000 and ask for more facts.

heard by the most people where the most people are



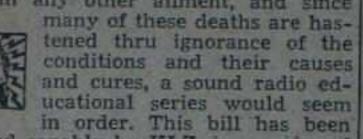
#### Knave of Hearts

Reviewed by Transcription Sustaining Via KLZ, Denver

Sundays, 10:15 p.m.

Writer, Lewis Thomas; director, Clayton Brace; music, Art Gow; effects, Ralph Sargent; announcer, Bob Petre; narrator, Richard Woellhaf, Cast, Barbara Peters, Charles Robberts; guest expert, Dr. Carl Josephson.

Inasmuch as more people die from various heart diseases than from any other ailment, and since



filled capably by KLZ, in a series of documentaries on the various disturbances of the heart, titled Knave of Hearts. The station has slotted the shows in a good time period, and is promoting the airings with a series of transcribed spots and station breaks featuring the governor of Colorado, the American Medical Association's doctor of the year and an insurance exec, among others, all recommending a listen to the programs.

The show caught dealt with coronary arteriosclerosis and angina pectoris. Had these terms been used in ballying the program, few listeners would have been attracted. But the promotion and the program itself were done in simple, dramatic style. The show followed the career of a mythical self-made business man, from his days as a big man on the campus to the point where, at 45, he operates a factory employing 3,000 with branches all over the world. Dramatically, the show worked to a minor incident, in which the exathlete attempted to carry several suitcases at one time during an outing in the hills. The resulting attack of angina pectoris was vividly brought to life via a sock blend of narration, music and drama. The anguish and fear of such an attack came thru brilliantly.

Then, thru remarks of Dr. Carl J. Josephson, representing the Colorado has the contestant throw the corre-State Medical Society, listeners were told how this might have been avoided, and what could be expected for the future of an individual so stricken. Dr. Josephson stressed the hopeful aspects, emphasizing that it need not mean a life of invalidism.

The series accomplishes a number of valuable results. Not only does it clarify in each show the meaning of each heart condition, but it distinguishes between many which are confused with each other, shows how the listener can help avoid them and informs those suffering of heart ailments what they can look forward to. It's a highly effective job on a most important topic, done with the same care and thoroness which KLZ usually gives to its pubsery jobs.

Sam Chase.

## the new look

SEE IT ON THE INSIDE FRONT COVER THIS ISSUE

MARY KAYE TRIO





### Radio and Television Program Reviews



Designates Radio Review



Designates Television Beview

#### You Can Lose Your Shirt

Reviewed July 19

Via WNEW, New York

Mondays, 9-9:30 p.m.

Producer-writer, Ted Cott; announcer, Jerry Marshall; music Kay Reed. Cast, Jack Barry (emsee). Sponsor, Bruno-New York, Inc.

WNEW has a showmanly natural in its reverse take-off on the current network giveaway craze, the WNEW

version operating so that "contestants," mostly names are penalized when they muff a question. In any event, charity benefits, since the sponsor, Bruno-New York, Inc. (for

Bendix washing machines, which it distributes), tosses in coin of its own, as well as giving out washers, all of which go to the charitable or social agencies involved. The show should be good for a 13-week run; beyond that it impresses as an idea which might fray at the edges.

Tee-off show, with Bennett Cerf, Morey Amsterdam, Arthur Adler (Elevator Shoes) and Joseph Shorin (Topps Chewing Gum), had a load of laughs, largely supplied by Amsterdam, about as flip a comic as is around today, and Shorin, who turned in a neat job. Virtually everyone on the show gets paid-but none collects. Jack Barry, who does a capable emsee; Jerry Marshall, the announcer; the station; Burt Lambert, who sold the show, all turn their stipends into the jackpot. Quite an idea.

Routine works like this: Each contestant comes in armed with a hundred clams of his own. Questions, progressively, are worth \$10, \$15, \$25 and \$50. Each wrong answer sponding sum into the jackpot-and the questions, with a good comic slant and gaited to the contestant's own specialization, see to it that charity benefits. Amsterdam, for instance, as a nitery comic, had to identify the zither player at an East Side bistro! In the event a contestant answers all questions correctly, Bruno tosses \$100 into the jackpot.

The entire package represents smart showmanship, and is produced in a like manner. Jerry Franken.

#### The Jack Pearl Show

Reviewed July 7

Sustaining Via NBC

Wednesdays, 8:30-9 p.m.

Director, Paul Harrison; writers, Paul the end. For it is doubtful whether Harrison, Joseph O'Brien, Bernie Gould; Miss Arden could be excelled in her announcer, Bob Sherry. Pearl, Cliff Hall, Richard Karlan, John Gibson, Ann Thomas, Arthur Carney, Eve thusiasm and primness. If the script-Young, Jack Allison and Milton Katims ing continues on the same level as

(orchestra director). Current Hooperating of the program Average Hooperating of shows of this type

Current Hooperating of show preceding ("A Day in the Life of Dennis Day") ...... 8.3 Current Hooperating of show following 

ON OPPOSITION NETWORKS ABC: Sustaining ..... None CBS: "Dr. Christian"..... 6.9 MBS: Sustaining ..... None

It will be interesting to see how Jack Pearl fares with this show. The comic's delivery is undoubtedly po-

tent enough to draw boffs when he has the material, and Wednesday's (7) show had enough solid laughs to warrant the belief that Pearl may make it if his writers can con-

tinue to develop situations of intrinsic comedy worth.

The Wednesday script was rapidly paced. It was built around a trip

#### Our Miss Brooks

Reviewed July 19 Sustaining Via CBS

Mondays, 9-9:30 p.m.

Estimated Talent Cost: \$5,000 as commercial; producer-director, Larry Berns; writers, Al Lewis and Lee Loeb; announcer, Bob Stevenson; music, Wilbur Hatch, Cast: Eve Arden (Miss Brooks) Jeff Chandler (Mr. Boynton), Dick Crenna (Walter), Joe Forte (principal), Current Hoopersting of the program (Sus-

taining) .....None Average Hooperating of shows of this Current Hospersting of show preceding Current Hooperating of abow following

CURRENT HOOFERATINGS OF PROGRAMS ON OPPOSITION NETWORKS MRS: "Gabriel Heatter"..... 4.3

NBC: "Telephone Hour"..... 6.7 The Columbia Broadcasting System (CBS) has come up with a winner in its new package, Our Miss Brooks,

a situation comedy show which has really funny situations. Off its first outing, it also has crisp scripting and a cast which wrings the last laugh out of each line. With

its good timing and adult humor, there's hardly a thing missing to classify the show as a welcome addition to the web's fare.

A hefty portion of the credit belongs to Eve Arden, who seems to have found her niche in this show. As a schoolteacher with a pash for an unresponsive biology instructor, Miss Arden flashed some fancy footwork thru a boff script, making even ordinary lines seem funny. Chandler rendered a neat assist in the absent-minded professor role. Other cast members also excelled in a plot which called for Miss Arden to play Dorothy Dix to a love-starved teenage student in her English class, resulting in some misinterpretations of their relationship. The script abounded with double entendres which when analyzed, seemed bluer than when delivered. Apparently they raised no doubts among the pure-minded CBS censor crew.

#### Casting Worries Over

The troubles CBS had in casting this opus, with Joan Blondell and Shirley Booth prominently mentioned as prospects for the femme lead, seem to have worked out for the best, in Cast: Jack handling of the role. She gave it an interesting balance of vulpine enon the first show, Miss Brooks may prove stiff competition for My Friend Irma before the next season is out. Sam Chase.

> upon which Pearl and Cliff Hall were embarking, and this involved a session in a restaurant and another abcard a train. The restaurant piece was rather reminiscent of a vaudeville comedy routine, with a deadvoiced waitress reprising with good comedy effect. Pearl, however, performed to best advantage in the train sequence, a situation wherein he was heckled by odd-voiced females who were incarcerated with him in the ammed passenger compartment. The fem voices, incidentally, were excellent all thru the show.

The lines in the train routine were strongly in the nonsense groove. Now on this show to cue in the tune he'd (See Jack Pearl on opp. page)

#### Let's Talk Hollywood Reviewed July 4

THE AMERICAN TOBACCO CO. V. J. Boor, Asst. Advg. Mgr. Thru Batten, Barton, Durstine & Osborn, Inc.

Len Carey, Acct. Exec. Via NBC

Sundays, 7-7:30 p.m. Producer-director, Hilliard Marks; writers, Martin Wark and Saul Stein; announcer, Hy Averback; cast: Georgi Murphy (moderator and emsee), Eddi Bracken, Edith Gwynn and Erskine Johnson (alternating each week as guest) Different guest each week,

Current Rooperating of the program Average Hoopersting of shows of this type (Audience Participation) ..... 8.0 Current Hosperating of show preceding ("Hollywood Star Preview") ..... 1 Current Hooperating of show following ("Rexall Summer Theater") ..... 61

HOOPERATINGS OF PROGRAMS CURRENT ON OPPOSITION NETWORKS CBS: Gene Autry ..... 13

MBS: "Sherlock Holmes"..... 2.3 Let's Talk Hollywood is Information, Please, or virtually any of its

imitators, with a kliegl accent. The tip-off on the audience at primarily is that question sub-nuitters get a subscription to Photoplay, a film fan monthly. as an award, if the term may

be used loosely, and it serves 'em right. The loot, in the event a question stumps the experts, again using the expression loosely, is increased mightily, tho, including a year's pass at a local picture house and an RCA television receiver or radio-phono combination.

George Murphy Asks

Otherwise, the format is standard, with George Murphy as the question tosser and a rotating collection of film notables to answer, with the lineup on this show using Edith Gwynn, Eddie Bracken, Jimmy Stewart and David Eutler, plus a typical Hollywood studio audience that figured every line, funny or unfunny, was a boffola, comfounding the listening audience that much more. The names will serve more to draw listeners than the entertainment values. Questions run the gamut of this type of program, with, or course, a film colony base.

The Lucky Strike Clgarette commercials are of their usual trip ham-Jerry Franken. mer genre.

#### Places, Please

Reviewed Thursday (16), 6:45-7 p.m. Style - Talent show. Producer-emsee, Barry Wood; director, Ralph Levy. Cast, this program: Barry Wood, Marjorie Brett, Stephanie Antle, Rudy Tone, Larry Fuller, Bill Lee and Carlton Carpenter, Sustaining via the Columbia Broadcasting System television network.

Places, Please is a thoroly amiable show with a casual air, a smoothly flowing pace and better than average

promising young talent. It's a backstage locale idea, with Barry Wood as the singer and emsee-host each program to a different group of performers. They're not ama-

teurs, rather they're upward-bound young pros, mostly from Broadway

Outstanding on this show was soprano Marjorie Brett, who photographs as a Class A looker, has a first-rate set of pipes and knows how to sell a tune. She scored heavily, both in a solo and the closing duet with Wood. A boy and girl dance team, Stephanie Antle and Rudy Tone, offered some bright dancing, the first tagged Typewriter Serenade and the second to a tune by Larry Fuller, Negro singer from Finian's Rainbow. Their hoofing by far tops their warbling, which at best is adequate. Fuller, from his speaking voice, can sing, too, but served only

(See Places, Please on opp. page)

#### Gloria Swanson Show

Reviewed Wednesday (21), 4:05-5 p.m. Style-Women's Show, Sustaining for 40 minutes. Sponsored 15 minutes by A. S. Beck Shoe Company, thru Dorland, Inc., via WPIX-TV, New York; director, Dick Rose; fasion co-ordinator, Kay Bardsley; production assistant, Clay Yurdin; announcer, John Tillman; writers, Dick Rose and Kay Bardsley; technical director, Mike Vardakis; floor managers, Fred Stange and Bob Hannum, Cast Gloria Swanson, Jean Dalrymple and Nettle Rosenstein (guests this program).

The typical haustrau, if there be such, should go for the Gloria Swanson Show as it has been developed by WPIX. As the station's

technical crew has grown more certain of itself, its operations have shown a defter touch. This was brought home in the latest edition of this program. Miss Swanson does not appear thruout the show; she has a few lieutenants to handle portions of it. But she does flit in and out, and it is during her appearances that the show has the most life, for Miss Swanson has a wit and a way of ad libbing

with guests which show her years of

showbiz know-how. She's informal,

too-beats the heat by using a fan and making it look natural.

The show is divided to cover such fields of feminine interest as beauty, style and food. The opening quarter hour, titled Fashion on a Budget, featured summer gowns styled for dancing, mostly in the lower price categories. This seg was sponsored by A. S. Beck Shoes, and the camera invariably found its way down to the feet of the models, to show the sponsor's shoe styles calculated to go best with the dresses. Miss Pat Murray served capably as femsee here, and there was some good camera work with dissolves from shoes to dresses. However, some intendedly humorous business involving a masculine dance instructor who whirled a few steps with each model was on the flat side, with said instructor getting precious completely different musical show little chance to get in a word amid each week, with no real continuity, is the bevy of females. There really a huge one and not lightly attempted. was no single commercial per se. since the entire 15 minutes served as one big plug, if an entertaining one.

#### Nettie Rosenstein

Another fashion highlight featured a visit from dress designer Nettie Rosenstein, who purred about her latest creations. Said creations were then viewed via sketches from transparent slides, with dissolves into models wearing the gowns, posed in positions identical with the sketches. This, too, was well conceived and smartly executed with only a few minor blotches. Jean Dalrymple, legit producer, also put in an appearance, but contributed little to the discussion or the show, except for the observation that men look darling in dinner jackets and black ties, a remark which doubtless lost the program any stray male viewers who were tuned in.

The food seg featured actual preparation of breast of capon by La Grange and Robert of the Versailles nitery. The steps were exceptionally easy to follow, which may explain why night club chicken usually tastes the way it does. The other portion of the show, devoted to beauy, was perhaps the most entertaining, at to this reviewer, who never previously had penetrated the depths of the female beauty salon. Here, in all its primitive fascination, was the beauty operative at work, in this case upon the legs of a young and shapely blonde. Said legs were bared, crossed and then denuded of hair by a wax depilatory process which appeared barbarous but did not seem to faze the victim. This was followed by a kneading, massage operation which one would think is restricted to boxers and marathon runners. But the viewer was told around town, tele receiver sales that all this, plus a facial, could be should get a sharp hypo, and bars hers for a mere five bucks. When may give this show a play instead of word about this kind of thing gets the ball games.

#### New Faces

Reviewed July 22 STANDARD BRANDS, INC. (Maxwell House Div.) J. P. Delafield, Advg. Dir. Thru Benton & Bowles, Inc. S. D. Stowell, Acct. Exec.

Via NBC

Thursdays, 8:30-9 p.m.

Estimated Talent Cost: \$7,500. Producer, Leonard Sillman; director, Ken Burton; music, Al Roth; writers, George Hall, June Carroll, James Shelton, Arthur Siegel and Jeff Bailey. Cast: Paddy Chayessky (guest star), George Hall, June Carroll, Gene Martin, Eleanor Jones, Jack Williams, Frank Milton, Jay Presson, the Skyriders Quartet (Pat Easten, Janie Martin, Chris Leighton and Burt Taylor).

Current Rooperating of the program	
(Variety)	7.3
(Sustaining)	None
Current Hosperating of show for	Hewing
("Music Hall")	6.6
CURRENT HODPERATINGS OF S OFPOSITION NETWORK	
ABC: Sustaining	
CBS: "Mr. Keen"	6.6
MBS: Sustaining (8:30-8:55 p.m.).	None
"Billy Rose" (8:55-9 p.m.)	

Maxwell House's summer fill-in for bia Broadcasting system, has re-Burns and Allen is Leonard Sillman's New Faces, an attempt to recapture for radio the charm and vital-

ity which marked the legit revues staged by Sillman a couple of decades back. While enough good moments to make

the show a positive addition to the summer's programing, and possibly sufficient promise to call for a yearround operation. Consisting of original music and sketches, following fairly accurately the traditional revue format, the show is sprightly produced, with rapid pace and solid, youthful talent.

The staff of scripters who labor over the production only half meets its challenge, but the job of writing a So it is to be expected that there should be some weak gags, such as: Question: "What do you call the natives of Hoboken?" Answer: "Hobos.'

Pad Chayessky.

The regular weekly cast, with Jack Williams, of the legit stage, serving capably as anchor man, can make even the clinkers like the above sound fairly fresh. In addition, the show has a guest policy which brings promising youngsters before the mike each week. The guest on the stanza caught was a youngster named Paddy Chayessky, who may be the Bronx's answer to Abe Burrows. Chayessky rendered a musical number, penned by himself, which sang of the mundane glories of 163d Street and Grand Concourse. It had some clever verses, and Chayessky showed a flair for a droll delivery which sold it hard. He may be a good bet if he has other numbers equally good in his repertoire. The Skyriders Quartet and Allen Roth's ork round out the cast and contribute adequately to the pro-

ceedings. One of the two commercials was delivered in the form of an amusing sketch, in which two characters, after being lost on the desert for three months, turned down a canteen of water, since they would have nothing but the sponsor's product. It was a neat turn, integrated cleanly into the body of the show. The other plug also was a model, first using sections of the orchestra to show how their blending makes for a pleasing result and then making the same comparison applicable for coffee. Ken Roberts pitched this one home efficiently Withal it's an entertaining half-hour of fun and music. Sam Chase.

Sam Chase.

#### Suspense

Reviewed July 15 ELECTRIC AUTO-LITE COMPANY Herbert Cissell, Advg. Mgr. Thru Newell-Emmett Company Thomas Maloney, Acct. Exec.

Via CBS Thursdays, 9-9:30 p.m.

Estimated Talent Cost: \$9,000; producer-director, Tony Leader; writer, Robert L. Richards: music composed by Lucien Morameck and conducted by Lud Gluskin. Cast (this program): Ida Lupino (Anna Macauley), Frances Robinson (Helen); Sylvia Simms (Telephone Operator), Larry Dopkin (Charles), Paul Frees (Narrator).

Current Hooperating of the program Average Hooperating of shows of this type current Hooperating of show preceding current Rooperating of show following ("Crime Photographer") ..... 8.6 URRENT HOOPERATINGS OF PROGRAMS ON OPPOSITION NETWORKS

HBS: "Gabriel Beatter"..... 5.9 NBC: "Music Hall"..... 8,3 The new edition of Suspense, longrun mystery package of the Colum-

> turned to its old 30-minute format after a brief flier at a full hour show. It returned, also, with a bankroller in tow, the same being Electric Auto-Lite Company, and with a

the result is spotty, there are policy of name guests for the lead each week. The stanza caught featured Ida Lupino in the role of a psychotic murderess who was the victim of the man she killed to win. He turned out to be more psychotic than she.

> The story was too full of coincidences to be considered logical, with the stress instead on atmosphere and thesping. On the latter, Miss Lupino supplied a good measure, sounding forebodingly like someone's maiden aunt with a yen to avenge her status. Frances Robinson, playing Helen, Miss Lupino's friend and victim, was properly surprised by the turn of events. And Larry Dopkin, playing Charles, Helen's ex-husband, the object of Miss Lupino's affection and the guy who repays said affection by doing her in, was somewhat oversinister. But perhaps it was all in the interests of suspense. The show could stand some stronger plots and PLACES, PLEASE scripting to keep up with its talent.

The commercials, for the sponsor's batteries and spark plugs, came up with a passing fair pitch. In the course of a discussion between father and son on the use of these items in the family car, pater remarks: "When we gotta go, we go." The commercials carried this dialog patter too far, however, to the point of confusion and overloading. A judicious bit of editing would make them more po-Sam Chase.

#### JACK PEARL

(Continued from opp. page) when nonsense is coupled with Pearl's dialect, the English language undergoes a sort of reductio ad absurduam which is sometimes very funny. And it is to Pearl's credit-and to Director-Writer Paul Harrison's - . that Pearl did hit some hilarious peaks on this show. With careful scripting and perhaps not too much dependence on the vaude type of comedy, the program should do okay. Right now it's very promising, with Cliff Hall a good straight and Ann Thomas and Johnny Gibson contributing fine comedy voice effects in the roles of the secretary and Diffendaffer respectively.

Musically, the show is backed by vocalist Eve Young and the Jack Allison Quartet, lilting melodists, and Milton Katim and the orchestra. Katim didn't show Wednesday, and Norman Cloutier took over the baton.

The Treasury Department gets the olugs, which constitute a pitch for the Payroll Savings Plan and U. S. Savings Bonds. Paul Ackerman.

#### CBC E.T. Plugs Go After U.S. \$\$

MONTREAL, July 24 .- The Canadian Broadcasting Corporation (CBC) was revealed last week as taking a prominent part in Canada's plan to build up its supply of U. S. dollars. This is to be done by means of transcribed 15-minute airers sent to hundreds of U. S. stations. The plugs are intended to arouse American interest in Canada's tourist spots and bring the visitors here.

The CBC's function was revealed in newspaper coverage of the negotiations now in progress between U. S. and Canadian film interests which are expected to result in Hollywood's increasing the amount of lo-("Mr. Keen")..... 9.9 cation shooting in Canada. This is also part of the dollar conservation

program.

#### "Modero" Returning ABC: Sustaining ......None To Airwaves in Fall

HOLLYWOOD, July 24. - Johnny Modero, air thriller heard on Mutual last season, has been revived for fall return to the air. Mystery stanza, which drew top Hoopers when aired originally on the Coast, will be scripted by Dick Breen, creator of the series, and now pacted by Paramount Pix. Jack Webb, who created the lead role, is being considered for the top berth on revival edition.

Show was one of the most controversial thrillers aired last season. Mutual dropper seg under protest that scripting was too "adult." Before writing Modero. Breen did a long-running mystery series on American Broadcasting Company's coast link tagged Pat Novak for Hire which set the pattern for the Modero scripts.

Baron Polan, Polan - Rosenberg Agency, treks to New York this weekend to work out sales details on the Modero show. Polan will also bring with him audition platters of the new Maragaret Whiting airer, Meet Me in St. Louis, based on the Sally Benson stories. Situation comedy will feature Gale Gordon, Betsy Blair, Lois Moran and Walter Schumann's ork. Package is priced at \$6,500.

(Continued from opp. page) written. He should come back for a song on his own.

#### Wood, a Natural

Wood opens with a solo on the piano, and closes, after the final duet, with a sign-off. He handles himself easily thruout and seems a natural, Where the show is weak is in introducing the performers, whose names are announced by Carlton Carpenter. playing the stagehand, and calling "places, please." None of the names was intelligible on this show; it might be well to focus on each actor as introduced, with a title card montaged onto the bottom of the picture.

The set used is the Maxine Elliott Theater stage, without drop, using the bare stage and the usual rehearsal type of props. Performers carry this thru in their costumes, which eschew formal show clothes and stick to rompers, etc. It adds atmosphere considerably.

Ralph Levy's direction on cameras was first-grade thruout.

Jerry Franken.

#### WJZ-TV Appears

NEW YORK, July 24 .- WJZ-TV's test pattern went on the air this week and will remain on until the station's bow August 15. Reports from all parts of the city were favorable. Station is on Channel 7.

### Heat Put on FCC Again As It Resumes Hearings On Its Allocations Plan

New Pressure Against Canada Pact, Too

tion of the Federal Communications antenna problems. Two separate Commission's (FCC) hearings on groups of witnesses are prepared to video allocations today will introduce submit evidence on this issue. First a new wave of pressure against the will be the Columbia Broadcasting FCC's proposed TV allocations plan System and its Washington outlet, and against a tentative U. S.-Canada WTOP, Inc., with the following parvideo allocations agreement, Criticism ticipating: Hearst Radio, Inc.; A. S. which reached a boiling point at the Abell Company; Radio-Television of last session of the hearing, when details of the tentative U. S.-Canada agreement were first disclosed (The Billboard, July 17), is expected to flare anew.

Today's hearing will get under way in a cloud of uncertainty over the entire future of video allocations. Two major factors are contributing to that uncertainty: (1) A special House committee investigating the FCC is gathering evidence on the background of the FCC's proposed allocations which proved to be the basis for the commission's nationwide allocations plan; (2) the final outcome of the delays in construction of studios and her head to the camera a shot of a commission's current allocations hearing is fated to await developments of the upcoming September 20 FCC hearing on "upstairs" television.

#### Westinghouse To Lead Off

First witness at the resumption of the allocations hearing in the Commerce Department auditorium this morning will be Westinghouse Radio Stations, Inc., which will cite problems raised by FCC's allocations scheme in relation to Westinghouse's stratovision video. Groups participating with Westinghouse in this presentation will be: Allegheny Broadcasting Corporation; WWSW, Inc.; WCAE, Inc.: Helm Coal Company, and Pittsburgh Radio Supply House, Inc.

The Westinghouse group will be followed on the stand by American Broadcasting Company (ABC), which will report on tropospheric effects in relation to allocations. Participating with ABC will be the following: WGAR Broadcasting Company; WJW Inc.; Allen B. DuMont Laboratories, Inc.; United Broadcasting Company Cleveland Broadcasting Company Allen T. Simmons; Summit Radio Corporation; Dispatch, Inc.; WCAE, Inc.; Central Pennsylvania Corporation; WJAC, Inc.; Brush-Moore Newspapers, Inc.; Vindicator Printing Company; Meadville Broadcast Service, Inc.; Appalachian Company, Wyoming Valley Broadcasting Company; Louis G. Baltimore; Philco Television Broadcasting Corporation, Lehigh Valley Broadcasting Company, and WRAK, Inc.

#### TBA Next

The Television Broadcasters' Association (TBA) will be next witness, with testimony featured by a sharp critique of the plan. Allen B. DuMont Laboratories, Inc., will follow with some general comments, and the current phase of the hearing will wind

## the new look

SEE IT ON THE INSIDE FRONT COVER THIS ISSUE

MARY KAYE TRIO

WASHINGTON, July 26 .- Resump- up with testimony on directional Baltimore, Inc., and Josiah P. Rowe. Next will be the National Broadcasting Company with the following participants: Yankee Network, Inc.; WPIX, Inc.; Travelers Broadcasting Service Corporation, Connecticut Broadcasting Company, ABC; Bamberger Broadcasting Service, Inc., and washable fabrics, last of whom was the Hartford Times, Inc.

#### NBC Sets Back TV Debut Date in Chi

CHICAGO, July 24.—Because of in obtaining equipment, National stop watch was dissolved in and out May Get FCC Delay Broadcasting Company's (NBC) vi- over it, to point up the audio gab deo station will not be in full op- about removing dandruff in as little eration as soon as was expected, it as three minutes. This gimmick was brought out here this week at a seemed a bit labored. Some interestpress conference in which the net ing lighting contrast effects were used was represented by Sidney Strotz, on the blonde, with highlighting executive vice-president in charge of effects making way for low, as some othy Thackrey two West Coast statelevision. In the past the web has lights were brought up and then stated it expected to be in full op- doused. A dark-haired gal and a eration here by fall. Strotz said it is expected now that the station will were used in this plug, which was a seems certain to encounter the same be in full operation by January.

Strotz also said the station would be on the air and ready to feed shows on the Midwest coxial net when the coxial is ready for use in December. Before that, he said, the station would be airing a limited amount of programs for local consumption.

Strotz repeated his prediction that neither NBC nor any other net would have a coast-to-coast video chain for at least five years. He also stated that establishment of video nets with hundreds of affiliates was not in the cards for many years. For the next few years, he said, NBC did not expect to have a chain of more than 80 stations.

Indicating that in television NBC would have no policy against recorded programs as it now has against transcribed AM web shows. Strotz stated that much of NBC's networking would be thru use of kinescope recorded films. These films would be used extensively for both regional and coast-to-coast airings. he said.

#### TV Reflections

Video Program Comment

After nearly six months on the air, DuMont's Fashions on Parade this week commenced a 39-week period of sponsorship under the Procter & Gamble banner. Major interest in the trade was in the handling of the commercials for P&G in the soap outfit's video debut, since the show itself was changed very little from its recent outings on a sustaining basis.

Products plugged were Ivory Snow and Prell, the latter a shampoo, and the commercials were delivered live. The first pitch was for Ivory Snow and featured an intelligent continuity of thought, logically arranged and well presented. From a shot of the stuff pouring from a box into a hand there was a close-up of the hand holding a pile of the soap chips. This made way for a sinkful of frothy suds with a pair of hands scooping up and fondling quite a quantity of them. In turn, this was superseded by shots of models wearing clothes of different engulfed in a "snowstorm" of the product. It was interesting to watch, with the audio copy acting as a supplement, rather than a complement.

The second pitch, for Prell, featured a blonde with a gorgeous head of hair. When she turned the back of handsome lad brushing his tresses also announced by the FCC this week, bit over-loaded and thus lost some reluctance for quick action displayed effectiveness.

By and large, however, P&G and sidiary last week. the Benton & Bowles Agency showed again that good imaginative use of tele can be made for commercials, and their first attempt portends well for the soap firm's sales results from the medium. Sam Chase.

### WSPD-TV Inks NBC; Ganders CBS, Too

TOLEDO, July 24.-After signing a television affiliation contract this week with the National Broadcasting Company, WSPD-TV, Toledo, was concluding negotiations for a similar pact with the Columbia Broadcasting Systm, it was reported this week.

The station is owned by Fort Industry Company. Its AM adjunct, WSPD, is an NBC affiliate.

WSPD-TV began commercial operations Wednesday (21) with reception generally reported as good.

## Australia Okays TV; Private Broadcasters Are Out in Cold

be called for the supply and installa- live, television experimental stations tion of television transmitters and should be established in the capital receivers in the six capital cities of cities for television programs to be the commonwealth at an estimated provided by the Australian Broadcost of \$1,300,000, it was announced last week. The cabinet subcommittee recently appointed to study the reports of official experts who had been overseas made the following recommendations to the full cabinet which adopted them:

1. That in spite of the heavy capital cost, television should be introduced into Australia as soon as possible.

2. Experiments should not be confined to Sydney and Melbourne as recommended by experts, but should be conducted in all the State capitals.

SYDNEY, July 24 .- Tenders are to 3. If the cost is not prohibjcasting Commission (ABC).

> 4. That the Postal Department hould be authorized to call tenders for the six television transmitters and 500 receivers.

This would seem to sound the death knell of the commercial stations' chances of installing their own television transmitters and indicate that the government is very definitely determined to retain the tele field as a straight-out government monopoly under the control of the ABC.

### Sullivan Called For 4A Hearing On Vaude Show

NEW YORK, July 24.-The television committee of the Associated Actors and Artistes of America (Four A's) has moved in and ordered Ed Sullivan, the emsee of Toast of the Town, the Sunday night vaude package on WCBS-TV, to appear for a Tuesday (27) hearing. The action was taken at a meeting of the committee Thursday (22) after numerous complaints had been made by agents.

A spoke sman for the Four A's said the committee feels that Sullivan exerts unwitting pressure on performers to work on his show by reason of his position as a syndicated columnist. Execs also point out that the fees for his show reveal a considerable disparity with what acts get at the Texaco Star Theater, even tho the latter is a commercial program. "Not only do they get peanuts," one exec stated, "but they can't accept work on the Texaco vaude show (See Sullivan Called on page 45)

### Thackrey Interests Sale to Warners

WASHINGTON, July 24. - The Federal Communications Commission (FCC) appears likely to delay action on the bid of Warner Bros. to buy from New York Post publisher Dortions and a TV permit for \$1,045,000. The bid, whose formal receipt was by the FCC in stalling on a sale bid involving a Paramount Pictures' sub-

Warner Bros., like Paramount, was one of a number of flicker firms cited by the Supreme Court in May for actions in restraint of trade. The FCC. which asked for briefs on the conduct of Paramount in light of the court ruling, is expected to also ask Warner for an accounting before acting on the proposed sale.

Mrs. Thackrey told the FCC in the application that she wanted to sell KLAC and KLAC-TV, Los Angeles, and KYA, San Francisco, in order to devote, full time to her newspaper interests.

Under terms of the contract, Warner is liable for an additional bite of up to \$500,000 to pay for the cost of boosting KLAC's power to 5,000 kw., for increasing the power of KYA to 50,000 kw. if the boost is approved by FCC and to pay for finishing the construction of KLAC-TV.

If Warner Bros, is finally permitted to buy KLAC the film company will be compelled to peddle KFWB, Los Angeles, under the commission's dual ownership regulations. However, no mention of a pending sale for KFWB was mentioned in the transfer bid-The only other broadcast interest of Warner Bros. is an application for a TV outlet in Chicago.

#### GLOSSY PROFESSIONAL 8×10 PHOTOS

IN QUANTITY

Fan mail glossy photes and post cards. Top-notch quality. Extremely low prices. Strilafied customers coust to coast. Our 11th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

#### MULSON STUDIO Box 1941, Bridgeport 1, Conn.

# Set Precedent

WASHINGTON, July 24 .- A porent of things to come in television's overage of sports events was reealed when it was learned this week hat the Ezzard Charles - Jimmy livins heavyweight match, to be held ere August 2, is being offered to elevision sponsors and networkwith the proviso that no station in Washington or Baltimore is to be alowed to telecast the brawl. The reaon is obvious-a fear of what will appen to the gate receipts.

The fight is being promoted by the lariety Club and is a charity affair, with the fighters working on perentage, reportedly against guaranees. Either DuMont or the Columoia Broadcasting System will teleast the fight; details are to be set by Tuesday (27).

Both the Variety Club and the ighters' managers are said to have avored the restriction for Baltimore ind Washington, since local availbility via video would have hurt both the fighters' takes as well as the um headed for charity. The fight eavyweight in the picture today.

Herman Taylor, fight promoter the handled the recent Ike Williamseau Jack fight, blamed his poor gate | charge of production. ceipts on video coverage.

#### More Personnel Shifts Rumored In Works at WGN

inued to fly thick and fast here this week about additional important peronnel changes at WGN, Chicago Pribune station, Rumors, which could not be confirmed, followed recent dismissals and changes at the operation's AM, FM and TV stations, unofficially attributed to a move to save noney as a result of budget drain of peration of WGN-TV. As part of he cost-saving move, WGNB, FM tation, is discontinuing independent programing and is duplicating AM hows.

Newest rumors were that Henry Weber, musical director of the staion, and Marion Claire, his wife and lead of WGNB, were leaving WGN, nc., either in September or Novemer. It was also stated that Jack aFrandre, writer-director of the Thicago Theater of the Air on which or years the Webers have been maintays, would be leaving the station oon to join forces in Hollywood with Villiam Bacher, former program hief at the station, who is now proucing movies.

Paul Brines, assistant manager of ne station, contacted in the absence f Frank Schreiber, station manager, aid he knew nothing about the ru- will be called "Basic Economics." mored severing of connections. Other o run.

Henry Weber, contacted at his ome in Lake Bluff, Ill., refused to nake any comment about the runors, saying he would neither deny or confirm statements about possible hanges. He said, "If there is any channels.

# Fight Gate Area Radio Actors Don Strawhats

#### SHORT SCANNINGS

IM CADDIGAN, DuMont program boss, and Anita Cleary, until recently production manager in the National Broadcasting Company's (NBC) promotion department, will be married August 11. . . . Dick Goggin has been named American Broadcasting Company's (ABC) television program director for the West Coast . . . WENR-TV, ABC's Chicago outlet, preparing to add 70 engineering people and 50 program department personnel in gearing for its September 1 opening. . . . Gamble Productions, film and tele production agency, has affiliated with Jack Davies and Louis L. Klotz, and the joint operation will be known as Gamble Productions, Inc., with Klotz serving as veepee in charge of sales and distribution. Firm is prepping a series of video packages with production now under way on a Bert Wheeler show, written by Nat Heiken.

The Telenews Video Newsreel this week added WSPD-TV, Toledo, to the list of stations taking its service, bringing to 23 the number of clients using either its 20-minute weekly reel or its 10-minute daily service. Of these, nine stations are showing the weekly film under sponsorship of Chevrolet. . . . George Foley Ir., tele chief at Newell-Emmett, off to Chicago for a gander at Midwest broadcast methods and to look over the talent situation. . . . Monte A. Kleban, program-production chief, and Charles Jeffers, chief engineer at WOAL San Antonio, to spend three weeks working on tele at NBC's New York studios, beginning August 1.

WJZ-TV, ABC's New York outlet, will have better than \$500,000 in Pollock and Ben Irving. The Rockcommercial commitments signed when it starts operations August 10. . . . Columbia Broadcasting System's (CBS) television news staff moving from East 42d Street to the web's Madison Avenue headquarters. . . KDYL-TV, s figured as having good b. o., espe- Salt Lake City, which began commercial operations July 7, has signed a Stages radio and video shows being ially in view of Joe Louis's recent non-interconnected affiliation pact with NBC. . . . Refurbishing operations readied for fall debut. tatement that Charles is the best to the tune of \$125,000 shortly will hit the studios of WABD. Repainting and re-equipment will accompany a modernization job. North American Video has begun production of its film series titled It's a Woman's World, which stars Maggi McNellis. Stanley Simmons and Charles Obermeyer in

### NAB's Report Will Stamp TV a Blue Chip Venture; CHICAGO, July 24.—Rumors con- New Construction-Cost Key

#### Batson Giving Data at White Sulphur Springs

matic effect on home listeners." Most this week. experts agree that this effect is not video listening habits are likely to be would probe audiences of television permanent.

#### In Loose-Leaf

The NAB compendium will be issued in loose-leaf form to members as fast as the sections are compiled. There will be three major sections. The first, dealing with "making a decision" on whether to go into television, will consist of two chapters. The first chapter will be called "Getting a Focus," and will contain general information. The second chapter

Among information to be shown in nowing anything about changes, on whether television will stay in One station spokesman, in giving his the present part of the spectrum or easons for believing changes of the move upstairs or go "dual." Most tatus of the Webers would not be opinions point toward eventual shiftorthcoming, pointed out that Marion ing upstairs, altho there is divided Claire had a contract with the sta- opinion on whether dual upstairsion which still has a couple of years downstairs television will evolve. The final two sections of the report will deal with "Building a Television Station" and "Operating a Station."

> WHITE SULPHUR SPRINGS, W. Measurement Bureau (BMB) study of ton, corporation secretary. total number of families listening to the staff.

each station, in the course of an avertelevision will be a major broadcast age day, with daytime and nighttime activity, paralleling and not replacing figures listed separately. This will aural radio, altho a tiny scattering of supplement the total weekly audience extremists believes that video will figures supplied in the past and will replace aural radio. Another batch indicate turnover of audience in the of opinion shows that television activ- course of a week, according to Hugh ity in the last year has spiraled at the Feltis, BMB president, who will desharpest pace in the industry's history scribe the innovation to the fourth. and that television is "having a dra- district meeting of the NAB here

Feltis also confirmed previous rebased on video's novelty and that ports that the next BMB survey and FM stations.

### Hayes and Parnell Now Producing Pix

HOLLYWOOD, July 24. - Sam. Hayes, pioneer Coast sports and news commentator, last week announced formation of a tele pix production unit in partnership with Parnell S. Billings, former president of Belmont ources at the station also denied the survey will be a mass of opinion Radio Corporation of Chicago. Firm is incorporated in Nevada with a capitalization of \$5,000,000 and will be known as Hayes-Parnell Productions, Inc.

> Already in production are several series of films, including a sports library of 52 five-minute golf shorts, togged Thru the Sports Glass, a series on one-minute film time signals, and a strip called Thru the Question Glass.

Personnel will include Jim Leicester, producer; Ed and Hohn Dunn, Va., July 26 .- The second Broadcast cartoon animators, and Hazel Thornruth to the rumors, statements will station and network audiences next Schow, title expert, and Harry Lehbe forthcoming thru the regular March will include figures on the man, sport film producer, complete

## Barns Offer Experience For TV Jobs

Stiffer Requirements

Peary, radio's Great Gildersleeve, touring with a summer stock outfit.

The summer playhouses this year apparently have overflowed the barns and are utilizing tents, as in the Rockaway Summer Theater in Rockaway Park. This outfit, closest to New York outside the subway circuit, has attracted a considerable number of radio names, including Ruth York, Earl Hammond, Nancy away outfit is operated by Max Miller, a radio and tele director himself, who is production head for the New

Howard Smith and Harry Worth, acting stalwarts at the Columbia Broadcasting System, are spending three weeks near Detroit doing summer stock, while G. Swayne Gordon, of many CBS shows, is in Louisville. Muriel Kirkland, with a wealth of legit experience behind her, also has decided to brush up on her stage technique this summer, as has Peggy Allenby. Sylvia Field (Mrs. Ernest Truex) is having a fling at the Tanglewood Playhouse, in Falmouth, Mass., where Norman Porter, network thesp, also is holding forth.

Ruth Last, who works both web and wax shows and handles commercials for Walter Winchell, has been playing in Escape Me Never with Elisabeth Bergner, and will work out the summer at the Brighton Theater on the subway circuit. Other top web thesps emoting in the sticks include Roland Wood, Elaine Rost, Raymond Edward Johnson, Elizabeth Watts, Tony Randall, Diana Donneworth, Earl Hammond, Robert Shaw, Katharine Anderson, Pat Hosley, Tileston Perry, Salem Ludwig, Peggy Fenn, Ira Stadlin, Tyler Carpenter, Jean Owens, Warren Stevens and Don McLaughlin,

#### FC&B Skeds 5-Min. Rheingold Girls Pic

NEW YORK, July 24 .- The Foote, Cone & Belding (FC&B) Agency this week skedded 52 showings of a fiveminute film over four stations during a four-week period under sponsorship of Rheingold Beer, starting August 9. The film, titled Miss Rheingold Candidates, will feature six glamor gals competing for the beauty award, presented and interviewed by emsee Fom Shirly.

The film will be shown over WABD, WCBS-TV, WJZ-TV and WPIX.

### Quality Glossy Prints

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100-8x10's for \$ 6.50 500-8x10's for 27.50 1000-8x10's for 50.00

Negative charge of \$2.00

Post cards in quantity, 21/2¢ each. Write for price list on other sixes. One-Third Deposit, Balance C. O. D.

Quality Photo Service Perkins St., Box 42 . Bristel, Conn.

### Still Forges Ahead on Color And Narrower-Band Tests

NEW YORK, July 24.-Experi- being an adjacent channel next to where one now holds forth, will get be no interference with the DuMont under way here late in September. signal. The work will be done, probably on Channel 6 (82-88 meg.), by William row-band transmission would enable B. Still, young Negro engineer, with four to five times as many tele stathe approval and paternal interest of the Federal Communications Commis- sioned by the FCC. As for the color sion (FCC). Still, when queried on experiments, should they prove fruitthe form to be taken by these experiments, was mum, but informed from black-and-white at comparasources revealed that considerable tively little adjustment cost to the preliminary experimentation already has been under way, with the results with the costs should color be rereported satisfactory and pointing to stricted to the upper-high-frequency a possible early success under broadcast test conditions.

Still for some time operated a highly efficient self-constructed experimental station, W2XJT, on Channel This station has been closed for several weeks in preparation for the new experiments. For these, Still now is constructing a new building which will house two video studios, a recording studio and an FM broadcast studio for a station which Still also is building himself.

Permission by the FCC to use Channel 6 in itself is verification of the narrow-band experiments. That channel, in New York, is unassigned,

### Agriculture Dept. To Survey Video

WASHINGTON, July 24. - The Agriculture Department announced today it will make an exhaustive survey of listener reactions to various types of television programing in a first-time exploratory study of video's use in spreading word about benefits of agricultural products. The study will be carried out under the Research and Marketing Act, the department announced. The project will be conducted by the department's radio service in co-operation with video stations, webs, station extension services and other private and public agencies.

"One phase of the study will seek to determine what kinds of information and types of programs might be feasible and the adaptability of movies, still pictures, demonstrations and other techniques to television," a department spokesman said. "The most effective use of professional and administrative personnel in effectively reporting to the general public the results of research will also be explored. As television is a relatively expensive process, the cost factor will be given careful watching."

The survey regards video as a potential medium in encouraging more effective use and greater consumption of agriculture products, said the spokesman.

#### PLASTERED?

Not soused, of course, but plastered across the country in every producer's office. It's the surest way to land solid booking, and a Moss Photo does it for you every time. Shoot us a negative for quick action.



ments designed to develop the use of DuMont's Channel 5 operation. Tests current tele bands for color video and by Sfill in Channel 6 would have to to narrow the bands down to the be on a considerably narrower band point where four stations can operate than ordinarily utilized if there is to

Successful development of the nartions to operate as are now enviful it might mean an early switchover current home receivers, as compared channels, as previously planned.

### KFI-TV Takes Lead In Race To Hit Air

HOLLYWOOD, July 24.-KFI-TV this week took a clear lead in the race to become airborne by announcing that its first programing will be beamed next week after several weeks of test pattern transmission. Station said it would begin regular commercial operation the last week in August, when the first Los Angeles Rams football intra-squad contest is carried for Union Oil. Programing until then will consist of test airings of various show ideas under consideration for regular skedding. Formal opening date and dedication has been set for October 6.

With KFI assured the No. 3 slot (Paramount's KTLA and Don Lee's year's end.

WBKB Mulls Segs For Syndicate Sale

CHICAGO, July 24. - WBKB Paramount video station, will begin syndicated sale of some of its programs in the fall, it became known here this week. Tipoff on the move is the fact that WBKB plans to install a Paramount off-the-screen film recorder similar to that used in the East to record convention shows for later showing.

Device WBKB is to get will record by making 35mm, negatives. From these will be made either 35 or 16mm. prints, depending upon requirements of stations ordering the programs. Recorder will also be used to make audition films and keep film records of live shows.

# TV Almost Free of

are proving "remarkably free" of questionable claims, the Federal Trade Commission (FTC) officals told other than Saturday include Gene The Billboard this week on the basis of scrutiny of ad scripts of 28 operating stations.

Less than 2 per cent of the plugs lar records. examined in the few months since FTC assumed its TV watchdog role have proved "questionable," a spokesman said. Even this small number, it was stated, does not necessarily represent a violation of FTC ad regulations, but merely that an FTC reader has set them aside for further study.

For Service Use | W6XAO are currently on the air), for each operating station to submit field for newcomers was narrowed scripts of plugs from a specified 15down to American Broadcasting Com- day period four time a year. These pany (ABC), National Broadcasting scripts are gone over by readers and the feature event of each Thursday Company (NBC), Columbia Broad- either passed or set aside as quescasting System (CBS), The Los An- tionable, Questionable scripts are geles Times and indie station KLAC. then sent thru a secondary review by gram. Jim Allen, staffer, is handling NBC has announced a set-back until legalists who determine whether or November 1, with other outlets aim- not the script tends to be false or mising to be airborne on or before that leading in its advertising claims. So date. Area is assured of at least six far, not a single formal FTC com-TV stations and probably seven by plaint has been filed against any TV

#### WNBW Plans Dozen Sat. Night Shows; New Ones Bow

WASHINGTON, July 24-WNBW. Washington television outlet of the National Broadcasting Company (NBC), is planning a dozen new Saturday night programs. Two will get under way tonight (24).

One of the two, called Telepun, will be an audience show emseed by Johnny Eradford, who also emsees a variety show. Featured with Bradford will be Ray Michael. The show, local for the present, will run 8:30-9 p.m. Members of the audience will be asked to guess the meaning of puns, and prizes will be awarded to winners. The show is scripted by Boise DeGaw, Hollywood writer.

The second show which starts tonight is Connie Gay's Gaytime, originating from Constitution Hall and timed for 9 to 10 p.m.

Other new shows are being planned for origination from the station's now-completed studio, with an effort 'Questionable' Plugs to make Saturday night among the most important television nights and WASHINGTON, July 24 .- TV plugs with prospects for network use of several of the programs. New shows scheduled by WNBW for nights Archer's Music Shop, Tuesday nights 6:30 to 6:45. The show uses a music shop back ground for playing of popu-

### Toppi Stadium Pacts WFIL - TV Coverage

PHILADELPHIA, July 24. - Jim Toppi, sports promoter who opened his new \$250,000 Toppi Stadium Present FTC video regulations call this week for prize fight promotions, has made a deal to allow WFIL-TV here to set up television cameras. However, the station is to cover only night's card, starting at 10 p.m., rather than carrying the entire prothe blow-by-blows for the sight fans.

Two other major sports events grabbed off by the station are the Monday night midget auto races at the Yellow Jacket Speedway, with sports writer Sherry O'Brien at the mike, and the Pennsylvania State grass court tennis championship matches at Merion Cricket Club which started yesterday (23).

#### McClay, Dannenbaum Quit WPEN for Video Posts

PHILADELPHIA, July 24.-John McClay, who resigned as program chief of WPEN here, joins the staff of WCAU-TV August 2 as program coordinator, succeeding Donald S. Mc-Kay, resigned. In his new capacity McClay will be responsible for program development and special writing as well as co-ordination of local and Columbia Broadcasting System net programing, studio assignment and over-all scheduling.

Also leaving WPEN for video is A. J. Dannenbaum Jr., sales manager, to take over as commercial manager for Philco's WPTZ here.



### Comments on Columbus Institute

(Continued from page 10) which the institute has made significant contributions to radio progress."

Edward Darling American Unitarian Association, Boston

"Why can't a bee be put into the ears of the important radio executives to inform them that their presence at the institute could be important to a lot of people? Among these the important executives themselves might gain. Or don't they think any improvement in American radio is possible? Or are they so encrusted that they don't care? Or do their tender ears burn too easily? Ain't this still America?'

Mrs. Dorothy Klock WYNE, Brooklyn

"I am aware of the loss of prestige which the institute has suffered during the past few years and I regret the situation very much. Abandonment of the institute would be a great loss to all phases of radio broadcasting and would open wide the door for those caustic critics of radio who can find little that is good in it. Therefore, it is up to all of us who have a true interest in the power of this potent medium of communication to diagnose the ills of the institute and marshall our forces behind its revivification. There is nothing to gain from allowing the institute to fall into complete disrepute but much to win by keeping it alive and Vigorous."

Patricia Harrington St. Louis University (Student)

"The institute is good-but plan more practical demonstrations, less long-winded orations. Biggest oversight was television-it's here, but you'd never know it from the institute."

#### Walter Krulevitch

New York University (Student)

"Too often there is too little opportunity for discussion after a panel of five or six speakers have each spoken on a topic. There is no focus, no real opportunity for probing. The institute should deal primarily with larger issues in educational radio. Hence, something like the Mayflower hearings should not have been released to a minor session at the last institute. Similarly, the latest findings of "The People Look at Radio" should have been given a major session."

#### Frank Kiernan Public Health Association of New York City

"I have been deriving invaluable help from sessions , . . at the institute, have learned much about programing, the FCC, the public relations problems of radio and related subjects. My principal and only serious criticism of the 1948 institute was the faulty timing of the Sunday night banquet program. Even so, I will go back next year."

# New Indie Distributors

Memphis, N. Orleans, Seattle

HOLLYWOOD, July 24 .- In the name of streamlining and strengthening its disk distribution, Capitol this week revealed it will open a company-owned branch at Houston and will shift the functions of its own branches in Memphis, New Oreans and Seattle to indie distributors. According to Floyd A. Bittaker, Cap veepee and general sales manager, the move results from territorial reassignments and will speed distribution to a greater number of dealers. Cap's line in Memphis and New Orleans will be handled by Delta Record Distributing Company, formed by R. E. (Buster) Williams. Latter will be joined by Overton Ganong, who previously headed Cap's New Orleans branch and more recently managed the diskery's branch in Memphis. In joining Delta, Ganong will manage the Cap platter distribution in both Memphis and New Oreans, replacing the company-owned pranches in those towns.

Seattle's Allison Motorola Distribtors will take over the Cap line in hat territory. Robert Martin, who had managed Cap's Seattle branch, will join Allison as head of its recterritory formerly serviced by Cap's Cap's Portland, Ore., branch. With the opening of a new branch in and Seattle, Cap will have increased its number of indie distributors to 18 and decreased the number of company-owned branches to 27.

#### Rondo and Regent Serve "Darlin" on Thompson Platter

CHICAGO, July 24 .- Lang Thompson, Associated Booking Corporation band booker here, will have two copies of his recently unearthed You Darlin' platter, with Herman Lubinsky's Regent waxing of the tune loined by a Rondo latter. Twist is that both versions evidently came from the same 1941-made master, cut for Eli Oberstein's now defunct Varsity label. While Lubinsky would not divulge the source of his master, a spokesman for Rondo said they had secured their copy from Milton Benamin, formerly associated with the Sonora Record firm. It was learned from Sonora that the Thompson masters, approximately 26 sides, have been sold recently. The Rondo plater carries a Ken Griffen organ original on its B side, while the Regent platter carries Thompson's version of

Thompson when contacted by The Billboard said that his contractual agreement, made with Varsity label, s being recognized by Lubinsky, but that he didn't even know about the Rondo disking until he saw a Billboard ad. No royalty agreement has yet been set up with Rondo, he said, s a spokesman for Rondo said J. F. Bard is currently in Europe and Nick cany, his associate, is out on the

Thompson used the ditty as his theme from 1934 to 1947, when he broke up his band. In addition, he utilized several bars of the tune as ntro for each number in his library and as lead-in for the vocals during hat same period.

# MCA Ork-Act England Push

### New Congress May Tackle Welfare Fund Revisions; Hartley Giving Ground?

WASHINGTON, July 24 .- A new term of the 81st Congress next Janucongressional attempt to bring an end to the impasse between James C. Petrillo and diskeries may develop out of the special session which opens Monday (26), but little hope for conclusive results is seen.

A statement yesterday (23) by Chairman Fred A. Hartley Jr., of the House Labor Committee, that the Taft-Hartley (T-H) Act could stand certain changes has inspired rumors that Hartley may lead a drive to amend the quarrelsome "welfare funds" section so as to satisfy Petrillo and thereby pave the way for an end to the disk ban. Hartley, however, is not promising to request such a change, altho he has hinted that the Petrillo situation might be looked into.

#### Fundamental Changes

Hartley said he is primarily interested in "fundamental" changes such as making union elections unnecessary and authorizing employers to ord department. A segment of the file non-Communist statements. Even Hartley considers it doubtful that Seattle office will be assumed by the special session will take any action on major changes, particularly since Sen. Robert A. Taft (R., Ohio), boss on Capitol Hill, is averse to planation. drastic modifications at the present time. He is described by aids as insisting that President Truman has purposes and that the G.O.P. should foolish action.

> While congressional feelers for seen certain to develop in the special disk ban is still believed to lodge in sicians negotiations. It is held cerdealt with seriously at the regular

### BVC To Hold Rights to Fox Score, Myrow

NEW YORK, July 24 .- The projected Mack Gordon-Harry Warren pub firm subsid to the Robbins, Feist and Miller pubberies ran into a couple of snafus this week. Initially, Mack Gordon said he expected the G-W firm to get under way with the score from the Fox flick, When My Baby Smiles At Me, which previously had been assigned to the Bregman, Vocco, Conn pub. The BVC firm this week, however, declared that it has never intended to relinquish the pic score which includes tunes like By the Way and What Did I Do?

BVC served up the second snafu to the G-W firm as well. Gordon last week (The Billboard, July 24) claimed that his new pubbery would sign Joe Myrow, Gordon's writing partner, to a writer's contract. But Myrow is under contract to BVC. Altho his pact runs out in October, it is subject to options which the pubbery intends to pick up from year-to-year.

ary if the ban still prevails then.

The first opportunity for Congress to take a new look-see at the Petrillo situation will develop when Hartley convenes his House Labor Committee. While Hartley will not return to the 81st Congress, he is planning chance will occur in the special term. Rep. Carroll Kearns (R., Pa.), chairman of a House labor sub-committee on Petrillo activities, is expected to initiate a preliminary re-study of the Petrillo situation when the Hartley committee convenes

### New Small Wax Label Concedes Non-AFM Disks

an open secret that sub rosa recording by union musicians has been takfirst instance of waxings by admit- expanded operation on the road. Houston and the switch to indie dis- who co-authored the T-H law with tedly non-union tootlers came to tribution in Memphis, New Orleans Hartley and who is G.O.P. policy light this week-with a curious ex-

> Texstar Records, a new folk waxery in Dallas, has released its initial four platters with the frank ansummoned Congress back for political nouncement that three of them are by non-AFM artists. Here is how J. L. therefore avoid being duped into Haight, Texstar spokesman explains

> "Altho the releases have been cut bringing peace to the disk world are by non-union musicians we have, nevertheless, retained the good will session, the sole way to end the and support of union musicians because we subscribe to the proposition industry-American Federation of Mu- of paying artists' royalties, and the union men in this area recognize the tain, tho, that the issue would be necessity of establishing the label as an effective medium thru which they can achieve national reputation and profit on the royalty plan at such time as the Petrillo ban is lifted.'

#### The First Sides

The company's first records are two sides by Jack Haight's Kadoodlers, four by the Texstar Playboys, and two organ instrumentals. The Kadoodlers and the Playboys are almost identical with the group known as the Calumet Indians, sponsored by General Foods on a transcribed network show. (Certain categories of non-union hillbilly musicians are permitted by the union to do radio work.) Haight claims pressing facilities capable of 61,000 disks a week. Th distribution arrangements blanketing Texas have already been made, and country-wide coverage is now being worked on, he says.

### Castle Acquires A&C Routines

HOLLYWOOD, July 24. - Castle Records, Hollywood indie, this week acquired blanket disk rights to all radio comedy routines of Abbott and broadcasts, thereby circumventing the Costello, Included are more than 100 now being distributed by Castle.

culled from air checks of previous

# Org To Drive For Booking

#### Barnet To Head Sortie

NEW YORK, July 24 .- Music Corporation of America (MCA), "the star-spangled octopus," is spreading to lay the groundwork for future its tentacles into the Union Jack band revisions of the law, and his last and act biz. The agency colossus in this country will, within a matter of weeks, add new personnel to its office in England and make a largescale sortie into British band and act booking.

The international operation is nothing new for MCA (its representatives have been established abroad for many years), but hitherto in England the agency has never actually gone after the native market (bands and acts) on the scale now contemplated. Larry Barnet, head of MCA's band and act department, who is probably No. 3 man in the agency under Jules Stein and Lew Wasserman, will expedite the new drive after Britain. NEW YORK, July 24 .- While it is Barnet is leaving for Europe to spend about four weeks in London (as well as investigate showbiz possibilities in ing place thruout the country, the Paris and Sweden) and get the new

#### Americans Abroad

The extent of MCA's operation in England has long been sizable and financially important, but the biggest part of its dealings there rotated around American stars who were booked abroad. Top namers-Jack Benny, Edgar Bergen, Lena Hornehave been MCA-handled in English vaude houses, and in reverse the "octopus" has wrapped up many of England's big film names: viz., Rex Harrison and wife, Lill Palmer, for American film jobs.

But the concentrated effort now will be made in the band and act field. with MCA to make a play for English home-grown talent. The object is to work with English bands and radio-vaude acts and enlarge the selling org thru the British Isles. Problems of "getting the money out" are avoided by the "native talent and local office" angle, with MCA, Ltd., destined for much encouragement by the agency toppers here.

#### Plenty of Biz

From MCA's viewpoint there are a lot of English band and acts to work with and plenty of biz to be done. Possibilities of English orks getting into this country, of course, are limited by the stringent American Federation of Musician rules, but the flesh trade might expect to see a pick-up in exchange dates between countries as well as a revived traffic for American acts in England.

Some tradesmen here view the MCA push to England as tempted by the increasing amount of William Morris Agency biz being conducted overseas, particularly thru the English Forster Agency. But whatever the purpose, the Barnet tour definitely spells "big doings" for MCA in England and marks another important reflection of the growing internationalism of showbiz.

Petrillo ban. Deal was closed by Casindividual comedy turns, similar to the Records toppers George Howe and A & C's "Who's on first" routine Dave Miller, with Nate Friedman, attorney for A & C. Platters will be Gags suitable for disking will be distributed by Harry Leader Enterprises.

# Petrillo: 802 King Solomon

### Decish Hailed By Both Sides As a Victory

In Two Parts, One Each Way

NEW YORK, July 24 .- James C. Petrillo, American Federation of Musicians (AFM) prexy, Thursday (22) rendered a Solomon-like decision for the opposing factions in Local 802 that elicited victory claims from each side. His judgement came in the form of a letter in response to an appeal by anti-administration Unity Party leaders Max Arons, Henry Maccaro, Al Manuti and Herman Tivin (The Billboard, July 10) protesting the refusal of the local's executive board to carry out the motions passed at the June 14 membership meeting.

Petrillo's verdict split the difference by upholding the administration's ouster of Arons, Manuti and Maccaro from theater and recording and e.t. fund duties, but okaying the membership resolution designating the local's exchange floor as the place for membership meetings. The third moot point, disposition of the local's recording and e.t. fund, was not mentioned in his letter, but according to local Secretary Charles him over the phone that the administration was to proceed as they had planned and ignore the membership resolution that fund dispursement be suspended between October 1 and December 15.

Ineci Hails "Victory"

Iucci hailed the letter as "a great victory for the administration." The fact that the exchange floor had been okayed for meetings against the administration's wishes he termed as "unimportant." He said that the Blues Ticket brass had opposed the move only because of practical expedience and common sense, for the reason that the exchange floor had virtually no facilities for the conduct of a meeting. "We were upheld on the vital matter-the removal of inefficient executives from important union duties," he concluded.

Blue Ticket spokesmen, on the other hand, took a directly opposite stand on Petrillo's pronouncement. "The approval of the exchange floor is a complete victory for the membership," they told The Billboard. "We've been fighting for this for more than two years. It's the primary question in this fight between an autocratic administration and an aroused rank and file. It's going to mean more quorums, more membership, and more democratic expression of the membership's will-and that's just what McCann, Iucci and company don't want. We never doubted for a minute that Petrillo would uphold the will of the membership, which after all is the highest authority in our local."

Minimize the Rest

They minimized the upholding of their removal from exec duties, saying, "as far as we personally are concerned, we feel that the members' virtually unanimous decision to restore us to our respective positions proves that we were functioning efficiently and were removed for political expediency only." They now plan to ask Petrillo to reconsider his decision, on the basis that they were never given an opportunity to see the

(See Petrillo 802 on opp. page)

# To Get Face Lifting

NEW YORK, July 24 .- The Cafe Rouge of the Hotel Pennsylvania here, long one of the top name band slots in the country, will shutter for redecoration August 21. The room will be closed from four to six weeks with no ork yet designated for the reopening. The current bandstand tenant, Skitch Henderson, will remain at the hotel until the room closes. Redecoration will consist mainly of new draperies, rugs, furniture and a paint job.

Another band spot in the metropolitan area due to temporarily shutter in mid-August is the Pelham Heath Inn. The Bronx spot will be closed for about a month.

Heidt Magnolia Wax Spots PM Air Talent

HOLLYWOOD, July 24.-Horace Heidt expects to start pressing platters under his own label, Magnolia, and will release an album tagged Philip Morris Parade of Stars. Eightsided disk book will feature the talent Heidt has unearthed via his tertainment, Wiener announced that Philip Morris Lir show's coast-to- the public would be admitted free coast tours and will include Dick Contino, accordionist; Harold Parr, blind vocalist, and Richard Malari, impersonator.

Jucci, the Federation prexy informed to stores in a manner smilar to that on the line, and the management some sustaining programs are more followed by Phil Spitalny and his would doubtless have preferred to Hour of Charm platter books.

#### Watts Manages Clinton

NEW YORK, July 24. - Grady Watts became personal manager of monies. Wiener could not be reached the Larry Clinton ork Thursday (22). for comment as The Billboard went Clinton, now on tour in Ohio, will to press, but one of his assistants book into a New York location in the at the fair said that financial adjust-

### N. Y.'s Cafe Rouge | World's Fair Growls to Halt; Dog Nips Wiener

NEW YORK, July 24.-Music pubber George Wiener's World's Fair of Music promotion at the Grand Central Palace ground to a shuddering halt yesterday (23) and expired to the cries of wounded exhibitors and the promise of a law suit by Local 802, American Federation of Music

Intimations of doom for the project began to manifest themselves as early as Tuesday (20), second day of the fair, when Wiener was asked by 802 to deposit wherewithal to the tune of \$5,000 to insure payment for the musicians scheduled to perform. This would represent part payment on a total of some \$9,000 asked by the union, the balance to be delivered Thursday afternoon (22). Weiner paid only \$2,600, however, and on Thursday two union representatives appeared at the exposition with a cease and desist order and pulled the 60 tootlers scheduled to play a concert featuring Benny Goodman. Upon this sudden curtailment of flesh enof charge for the duration of the fair, scheduled to run until Sunday (25). This move, it is understood, was a last-ditch gesture to appease the Albums will be distributed directly exhibitors, who had already laid it time," says RH, "has proven that the shutter immediately. The fair managed to sweat out one more day, and then it closed.

> Officials of 802, meanwhile, are readying a suit to collect remedial (See World's Fair Growls, page 22)

#### Just for Jox

HOLLYWOOD, July 24. -MGM Records will try a new disk lockey promotion gimmick. beginning with firm's August 13 release by distributing special non-breakable pressings of all sides to the nation's platter spinners. Disks will feature a specially printed disk jockey label, with a pic of Leo the lion holding a miniature platter in his paw. Imprinted in the label will be the legend, "specially pressed for," and the name of the disk jockey inserted.

Disk's will be supplied by MGM, with individual distributors handling labeling and selection of disk jockeys. Plattery feels that inclusion of wax whirlers' names will give boys personal incentive for giving MGM disks that extra whirl.

### Himber's RH Log Sheet Sent to Pubs

NEW YORK, July 24.-The first edition of orkster Richard week's Himber's RH logging system, new rival for the Peatman sheet, was sent out to the music trade this week on the cuff.

Himber is seeking to get publisher subscriptions to his RH service at \$50 a month. His contention, as advanced on the flyleaf of his first week's re-cap, is that a "popular song is played on all programs."

"Careful analysis over a period of important than others and some commercial programs are more important than others, an average does prevail. Our point system is predicated on this average: One point for sustaining instumental; two points for sustaining vocal; four points for commercial instrumental and six points for commercial vocal."

On the claim that Peatman's listener-coverage, Hooperating - based system actually averages out in close proportion to his own point evaluations, Himber stated that he had made a nine-month breakdown of the Peat sheet to substantiate his allegation.

Deficiency of the RH system in that it re-caps the accurate logging system (with a spot-check as well as a double-check with network master log claimed to be maintained) which covers only programs heard in New York is only temporary, Himber says, As soon as practical, he will conclude arrangements to include programs emanating from Chicago and Holly-

wood but not heard in New York. One big selling point of the RH system comes with the tag-line, "all information available at all times, an obvious slap at Peatman who some pubs claim has refused to supply in-

Comparison of the first 30 songs in the Peatman survey for the week ended July 22 with the RH survey for the same period shows that 24 of the Peat-listed tunes were among the first 30 in the RH listing, altho the order varied. Six tunes in the Peat sheet's first 30 were listed from 31st to 41st place in the RH sheet.

NEW OHIO SPOT BOWS

ELYRIA, O., July 24.—Dance Theater, new outdoor dine and dance spot with accommodations for 2,500, located 10 miles from Elyria, made 10 ton's ork. Al Jewell, of the Reserve Booking Agency, is supplying the spot with bands thru C. R. (Chuck) Campbell, of GAC in Cincinnati. Ray Anthony comes in for a week opening Monday (25); Dean Hudson is sel for August 2-8, with Sam Donahue, Al Cassacty stated to follow.

opyright Ed into enal

## BBC Urges Slice in Airing Of American Tunes; Writer Yelps, Dollar Flow Cited

Only 25 Per Cent of Pops in Britain Are Native

LONDON, July 24.—The British Broadcasting Corporation (BBC) has taken steps to push American songs into second position as far as the airing of music is concerned. Orders sent to singers and band leaders by the BBC urge them to use more new British songs in their programs. This action has the backing of Harold Wilson, president of the board of trade, who formation when requested, stated at a Performing Right Society luncheon: "We must not take and play everything American in preference to British compositions merely because it is American." The BBC action followed protests to the broad-

casting house from the Song Writers' Guild of Great Britain and the 40 British publishers of popular songs.

The guild, representing 157 song writers, produced statistics to show that British songs had only a 19 per cent share of home radio time with himself expressing resentment at the American songs. The publishers complained that too much time has been given to old songs with only about 214 per cent of broadcast songs being of American-held copyrights in Eng-

of popular songs are British. This is said to be the result of thin air time given British numbers.

Yanks in Demand

for the tunes and singers from Amer- product is seen as representing an ica, which is causing great concern issue based on much more than pure Sonny Dunham, Victor Lombardo and in the music world here and has aesthetic or prestige values.

partly caused the BBC directive to be issued. Concern over the song situation is also known to be with the English financial crisis, with Wilson fact that PRS payments to the American Society of Composers, Authors and Publishers for the performance land (reportedly some 325,000 It is reported that only 25 per cent | pounds) far exceeded the return bow Monday (19) with Larry Clinmonies collected by PRS for American performance of British tunes. In view of the government's long-announced drive to secure a better balance of "dollar credits," this appeal Listener demand in Britain is all for more attention to native song

### ASCAP Mulls Fed Court's Anti-Trust Ruling; Clearing At Source Offers Problems

#### Performance Rights Snarled; Higher Court Appeal Due

NEW YORK, July 24 .- After a full Thursday session devoted to discussion of Federal Judge Vincent Leibell's anti-trust ruling against the society, the board of directors of the American Society of Composers Authors and Publishers (ASCAP) scheduled another meeting for Monday (26) to figure a way out of the dilemma posed by Leibell's ruling. Veteran ASCAPers deprecated the flood of "prematurely enthusiastic propaganda" flowing from film exhibitor circles, however, pointing out that the Leibell decision is only a prelude to an appeal to a higher court, possibly the Supreme Court,

and settles nothing permanently and inally.

But the society was not mitigating its "hot potato" entirely, not with Broadcast Music, Inc., preening itself on its "clearance at-the-source" methods of collecting film revenue (synchronizization fees presumably include the performance-right, all payable by the motion picture producer) nor with a flood of newspaper publicity suggesting that ASCAP is a nonolopy acting against the antirust laws.

#### 'ASCAP's Defense

The society's defense takes the sual grounds beknownst to music eterans. Leibell said motion picture roducers should pay for performance rights, not exhibs; the society's conention is that long ago it sought such elegrance at the source, but the film ndustry would never accept it. ASCAP's point is that Leibell would orce them to go to the producer, but here can be no doubt that the prolucer would pass the music charge long as cost to the exhibitor. As ir as the exhibitor's holding better pargaining power via film rentals han with seat-tax license fees exicted by the society, the music org holds this to be moot, with the likeligood that producers forced to pay in dvance for performance fees would ither go thru a tortuous routine of iting playdates for every film, or neet a maximum charge asked by ASCAP from which they would set a new higher rental fee for exhibs.

Rank and file of ASCAP (the auhors) are the most perplexed by he Leibell verdict. If performance ights for film shows are tossed back o individual members of ASCAP, he administrative cost and difficules of obtaining clearances constiute a major headache for penners.

#### Appeal's Chances

Legally, ASCAP reps feel that an ppeal and stay against Leibell's rul- to anyone but the producer. ng and coming injunction has an exellent chance of passing. They reall that the well-quoted Judge Nordve decision in Minneapolis some ime ago completely clashes with eibell's findings. Nordbye had coninded in his decision upholding SCAP that (1) question of whether SCAP was a combination against xhibs would still have to pay for se of music and (2) historically the ath and progress of the film indusy necessitated the dual synchroerformance fee, and the duplication vas not a condition which could be aid at ASCAP's feet.

Neutral observers are convinced nat ASCAP's assurances that "we ould be happy to clear at the source" re not entirely well-received inernally. It is pointed out that almost alf of the ASCAP publisher voting ower consists of firms which are introlled or owned by motion picture Tho these publishers. resumably, would be forced to act or the greater good of ASCAP, the Im ties are expected to exert their ifluence on some of the possible resurses to the Leibell decisions. How ould be to accept the principle of cisco) Kona Club August 19. As re- going to "retire."

paying ASCAP a performance fee in addition to the synchro fees paid individual pubs is something only the producers can hazard, but in view of the present state of box office, the normal impulse of the industry would probably be to reject any change that puts a higher price on the finished product.

#### "I Told You So"

In some quarters the sharp kick of the Leibell ruling prompted "I told you so's" from those tradesmen who had defended ASCAP's Dick Murray some months back when he was criticized for proceeding too slowly on theater-licensing policy. Murray, it was remembered, had urged more caution, thought and diplomacy before committing the society to hitting the exhibs up for higher music-use rates, but he was rapped unofficially by proponents of the "get more now" school.

The gist of Judge Lethell's ruling in Federal District Court Tuesday (20) held that ASCAP had been violating anti-trust laws by chargg license fees to theater owners exhibiting films containing ASCAP music. The decision came in response to a suit filed in April, 1942, by 164 owners of 200 picture houses, asking that the license requirement be done away with, on the ground that since they must pay film producers for the right to exhibit ply, the ASCAP fee makes it a double charge. The decision stated that ASCAP had conspired with film producers by causing to be included in producer-exhibitor contracts a clause directly or indirectly requiring ex-

#### Injunction Advised

ASCAP as a condition to showing films.

hibitors to obtain a performance license from

Judge Liebell instructed the plaintiffs to seek an injunction, which he will sign, restraining ASCAP from requiring exhibitors to pay icense fees as a condition to showing pix. He denied the exhibitors the \$900,000 in damages they asked, however, on the grounds that they had suffered no loss or injury. In addition to voiding the licensing fee, the njunction will also:

(1) Restrain ASCAP from refusing to grant producers performance rights to their music when it is included in films.

(2) Bar ASCAP from licensing these rights

(3) Direct ASCAP to return performance rights for film music to the copyright owners. Judge Liebell charged that "almost every part of the ASCAP structure, almost all of ASCAP's activities in licensing motion picture theaters involves a violation of the antitrust laws." Referring to ASCAP's attempt in 1947 to raise aubstantially the exhibitors' fees, he said: "The plaintiffs are entitled to have the court exercise its equitable powers to prevent th reoccurrence of what happened in 1947 and to have their rights adjudicated nti-trust laws was not to the point. and protected by decree." The theater owners association assented to the suggested 1947 increase in preference to proposal by ASCAP to base fees on box-office intake.

> Current charges are 10 cents a seat for houses with capacity of 499 seats, 1215 cents to 799; 19 cents to 1,599, and 25 cents for 1,600 or more. The evidence cited by the judge shows that ABCAP has over 1,000,000 musical compositions in its jurisdiction and controls between 80 and 90 per cent of music suttable for film synchronization.

#### Cole Inks Comfort To Replace Miller

HOLLYWOOD, July 24.—Bass ace Joe Comfort will replace Johnny Miller in the King Cole Trio immediately following group's closing at the Los Angeles Million-Dollar Thea- left the group to join his brother's ter (August 10-16) and will play his Johnny Moore's Three Blazers unit. first date with the Cole threesome Miller made no explanation for pubaxious the motion picture producers when it opens at El Cerito (San Fran- lication, stating only that he was

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

#### Les Brown

(Reviewed at Hollywood Palladium, Hollywood. Personal manager Don Kramer. Booked thru Music Corporation of America.)

TRUMPETS: Frank Beach, Wes Hensel, Bob Fowler and Hob Higgins.

TROMBONES: Ray Klein, Ray Sims, Ralph Pfiffner and Stumpy Brown.

SAXES: Jack Tunker, Abe Most, Dave Pell, Butch Stone and Eddy Scherr.

RHYTHM: Jeoffrey Clarkson, plano; Tony Rizzi, guitar; Ray Leatherwood, bass; Jimmy Pratt, drums. VOCALISTS: Elleen Wilson, Ray Kellogg,

Butch Stone and Stumpy Brown. ARRANGERS: Les Brown, Frank Comstock, Bob Higgins and Ben Homer.

Les Brown proved his drawing power the first night when he packed the Palladium to the rafters. There are at least two reasons for Brown's ability to turn the tide for the local showbiz slump: First, band has defin-

itely enhanced its following as a result of its weekly niche on the Bob Hope show. Secondly, it's one of the hardest working and best sounding aggregations to face the Brown

baton.

Brown gives the customers what they want, yesteryear items balanced by current hits. With the current trend favoring novelties, batoner wisely dishes out a healthy helping. To supplement an already strong and earworthy vocal department of Eileen Wilson and Ray Kellogg, he continues to use Butch Stone for the novelty numbers and has added Stumpy Brown to give Butch a hand. Hence, ork's instrumental versatility is matched song-wise. Miss Wilson and Kellogg can blend their pipes to polish off I Don't Know What to De Without You, Baby; Kellogg can get the mood sweet and dreamy for What's Good About Goodbye?, Miss Wilson can capture the pastorale quality of Nature Boy, while Stumpy and Butch can take over on such ditties as My Baby Likes to Be-Bop, Baby Face, etc.

Ork's over-all playing style reveals a general toning down from a standpoint of dynamics and tempo, which vary from the easy, danceable ballad rhythms to the zippy novelties.

If Brown can maintain his boxoffice power displayed here, ork might hit the top rung of the moneymaking band ladder. Lee Zhito.

#### Elliot Lawrence

(Reviewed at Cafe Rouge, Hotel Pennsylvania, Philadelphia. Personal manager, Stan Lee Broza. Booked by General Artists Corporation.)

TRUMPETS: John Dee, Walt Stuart, James TROMBONES: Vince Forest, William Dinnis,

Robert Plags. PRENCH HORN: Fred Schmitt. REEDS: Joe D'Addarlo, Bruno Rondinelli, Joseph Soldo, Lou Giamo, Merle Bredwell.

OBOE AND ENGLISH HORN: Bud Pecha. RHYTHM: Howle Mann, drums; Lou Pa-

ombi, bass; Lou Mella, guitar. VOCALS: Ros Patton, Jack Hunter. ARRANGERS: Frank Huntermark, Nelson Riddle. PIANO, ARRANGER AND LEADER: Elliot

In the two years since Elliot Lawrence displayed a highly promising ork at the Hotel Pennsylvania, his band should show signs of maturity befitting an ork which has enjoyed some measure of success in collegiate circles and on one-nighters.

Currently there is new polish in the band presentation; Lawrence has

ported in The Billboard last week, Miller's departure means that the last of Nat Cole's original group will be

Previously guitarist Oscar Moore

picked up some needed fronter poise. But the intrinsic musical product which helped sell Lawrence at the outset is showing signs of deteriorating rather than developing.

Perhaps the musical letdown is to be blamed on outside arranging assignments, since the best work in the library is that which Lawrence either wrote or sketched. These are marked with distinction, particularly by the employment of the odd yet effective sound created by the oboe and/or English horn to carry the melody, with equally effective background use made of the French horn, bassoon and tightly written trumpet figures. But many of the newer additions to the book employ an ordinary fivereed blend which, in scoring and execution, is disappointing coming from an ork with the eminent reputation the Lawrence crew has accrued. Further, the library displayed on the night caught was limited to Lawrence's recorded items, standards, several instrumentals and too few familiar current pops.

#### Youthful Buoyance

In its favor, the ork still retains much of its youthful buoyance. Roz Patton has improved in appearance and sings infectiously, if not well, while Jack Hunter remains one of our better boy band vocalists. The oboe-English horn sound is fine, as are many of the vocal background cleffings. Tempos are slightly brighter than those once prevalent in the ork, tho they still are a wee bit on the slow side for ballad fox trots. And, of course, there's Lawrence's pianoing, which, like much in the band, is effective if not great.

The total letdown is comparatively slight, but nevertheless noticeable. Lawrence and his management are wary enough to know that at this stage of the game any further letdown could mar the tremendous future potential which this band still possesses.

Hal Webman.

### Petrillo 802 King Solomon

(Continued from opp. page) letter to the Federation in which local Prexy Richard McCann stated the reasons for their removal. Their feeling is that if they had been allowed to respond to the charges, Fetrillo might have upheld the membership resolution reinstating them.

Petrillo's decision approving the administration's ouster of the three was based on the thesis that the membership meeting had "exceeded its authority in attempting to intrude upon matters exclusively within the province of the board . . . the subject matter of the resolution was a rule for the internal government of the board. Authority to enact such rules is conferred upon the board by Article I, Section 7, which provides that 'the executive board shall adopt rules for its own government consistent with the constitution and bylaws." A further limiting clause quoted by Petrillo-and it is known that on this McCann based his justification for ignoring the membership resolution-states that board members who are not officers "shall perform such additional duties as shall be assigned to them by the executive board." McCann brought this to Petrillo's attention, with the interpretation that what the board assigns the board can take away-and the AFM boss aproved.

As to the exchange floor motion, Petrillo's stand was that it was not an infringement of administrative function, and nothing in the by-laws prohibits the members from selecting their own meeting place.

### MBOA Seeks Antidote for 1-Nighter Ills; Calls First Confab With Non-Members

GAC Sends Sinnott as Rep; Cut-in-Prices Talk Due

NEW YORK, July 24 .- As part of a general drive to diagnose and perhaps cure the ills in one-nighter band biz, the Midwest Ballroom Operators' Association (MBOA) is planning as part of its annual conclave, to conduct a round-table discussion with non-member music biz participants. This will mark the initial MBOA meet at which such nonop members will participate. Already known to have received an invitation to the conclave is Howard Sinnott, General Artists Corporation (GAC) one-nighter department chief out of the New York office of the aires were considered as possible suc-

The MBOA conclave is agency. skedded to be held in Chicago Sep-

tember 21 and 22.

One of the chief topics due to be raised at the round-table conference involves probabilities for lowering admission prices. In many music biz quarters, tradesmen have contended for months that ork prices finally have been lowered because of ops' complaints that high band prices had ruined their biz. Now that the ork prices have in most cases come down to what they consider a low level, the tradesters are throwing back to the ops the complaint that the music and passport and taking the necestake is down but the admission price still remains at the wartime level.

Sinnott, who will accept the invitation to sit in on the conference. plans to air grievances against ops who have neglected their ballroom surgery. operation, both in physical appearance and in promotion of their dances. Agency men, since the bad biz set in,

(See MBOA Seeks on opp. page)

### Heebner Mexico Trek Postponed

HOLLYWOOD, July 24.-Sudden and serious illness striking in Walt Heebner's family forced the RCA Victor artist and repertoire chief to temporarily abandon his disking mission to Mexico. After securing his visa sary medical innoculations, Heebner at the last minute was forced to let his Mexico City-bound plane leave without him as he rushed his wife to Queen of Angels Hospital for major

Mexico waxing session is still on the privilege of maintaining booths Background for Stardom airer and schedule and he will leave as soon at the fair for the scheduled seven dickering for a fall commercial radio 'as his wife's condition warrants.

### Extra Attractions In Economy Move

HOLLYWOOD, July 24.-Hollywood Palladium is considering two changes in its current policy: (1) Abandon its use of additional attractions to appear with the regularly booked bands; (2) dropping intermission orks in favor of an electric used by the Sunset swank dancery is Helen Forrest, currently sharing the Palladium spotlight with the Buddy Rich group. Use of attractions was originally inaugurated to boost biz but the slump has not been hurdled despite the presence of the attraction. Altho the Pied Pipers and Moderncessors to Miss Forrest, Palladium has failed to book them and is reportedly ready to drop the attraction Perry, also in A & R department,

Terpsery is also seriously eying use of an electric organ for intermission music-making instead of its to change in his status within traditional second band. Currently giving the Rich men a breather is Nestor Amaral's rumba combo (6). If house decides in favor of a Hammond, move would be the second economy measure taken by the Palladium in recent times. First was when Palladium started to black out on Monday nights, thereby eliminating the use of an off-night band.

#### WORLD'S FAIR GROWLS

(Continued from page 20) ments would be made for exhibitors, Heebner told The Billboard that the who had paid varying amounts for

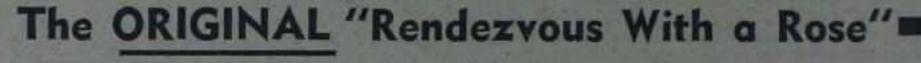
### Palladium May Ax Joy Gets Decca Walking Papers

HOLLYWOOD, July 24. - Unles. takes a healthy upswing Leonard Joy, top Coast man for Dece Records, will be dropped by the plattery before end of the year. Joy, who has been heading Decca's Hollywood A & R set-up the past four years, has been put on notice in a drastic econorgan. First added attraction to be omy move. Reason for Joy's exit is said to be purely financial, since he is Deccas highest paid recording execsecond only to Dave Kapp.

> Should Joy leave, other cuts in the Hollywood operation will follow, Decca topper Jack Kapp is said to be considering consolidation of firm's Coast recording offices with plant and distribution departments. Joe would shift to sales. Perry recently completed a good-will trip, visiting Decca's Alaskan dealers, which points short time.

> No successor to Joy is being talked about, but the berth would probably fall to either Morty Palitz or Monroe Wayne. Palitz has been shuttling between the Coast office and New York for past year, while Wayne is a longtime Decca employee familiar with Coast operations.

Joy is one of the top veterans in disking field, having spent 18 years with RCA Victor before joining Decca. He is expected to continue in the record industry in addition ! stint as conductor of radio studio orks Currently he is batoner on Mutual stanza.





The Nations Latest Love Song BACKED UP BY "YOU DIDN'T BELIEVE ME (DID YOU)"

Featuring the Romantic Tenor Voice of DICK WONG

with J. JACK STOUT at the ORGAN

Ask to Hear This Beautiful Ballad

D&D RECORD

It's TREMENDOUS-The NATION'S Newest SENSATION "RENDEZVOUS WITH A ROSE"

On D & D Record #45-1903

Wire, Phone or Write to

DEB'S MUSIC SYNDICATE

318 W. 10TH ST.

Phone Victor 6942

KANSAS CITY, MO.

for all

WHITE CHURCH (Religious) RED BARN (Hillbilly) RECORDS

D & D (Popular)

Sepyed led in Salal

# A National Accounting of Disk Jockey Activities

ATE FLASHES . . . Joe Franklin, of the fabulous old-time platter erary, starts two new shows at WMCA August 9. Records To Remember, e hour daily across the board, will feature disks of stars of the past, with 'phantom voice" contest, winners receiving albums of rare platters from e's collection. Echoes of the Big Time, a half hour daily, spotlights rate sks by headline performers. . . . Howie Lund, one of Cleveland's most pular jocks, severed relations with WJMO after more than a year of axing wax popularity. . . . Dave Baylor, the station's general manager, ade the announcement without explaining details, and Lund also is mum. ck's several daytime shows have been split up among Gene Carroll, Bud endell and Marty McNeeley. . . . Billy Eckstine's National platter of phisticated Lady selected record of the month by the Michigan Phono sociation in conjunction with a promotion shared by Detroit deejays. . . . die Newman will be top jock at Newark's new wattery, WVNJ, AM and I, bowing September 1.

CHICAGO CHATTER . . . Eddie Hubbard, Ernie Simon, Linn Burton and Dave Garroway take their second disk jockey show into the Chicago Theater August 13 for two weeks, with acts as yet unselected. . . . Harmonicats' flack, Sam DeCara, working a giveaway deal with local jocks. Tony Forest, Jim Hamilton, Marty Hogan and several others, to give the listener who sends in the best letter on why they enjoy Cat platters a \$1.500 jackpot of prizes. . . . Lin Burton, ex-semipro baseballer, led the radio announcers in their tie game with the Chi Cardinals baseball team. Other jocks in the lineup included Ernie Simon and Marty Hogan. . . . Bud Chase has moved from Kokomo, Ind., to WEMP, Milwaukee.

OTHAM GLEANINGS . . . When WHOM moves to new quarters the Hickory House Building on 52d Street in August, their After Hours ing Show, co-piloted by Willie Bryant and Ray Carroll, is set to be ended to an all-night deal. . . . Edmundo Ros, England's fave L-A batoneer a visit here, doing a guest junket this week on a dozen local jock programs.

STRICTLY FROM DIXIE . . . WDUK's (Durham, N. C.) jockette. Dee Deering, seems to have a penchant for getting platters with label errors. She writes: "When I got Basie's Robin's Nest, which should have been spelled Robbin's Nest. I mentioned it to the Count when he quested on my show and found that he had not been informed of it before then. Now I have a new Bullet recording of Cecil Gant Trio doing a number labeled If It's True-but the entire vocal is done 'Is It True?' Many's the slip between pressing and labeling these days." . . . Eddie Gallaher, WCOP. Washington, adds a morning stint to his schedule beginning August 2. He'll do a 40-minute seg of the Sundial show. . . . Tom Daisley, WNOK, Columbia, S. C., polled his Jukebox Review listeners for their preference between old style jazz and the progressive kick. The old-stylers outscored the bopsters five to four, and that's the ratio Tom is going to work by. . . . Stan Warren, WSAP, Portsmouth. Va., arranged to have Xavier Cugat visit one of Stan's fans in the hospital last week. The fan had injured his back while swimming, resulting in paralysis from the neck down, and when he heard that Cugie, his favorite bandleader, was appearing near-by, he asked Stan to try to bring him in. Stan promptly concurred.

TITCHES . . . Johnny Bradford, WRC, Washington, has the only c jockey show in town featuring live music. Johnny, who has recorded Victor, warbles to the accompaniment of Charlie Cliff's flesh foursome. Robert Snyder, WPTR, Albany, N. Y., would like to learn in what ntry the fountain pen known as Osmia is manufactured. The pen was sented to Bob by a Russian colonel while he was deep within Russian s covering a story as an army combat correspondent. He wonders ether the pen was made in Russia or liberated from another section. . . . Dinsmore, formerly with WCOP, Boston, has joined WBEN, Buffalo, to a Luncheon Club platter show five times weekly. . . . When the Disney lody Time flicker played Cleveland recently, Walt Kay, jock of the lody Time platter show on WJW, gave listeners 600 free tickets to the

COAST CUTTINGS . . . Bert Hallberg and Bob Gleason, KBRO, Bremerton, Wash, are running a contest in connection with Ted Straeter's Sonora waxing of The Most Beautiful Girl in the World. Listeners are asked to write in describing T.M.B.G.I.T.W. using song titles. Daily, weekly, and a grand prize of a radio reward the winners. . . . Frank Arthur will "Jack Eigen" from San Francisco's Burma Club via XSAN beginning August 2. The show will have a "bring your own record" twist.

NNECTICUTTINGS . . . Ed Weston, staff announcer at WCCC, tford, has started a new disk jockey show for youngsters, Tunes for Tots, days thru Fridays for a half hour. . . . Walter Nielson, WCCC's program ctor, reports the addition of a new show to station's roster, with love gs and love letters combined in a 15-minute daily shot thru the week. ren Journey, program chief of WFEA, Manchester, N. H., married ner WFEA receptionist Ruth Crane, and jockeys in the New England sent best regards to the couple. . . . Ben Hawthorne, WTHT, Hartford, a fling at summer stock the other week, starring in Pursuit of Happiness suburban strawhat theater.

#### OA SEEKS

(Continued from opp. page) attributed a good portion of the to shoddily kept ballrooms and equate publicity.

nnott also plans to revive inst in the National Dance Week notion which was supported by Billboard last year but plans for ch fell thru when the booking ries couldn't get together. He ses that if the other agencies

he will tell the MBOA membership that GAC will carry the ball for the promotion. But he points out that even if GAC works on the dance week idea alone, it would not be a concentrated promotion for his agency's properties.

Sinnott also has been invited to sit in on a conclave of the recently formed Ballroom Operators' Association of New England (BOANE), with this org displaying equal interest in 't willing to co-operate this time. | mapping out an antidote for bad biz.

A special listing of Decca records based on actual sales . . . your guide to the sure-fire hits of today and tomorrow.

# THE ORIGINAL!

coupled with "TUMBLING TUMBLEWEEDS"

#### OF THE PIONEERS SONS

Decca 46027

		BE	ST S	ELL	13.	S	
	1	MY HAPPINESS TEA LEAVES				ELLA F	TZGERALD Decca 24446
	2	LITTLE WHITE LIES The Treasure Of Sierr	a Madra .			DI	CK HAYMES Decca 24280
	3	MAYBE YOU'LL BE T Dark Eyes					
	4	PUT 'EM IN A BOX, T (And Throw 'Em In 1	PECKER TE 'EM WITI The Deep Blu	H A RIBE e Sea)	ON .	ANDRE	NNY KAYE- WS SISTERS Decca 24462
	5	RUN JOE All For The Love Of	LII			LOU	IIS JORDAN Decca 24448
	6	EVERY DAY I LOVE	YOU			DI	CK HAYMES Decca 24457
	7	IT'S MAGIC It's You Or No One .				DI	CK HAYMES Decca 23826
		FRIENDLY MOUNTAIN The Kiss In Your Eyes					
	9	YOU CAN'T BE TRUE Nature Boy					
		I HATE TO LOSE YOU Toolie Oolie Doolie .					
			COUNTR				
	SE	AMAN'S BLUES AITING FOR A TRAIN				ERNI	EST TUBB
	TH FC	AT WILD AND WICKER PREVER IS ENDING TOE	LOOK IN	YOUR EY	Ε	ERNI	EST TUBB
	TH	E BEAUT FROM BUTTE				DICK	THOMAS Jecca 46132
	DO I'A	ON'T MAKE ME GO TO M WALTZING WITH A BROKEN HEART	BED AND I	CUMI	BERLA	ND VALL	FOLEY & EY BOYS
	YC	OU NEARLY LOSE YOUR AIN'T GOIN' HONKY	MIND A	NYMORE		ERNI D	ST TUBB ecca 46125
d			SEPIA				
	TE	ACH ME TO BE RIGHT Y DOWN YOUR SOUL		with SA	STER M PRIC	ROSETTA	THARPE ecca 48083
1	BE	AMS OF HEAVEN SIST	ER ROSET	TATHA	PPR	JMADID	ECATE COPPE
۱	17	HAT COULD I DO MUST SEE JESUS , .	MAL	RIE KNI	GHT	and SAM P	
		R CRY L DOG				BUDDY J	OHNSON ecca 48076
- 18	YO	U'LL GET THEM BLUES			100	RUDDY	CHATCON

I WONDER WHERE OUR LOVE HAS GONE . . . . Decca 48040

All Records Listed \$.75 Each, Exclusive of Taxes

BUDDY JOHNSON

CANADIAN CAPERS

BYNG WHITTEKER In Toronto Byng does a lot of free lance shows, concentrates on CJBC where he originates his popular "Byng Time" stanza, It's on from 1 to 3 pm every day, spots every type of music from Blue Barron to Stan Kenton.





The Current Champ

Vocal by The Ensemble

If I Can't Have The One I Love Vocal by Francey Lane

on Sig 15205

The Contender -

POOR BUTT

Vocal by The Ensemble

Night And Day Instrumental

on Sig 15196

The Dark Horse-

Vocal by The Five Beach Boys

Allah's Holiday Instrumental

on Sig 15215

Johnny Long is an Exclusive Signature Artist



MUSIC POPULARITY CHART Billboard The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is de-isomined by a scientific tabulation of various degrees of each song's Week Ending copularity as measured by survey features of The Billionard's Music July El Popularity Chart.

### HONOR ROLL OF

The title "HONOR ROLL OF HITS" is a registered trade-mark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made with out The Billboard's consent.

This West

1. WOODY WOODPECKER

Records available: Kay Hyser, Columbia 38197; the Honey Dreamers, Mercary 5154; M. Blanc-The Sportemen, Capitol 15145; Gene Carroll, Animal 170; Danny Kaye-Andrews Staters, Decca 24462.

(No information on electrical transcription libraries available as The Billboard goes to gress).

By Tibbles and Idries

2. MY HAPPINESS

By Betty Peterson and Borney Bergentine Published by Blasco (ASCAP)

Records available: R. Deauville-Novelle Harmonica Trie, Bullet 1832; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitsperald, Decca 24446; A. Dale, Signature 18206; J. Laurens, Mercury 5144; The McEay Trie, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Viocent, Dama 20-17; Derothy Morrow Eusemble, Victor 20-2965.

(No information on electrical transcription libraries available as The Biliboard goes to press.)

3. YOU CAN'T BE TRUE, DEAR

Based on a composition by Hans Otton and Gerhard Ebeler Published by Biltmere (ASCAP)

Records avallable: Ken Griffin, Broadcast G-4006; Ken Griffin, Roudo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; B. Deauville-Nevelle Harmonica Trio, Bullet 1012; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24419; The Martin Sisters, Columbia 38311; R. Brooks, Musicraft 568; D. Jam Victor 20-2944; L. Stewart, Bandwagon 501. Destrical transcription libraries: Jack White Ork, London.

4. YOU CALL EVERYBODY DARLIN' By Sam Martin, Ben Trace and Clem Watts

Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 1023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennestee (Silm) King, Apollo 161; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 38288. Electrical transcription libraries: Al Trace, Lang-Worth.

By Waiter Donaldson 5. LITTLE WHITE LIES Published by Bregmen-Vocco-Conn (ASCAP) Records available: Dick Haymes-Gordon Jenkins Ork, Decen 24240; Dinah

Shore, Columbia 38114; Mel Torme, Musicraft 550; M. Davis, Jewel GN-2002; S. Gibson, Mercury 5085; Tommy Dorsey, Victor 27521, Electrical transcription libraries; Les Brown, World; Hugh Waddill, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus; Ike Carpenter, Standard.

6. LOVE SOMEBODY

By Kramer and Whitney Published by Kramer-Whitney (ASCAP)

Records available: Doris Day-Buthiy Clark, Columbia 28174. (No information on electrical transcription libraries available as The Billboard goes to press.)

By Billy Reid 7. A TREE IN THE MEADOW Published by Shopiro-Bernstein (ASCAP)

Records available: S. Browne, London 121; P. Fennelly Ork, MGM 16211; J. Laurenz, Mercury 5146; Monica Lewis-Amer Brothers, Decca 24411; J. Less Ork, Victor 26-2965; Margaret Whiting, Capitel 15122; B. Johnson Calumbia 38219; B. Lester, Rainbow 70015.

Electrical transcription libraries: Cyril Stapleton Ork, London.

Sammy Cahn and Jule Styne blished by Witmark (ASCAP)

From Warner Bros.' "Romance on the High Seas."

Records available: Vic Damone, Mercury 5118; Doris Doy, Columbia 38185;
Dick Haymes, Decen 23826; Buddy Kaye Quintet, MGM 10187; Gordon Machae,
Capitol 15072; Tony Martin, Victor 20-2862; Harah Vaughan, Musicraft 557.
(No information on electrical transcription libraries available as The Billboard goes to press.)

Records available: King Cole, Capitol 15654; Frank Sinatra, Columbia 38218; E. Manson-A. J. Jones, Rainbow 10070; Dick Haymee-The Song Spinners, Decra 24439; H. Jeffries, Exclusive 16X; S. Vanghan, Musicraft 167; J. Laurens,

By Eden Ahbez Mercury 5134; D. James, Victor 20-2944; A. Young-Mantovani Concert Ork,

London R 10013. Electrical transcription libraries: Curt Massey, Standard; Jack White Ork,

10. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)

By Vaughn Horton and Chas. K. Harris (ASCAP) 5065: Andrews Sisters, Daces J. Denis, London 201; V. Ror-

Records available: The Alpine Belles, Plint 24180; Dana Serenaders-M. Chimes, Dana 2011 ton and His Polka Debe, Continental C-1222 28-1114; The Larkin Sisters, Spiro S-5505; Th H. Rene Musette Ork, Victor Sportsmen, Capitol 15077; The Martin Sisters, Columbia 32211; J. Day, Mc M. 18190; V. Zeembrucki, Con-

(No information on electrical transcription libraries available as The Billboard goes to press.)

Copyrighted marginal

SE THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

On The

### HONOR ROLL OF HITS

2. MY HAPPINESS

DOROTHY MORROW ENSEMBLE

RCA Victor 20-2965

3. YOU CAN'T BE TRUE, DEAR

DICK JAMES

RCA Victor 20-2944

TOMMY DORSEY

RCA Victor 27521

7. A TREE IN THE MEADOW

J. LOSS ORCHESTRA

RCA Victor 20-2965

8. IT'S MAGIC

TONY MARTIN

RCA Victor 20-2862

9. NATURE BOY

DICK JAMES

RCA Victor 20-2944

10. TOOLIE OOLIE DOOLIE

HENRI RENE

RCA Victor 25-1114



Ready, Set, Gol Seventh Avenue Express

COUNT BASIE

RCA Victor 20-3003

A Woman Always Understands

At The Flying "W"

TEX BENEKE

RCA Victor 20-3001

This Is The Moment I Ah, But It Happens

TONY MARTIN

RCA Victor 20-2958

If I Could Be The Sweetheart of a Girl Like You

It's My Lazy Day

VAUGHN MONROE

RCA Victor 20-3000

Mama's Gone, Good Bye Early in the Morning

FREDDY MARTIN\*

RCA Victor 20-3004

I'm Gonna Get Tight Dizzy Strings

CHET ATKINS

RCA Victor 20-3006

Easy Payment Blues I'm a Tired Cowbay

ZEKE MANNERS

RCA Victor 20-3005

### chythm e blues

Can't Tell A Lie to Myself My Blue Heaven

DELTA RHYTHM BOYS

RCA Victor 20-3007

I Know My Baby Loves Me Roaming and Rambling

TAMPA RED

RCA Victor 20-3808

SPIRITUAL

Lead Me to the Rock Heavenly Gospel Train

HEAVENLY GOSPEL SINGERS\*

RCA Victor 20-3009

INTERNATIONAL NOVELTIES

Paul Jones Rumba Linda Mujer 1

IRVING FIELDS

POLISH -

RCA Victor 26-9039

Old MacDonald Behind the Barn

SILVER BELL ORCHESTRA

B. WITKOWSKI, DIRECTOR

RCA Victor 25-9186

### THE AMERICAN BANJO ALBUM

NATHANIEL SHILKRET AND ORCHESTRA, REX SCHEPP, BANJO SOLOIST Old Black Joe and Down South

Holiday for Strings and Sand Dance Serande Rhapsadie and Banjo Concerto RCA Victor Album P-218

RCA Victor 20-2936 RCA Victor 20-2937

RCA Victor 20-2938

the statis who make the hits

Friendly Mountains The Old Piano Polka

Meadowlands

Cool Water

Boogle Honky Tonky

Cuckoo Bird Waltz

\*Pe-issued by Popular Demand1

VAUGHN MONROE

RCA Victor 20-2722

TEX BENEKE

RCA Victor 20-2098

SAMMY KAYE

RCA Victor 20-2922

ZEKE MANNERS

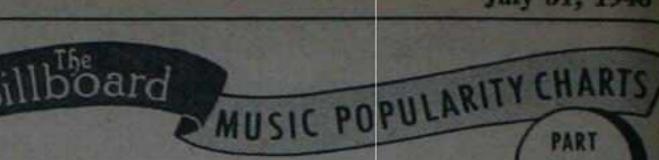
RCA Victor 20-2875

ROOSEVELT SYKES

**ECA Victor 20-2902** 

HENRI RENE

RCA Victor 20-3062



Sheet Music

PART

Week Ending July 23

#### 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.

	P	OSITIO	320	
		Last	Thin	
		Week	Week	Publisher
	13	2	1.	MY HAPPINESS (R)
188	16	-1	-2.	YOU CAN'T BE TRUE, DEAR (R)
	9	3	3.	WOODY WOODPECKER (R)Leeds
	3	5	4-	A TREE IN THE MEADOW (R) Shapiro-Bernstein
	4	9	5.	YOU CALL EVERYBODY DARLIN' (R)
	7	7	6.	IT'S MAGIC (F) (R)
	14	6	7.	LITTLE WHITE LIES (R) Bregman-Vocco-Conn
	28	8	8.	NOW IS THE HOUR (R)Leeds
	4	11	9.	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON' (R) Remick
	3	-	10.	LOVE SOMEBODY (R)
	16	4	11.	TOOLIE OOLIE DOOLIE (The Yodel Polks) (R) Chas. K. Harris
	6	13	12.	MAYBE YOU'LL BE THERE (R)Triangle
	1	-	13.	IT ONLY HAPPENS WHEN I DANCE WITH YOU
			10.00	(F) (R)
	3	14	14.	CUCKOO WALTZ (R) Chas. Hansen
	14	10	15.	NATURE BOY (R)

#### ENGLAND'S TOP TWENTY

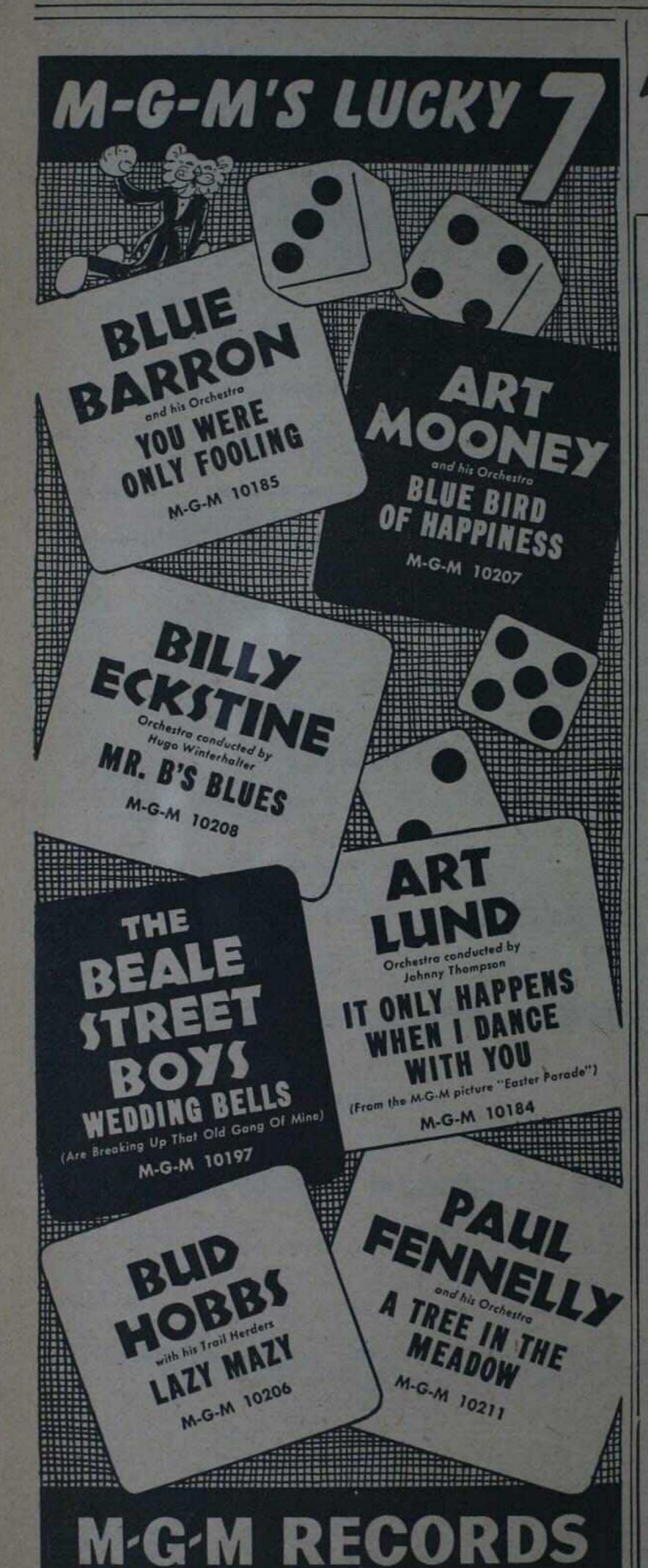
F	OSITIO	ON.	
Weekn	Last	This	
to date	Week	Week	GALWAY BAY Box and Cox *
13	1.00	1.	UFACTOREAVED
8 7	2	2,	HEARTBREAKER Leeds Leeds
- 3	3	3.	BALLERINA Peter Maurice Jefferson
5	4	4.	TOTAL CONTRACTOR OF THE PROPERTY OF THE PROPER
	100	-	FOUR LEAF CLOVER Francis Day Remick
11	4	5.	TIME MAY CHANGE Campbell-Connelly Shapire-
100	121	100	
7	3	6.	NATURE BOY Edwin Morris Burke-Van
	0		
19	5	7.	GOLDEN EARRINGS Victoria Paramount
4	7	8.	TOOLIE GOLIE DOOLIE . Charles K. (The Yodel Polka)
			DREAM OF OLWEN Lawrence Wright Mills
11	6	9.	NEAD VOIL
28	8	10.	NEAR YOU Bradbury Wood Supreme
8	9	11.	LAROO, LAROO, LILLI Shapiro-
9	12	12.	
200		-	BOLERO Irwin Dash Bernstein
15	10	13.	OH! MY ACHIN' HEART. Campbell-Connelly. Mood
14	11	14.	THERE OLICHT TO BE A
1		15.	THERE OUGHT TO BE A
-		-	SOCIETY Kassner Dreyer
24	13	16.	SERENADE OF THE BELLS Edwin Morris Melrose
			A TREE IN THE MEADOW. Campbell-Connelly Shapiro-
30	15	17-	Bernstein
			CIVILIZATION Edwin Morris E. H. Morris
22	14	18.	The state of the s
15	17	19.	WATER Peter Maurice Peter Maurice
1 12/16	-	20	I'D GIVE A MILLION TO-
1		20.	MODDOWS (For heat One Oxford
27	-		Yesterday) Campbell-Connelly Music Corp.
			A TUNE OF THE PARTY OF THE PART

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

### CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

Werks to date 11 5 7 9 17 12 15 12 2 14 1 14 2 10 4	Week 1 4 2 6 10 7 3 5 15 6         12	This Work 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 13. 14.	YOU CAN'T BE TRUE, DEAR WOODY WOODPECKER MY HAPPINESS LITTLE WHITE LIES THE DICKEY-BIRD SONG NOW IS THE HOUR TOOLIE OOLIE DOOLIE NATURE BOY A TREE IN THE MEADOW BABY FACE LOVE SOMEBODY I'M LOOKING OVER A FOUR IT'S MAGIC SABRE DANCE PUT 'EM IN A BOX, TIE 'EM TELL ME A STORY	
			PUT 'EM IN A BOX, TIE 'EM	WITH A RIBBON



THE GREATEST NAME

ENTERTAINMENT

27



(Beginning Friday, July 16, 8 a.m., and ending Friday, July 23, 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 convrighted 1947 by the office of Research, Inc., 3470 Broadway,

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)		
		Publishers	Lie. By
	A Fella With An Umbrella (F) (R)	Feist-	ASCAP
	Baby, Don't Be Mad at Me (R)	Parametein-	ASCAP
	Daby Face 121	Remiele.	ASCAP
	Deyond the Sea (R)	Chappell	ASCAP
	wind Shadows on the Fran IP (R)	. Santly-Joy-	ASCAP
	Haunted Heart (M) (K)	. Williamson-	ASCAP
	I May Be Wrong (R)	Advanced-	ASCAP
	I Went Down to Virginia (R) It Only Happens When I Dance With You (F) (R)	Jetterson-	ASCAP
ŧ.	It's a Most Unusual Day (R)	Poblins	ASCAP
	It's Magic (F) (R)	Witmark-	ASCAP
	Just for Now (R)	Advanced-	ASCAP
ı	Little Girl (R)	Loods-	ASCAP
	Little White Lies (R)	Vocco-Conn-	ASCAP
	Love of My Life (F) (R)	. B. Harms-	ASCAP
а	My Fair Lady (R)	United-	ASCAP
	My Happiness (R)	Blasco-	ASCAP
	Nature Boy (R)Burke-1	Van Heusen-	ASCAP
	Now Is the Hour (R)	Leeds-	ASCAP
	P. S.: I Love You (R)	La Salle-	ASCAP
	Put 'Em in a Box, Tie 'Em With a Ribbon (R)	Remick-	ASCAP
	Rhode Island Is Famous for You (M) (R) Serenade (Music Played on a Heartstring) (R)	Duchas	BMI
	The Best Things in Life Are Free (F) (R)	Crawford-	ASCAP
	Toolie Oolie Doolie (The Yodel Polka) (R)	s. K. Harris-	ASCAP
	Woody Woodpecker (R)	Leeds-	ASCAP
	You Can't Be True, Dear (R)	Biltmore-	ASCAP
	Yours (R)	E. B. Mark	-BMI

The Atchaining 21 Songs of the Week
A Bed of Roses (R)
A Boy From Texas-a Girl From Tennessee (R) Shapiro-Bernstein-ASCAP
Better Luck Next Time (F) (R)
Better Luck Next Time (F) (R)
Confess (R)Oxford-ASCAP
Delores (R)Famous-ASCAP
Fully Day I Laws Von (D)
Ev'ry Day I Love You (R)
I'd Give a Million Tomorraws (R)Oxford-ASCAP
it's tou or No One (R)
It's You or No One (R)
Just Because (R)Leads-ASCAP
Maybe You'll Be There (R)
Just Because (R)
Rambling Rose (R)  Spring Came (R)  Stoppin' Out With My Baby (F) (R)  Take It Away (R)  Laurel—ASCAP  Republic—BMI  Pemora—BMI
Spring Came (R) Republic-BMI
Steppin' Out With My Baby (F) (R)
Take It Away (R) Pemora-RMI
Tell Me a Story (R)Laurel-ASCAP
Time and Time Again (R)London-BMI
Ver Call County to Dealth (B)
You Call Everybody Darlin' (R)
You Were Meant for Me (F) (R)

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys thruout 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 L (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION

to date		Week Lie, By
8	1	1. WOODY WOODPECKER Kay Kyser
3	2	2. WOODY WOODPECKER The Sportsmen-Mel Blanc
12	6	3. MY HAPPINESSJ. & S. Steele
8	3	4 MY HAPPINESS Pied Pipers Damon D-11133-ASCAP
10	4	5. LOVE SOMEBODYBuddy Clark-Doris Day
13	8	6. LITTLE WHITE LIES Dick Haymes Decca 24280-ASCAP
4	.10	7. YOU CAN'T BE TRUE,
3	11	8. YOU CALL EVERYBODY AI TraceRegent 117—ASCAP DARLIN
9	7.	9. YOU CAN'T BE TRUE, The Sportsmen
16	15	10. NATURE BOY
1		11. A TREE IN THE MEADOW. Margaret Whiting
	1 1	Ames Brothers, Decca 24411; Joe Loss Ork, Victor 20-2965)
- 5	14	12. WILLIAM TELL OVER- Spike Johns 20 2001 ASCAP
14	12	TURE
7	9	DEAR
	13	15. MY HAPPINESS Ella Fitzgerald Decca 24446-ASCAP

# SUMMER SALES TIPS on M'G'M Lecords

BLUE BARRON

and his Orchestra

Vocal by Clyde Burke and Betty Clark EV'RY DAY I LOVE YOU

SOMEBODY ELSE'S PICTURE

(Just A Little Bit More) (From the Warner Bras, picture "Two Guys From Texas")

Vocal by Charlie Fisher & The Blue Notes M-G-M 10237

HELEN FORREST

Orchestro conducted by Harold Mooney

AIN'T DOIN' BAD DOIN' NOTHIN' with The Crew Chiefs

HELP YOURSELF TO MY HEART M-G-M 10239

JOHNNIE JOHNSTON

Orchestra conducted by Sonny Burke

AH, BUT IT HAPPENS JUDALINE

(From The M-G-M picture "A Date With Judy") with The Crew Chiefs

M-G-M 10240

GEORGE PAXTON and his Orchestra

THIS IS THE MOMENT

(Fram the 20th Century Fox picture "That Lady In Ermine")

WIN OR LOSE Both vocals by Dick Merrick

M-G-M 10238

THE BUDDY KAYE QUINTET

IF THERE'S A GIRL FOR EVERY BOY IN THE WORLD

Vocal by Artie Malvin and The Tune Timers

I OUGHT TO KNOW BETTER

Vocal by Artie Malvin

M-G-M 10241

HARRY HARDEN and his Orchestra

THREE MINUTE POLKA MAIN STREET POLKA

M-G-M 10209

BOB WILLS and his Texas Playboys 'NEATH HAWAIIAN PALMS with The McKinney Sisters

THORN IN MY HEART

Vocal by Tommy Duncan

M-G-M 10236

ROME JOHNSON with his Saddle Pals

MY DREAM BOAT IS DRIFTING

THERE'S NO ROOM IN MY HEART FOR THE BLUES

M-G-M 10235

#### M-G-M COIN CATCHERS

JACK FINA'S **GEORGE PAXTON'S BOB WILLS'** 

Bubble-Loo, Bubble-Loo.

Judaline Keeper Of My Heart M-G-M 10202 M-G-M 10219 M-G-M 10175

## M'G'M RECORD

THE GREATEST NAME (



ENTERTAINMENT

nobody is
DISILLUSIONED

about

BULLET'S Top

release of '48

FRANCIS CRAIG & HIS ORCHESTRA

"Disglusioned"

Vocal by Bob Lamm

THE FLIP—"I STILL GET A THRILL"

And how they rave!
We quote---

"Disallusioned" is already a hit

Gene Nobles Disk Jockey, WLAC

Destined to parade to the top

Red O'Donnell
Top o' the Morning
Nashville Tennesseean

The nickels are rolling in for "Disallusioned".

Jimmie Claxton Juke-Box Baron Nashville, Tennessee

Bullet Record #1040 is really selling, and it's "Disallusioned" they're asking for

Ernest Young Owner, The Record Mart Large Nashville Record Retailer

"Disallusioned" is the "Near You" of 1948

Monroe Passis Chicago Distributor Bullet Records

Ummm-"Disallusioned" is enchanting

Virginia Summitt Nashville Stenographer

Ask your distributor for Bullet Record #1040

BULLET RECORDS

423 Broad Street

6-4573

Nashville, Tennessee

# Billboard MUSIC POPULARITY CHART. Retail Record Sales PART IV

Week Ending July 23

### BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers); list is based on The Biliboard'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 italic.

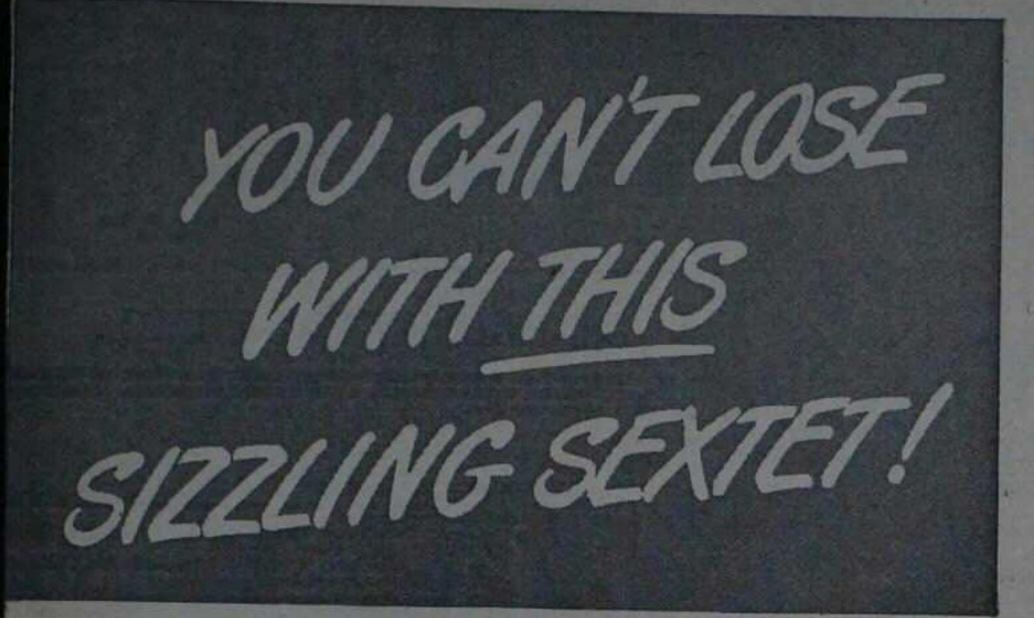
#### POSITION

Weeks | Last | This

to da	te Week	Wee	
9	1	1.	WOODY WOODPECKER Kay Kyser Columbia 3811
3	3	2,	WOODY WOODPECKER. The Sacrtemen Mal Bland
	10	1	Jand In Live in Love
*	2	3.	YOU CAN'T BE TRUE, DEAR
12	4	4.	MY HAPPINESS J. & S. Steele Dames B. (418
9	5	5.	Beat the Ban
6	8	6.	MY HAPPINESSPled Pipers Capitol 1500 Highway to Love YOU CALL EVERYBODY
	1	1	Linger Awhile Trace
6	10	7.	Somebody Else, Not Me
10	6	8.	WILLIAM TELL OVER-
			TURE
9	12	9.	LOVE SOMEBODY Doris Day-Buddy Clark
17	7	1 3	The Treasure of Sierra
7	11		MY HAPPINESS Ella Fitzgerald Decca 2444
7	13	12.	MAYBE YOU'LL BE THERE
17	9	13.	YOU CAN'T BE TRUE, DEAR Ken Griffin-Jerry Wayne
3	18	14.	DEAR
1	-		A TREE IN THE MEADOW. Margaret Whiting Capital 15122
9	15	16.	DEAR Dick Haymen Sone Spiences
9	17	17.	YOU CAN'T BE TRUE, DEAR Toulis O. W. D. The Sportsmen Capitol 15077
5	20		BLUEBIRD OF HAPPINESS, Art Mooney
15	14		NATURE BOY King Cole Capital 15054
15	16		Lost April TOOLIE OOLIE DOOLIE Andrews Sisters Decca 24380 I Hate to Lose You
2	24	21.	IT'S MACIC
6	22	22.	It's You Or No One THE MARARAJAH OF MAGADOR Vaughn Monroe Victor 20-2851 Give a Broken Heart a
16	22	23. 5	Break ST. LOUIS BLUES MARCH. Tex Beneke Victor 20-2722
2	26		MY HAPPINESS Marlin Sisters Columbia 38127
1	-	25.	The Man on the Carousel YOU CALL EVERYBODY DARLIN'
- 2			WOODY WOODPECKER Andrews Sisters Danny Kare
1	-		RAMBLING ROSE Perry Come-The Sattefiers
	1		There Must Be a Way (P. Brito, Musteraft 560; H. Eberiy-R. Morgan, Decca 24449; T. Pastor, Columbia 36207; G. Picton Ork, MGM 10192)
4	23		Twelve o'Clock Flight Page
3	28		OU CAN'T BE TRUE, DEAR Columbia 38211 Toolie Oolie Doolie
8	27	30. 0	ONFESS Doris Day-Buddy Clark
	-		(J. Dorsey, MGM 10194; D. Day-Buddy Clark, Columbia 38072

The Pour Tones, Manor 1131; T. Martin-Lyttle Staters, Victor

20-2812; Mills Brothers, Decca 244091



YOU CALL EVERYBODY DARLING'

**JACK SMITH With The Clark Sisters** 'CUCKOO WALTZ'

CAPITOL RECORD 15156

TWELFTH STREET RAG'

PEE WEE HUNT And His Orchestra SOMEBODY ELSE, NOT ME!

CAPITOL RECORD 15105

'MY HAPPINESS' THE PIED PIPERS

'HIGHWAY TO LOVE' With Paul Weston And His Orchestra

CAPITOL RECORD 15094

WOODY WOODPECKER'

With THE SPORTSMEN Featuring MEL BLANC and his original Woody Woodpecker voice from the Walter Lantz Cartoons

'I'D LOVE TO LIVE IN LOVELAND, WITH A GIRL LIKE YOU'

THE SPORTSMEN With Orchestral Accompaniment CAPITOL RECORD 15145

'A TREE IN THE MEADOW' MARGARET WHITING With Orchestra

"I'M SORRY BUT I'M GLAD" With Paul Weston And His Orchestra

CAPITOL RECORD 15122

TELL ME, DADDY'

JULIA LEE And Her Boy Friends

(IT WILL HAVE TO DO) UNTIL THE REAL THING COMES ALONG! CAPITOL RECORD 15144



TOOLIE OOLIE DOOLIE (The Yodel Polka) YOU CAN'T BE TRUE, DEAR The Sportsmen Capitol 15077

PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (AND THROW 'EM IN THE DEEP BLUE SEA) IT'S THE SENTIMENTAL THING TO The King Cole Trio Capitol 15080

I'M MY OWN GRANDMAW HAUNTED HEART Jo Stafford Capitol 15023

CARAMBA! IT'S THE SAMBA BABY, DON'T BE MAD AT ME Peggy Lee Capitol 15090

HOW HIGH THE MOON INTERLUDE Stan Kenton Capitol 15117

NATURE BOY LOST APRIL King Cole

Capitol 15054

COOL WATER LAKE CHARLES BOOGIE Nellie Lutcher Capitol 15148

FINE BROWN FRAME THE PIG-LATIN SONG Nellie Lutcher Capitol 15032

KING SIZE PAPA WHEN YOU'RE SMILING (THE WHOLE WORLD SMILES WITH Julia Lee Capitol 40082

COME AND GET IT, HONEY HE SENDS ME Nellie Lutcher Capitol 15064

ROCK AND RYE MY HEART'S AS COLD AS AN EMPTY Tex Ritter Capitol 15119

HUMPTY DUMPTY HEART TODAY Hank Thompson Capitol 40065

CRAZY BOOGIE I'M NATURAL BORN GAMBLIN' MAN Merle Travis Capitol 15143

DON'T SMOKE IN BED EVERYBODY LOVES SOMEBODY Peggy Lee Capitol 15151

WHO? ME? FOOLISH TEARS Tex Williams

Capitol 15113

THIS IS THE MOMENT EV'RY DAY I LOVE YOU (Just a Little Bit More) Jo Stafford Capitol 15139

HANKERIN' I WENT DOWN TO VIRGINIA Gordon MacRae Capitol 15128

(A Little Corner Table Down At)
TONY'S PLACE FOR YOU Artie Wayne Capitol 15140

PHONE OR WIRE YOUR ORDER TODAY FOR PROMPT DELIVERY

EVERY RECORD DEALER
EVERY DISK JOCKEY
EVERY RADIO STATION

Charles Delauray's

THE STANDARD

DIRECTORY OF

HEW

A CETTINION SECT

NEEDS THIS BOOK

At Last!

The Standard Directory of Recorded Jazz
CHARLES DELAUNAY'S

NEW HOT DISCOGRAPHY

A Listing of Over
20,000 JAZZ RECORDS
(Personnel, Detes, Etc.)
5,000 MUSICIANS
250 RECORD LABELS

DISCODE

(The new automatic index)

\$600

20,000 JAZZ RECORDS MADE IN THE PAST 30 YEARS WILL BE FOUND IN THIS REMARKABLE BOOK! AN INDISPENSABLE REFERENCE GUIDE FOR EVERY JAZZ FAN, MUSICIAN, RECORD SHOP, COLLECTOR, AND RADIO ANNOUNCER

Order Your Copy Today!

CRITERION MUSIC CORP.

RKO Bldg. \* Radio City \* New York 20, N. Y.

MY HAPPINESS.

WILL BE

TOP NUMBER INTERNATIONALLY
A LONG TIME

EVERYONE DEMANDS THE SUPERIOR ORIGINAL

by

JON & SONDRA STEELE

**DAMON D-11133** 

The Jon & Sondra Steele Sequel To "MY HAPPINESS" Is Coming Soon!

AMERICA'S NEXT BIG SELLER-D-11130

DAMON RECORDING STUDIOS, Inc.

1221 Baltimore Ave.

Kansas City, Mo.

Billboard

MUSIC POPULARITY CHARTS

### Retail Record Sales

IV

Week Ending July 23

#### BEST-SELLING CHILDREN'S RECORDS

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

. 8	1 1	1.	LITTLE TOOT (One Record)
. 3	4	-	Don Wilson-The Starlighters
- 3		-	BOLO SINGS (1 we Records)
8	2	3.	Billy May with Ork-Vance "Finte" Colvig Capitol BBX-84 BOZO AT THE CIRCUS (Two Records)
			Billy May with Ork-Vance "Finto" Colvie Canital BRY as
8	3	4.	BUGS BUNNY (Three Records)
2		5.	Mel Blanc Capitel CC-64 MANNERS CAN BE FUN (One Record)
			Frank Luther.
5	9	5.	MICKEY AND THE BEANSTALK (Three Records)
			Johnny Mercer and Original Cost Canital CCV ex
	8	5.	UNCLE REMUS (Three Records)
1		8.	Johnny Mercer and Original Cast
	18.0	0.00	Dinah Shore Columbia Milat
1	-	8.	COLONNA'S TROLLEY (One Record)
	May 8	-	Jerry Colonna
80 S		0.	Danny Kaye

### 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.

P	OSPTIC	IN	
Weeks to date			
27	2	1.	Bluebird of Happiness Jan Peerce
145	1	2.	Clair de Lune Jose Iturbi
113	3	3.	Jalousie Boston Pops; Arthur Fiedler, conductorVictor 12160
6	5	4.	Fiddle Faddle Boston Pops
21	3	4.	Khachaturian: Gayne Ballet Suite-Sabre Dance Chicago Symphony Ork; A. Rodzinski, director. Victor 20-0209
116	-	•	Warsaw Concerto  Boston Pops, Arthur Fiedler, conductor; Lee Litwin, planist

#### 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.

T to	Veeks	OSITIO Last Week		
	16	3	1.	Strauss Waltzes (Three Records)
	11	1	1.	Andre Kestelanetz and His Ork
	3	T	3.	Khachaturian: Violin Concerto (Five Records) David Oistrakh

### 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 4,3'0 dealers in all sections of the country. Albums are listed numerically according to greatest cales.

Weeks to date	Last Week	This Week
4	1	1. Al Joison Volume III Album (Four Records) Al Joison
11	2	2. Stan Kenton—a Presentation of Progressive Jazz Album (Four Records) Stan Kenton
3	3	3. Emperor's Waltz (Five Records) Bing Crosby
11	4	4. Songs of Our Times (1932) Album (Four Records) Carmen Cavallaro
2	- 1	5. Songs of Our Times (1934) Album (Four Records) B. Grant Ork

31



the NATION'S top singing stars are on





FRANKIE

AH BUT IT HAPPENS
Hold Me
Mercury 5188



DAMONE

IT ONLY HAPPENS WHEN I DANCE WITH YOU Just For Now Mercury 5166



JOHN

HAIR OF GOLD
Just One More Chance
Mercury 5172



PATTI

TOMORROW NIGHT
Give Me Time
Mercury 5153



**LANSON** 

WHERE THE
APPLE BLOSSOMS FALL
You Darlin'
Mercury 5156



DINAH WASHINGTON

I SOLD MY HEART TO THE JUNK MAN Am I Asking to Much

DANNY BOY

Scratch and You'll Find It .... STEVE GIBSON

Mercury 8091

Am I Asking to Much Mercury 8096

# YOUR FAVORITE TUNES... YOUR FAVORITE ARTISTS...

#### POPULAR

CONFESS Twelve o'Clock FlightPATTI PAGE	Mercury	5129
WOODY WOODPECKER  Mish Mosh PolkaHONEY DREAMERS	Mercury	5154
MY HAPPINESS Someone CaresJOHN LAURENZ	Mercury	5144
YOU CALL EVERYBODY DARLIN' Sweet Potato PolkaANNE VINCENT	Mercury	5155
IT'S MAGIC It's You or No OneVIC DAMONE	Mercury	5138
UNDERNEATH THE ARCHES Dingle Dangle	Mercury	5173
A TREE IN THE MEADOW Tea LeavesJOHN LAURENZ	Mercury	5148
MOON IS ALWAYS BIGGER ON A SATURDAY Little GirlORRIN TUCKER		5165
DOLORES Million TomorrowsTOMMY RYAN	Mercury	5157
HANKERIN' I Never Met a TexanART KASSEL	Mercury	5146
CRIME DOESN'T PAY Go See SeattleTED WEEMS	Mercury	5159
CUCKOO BIRD WALTZ  Red Robbin Comes Bob Bob  Bobbin'ANNE VINCENT	Mercury	5164
COUNTRY		
KEY DON'T FIT MY LOCK Silver Haired DaddyTINY HILL	Mercury	5163
GALLIVANTIN' WOMAN One More Waltz With YouART GIBSON	Mercury	6119
JOLLY SWISS BOYS POLKA Waltz BohemiaSAMMY MADDEN	Mercury	6120
OVER THE HILL POLKA Cuckoo Bird WaltzLOUIS BASHELL	Mercury	6118
HARLEM HITS.		
IN THE RAIN	Mercury	8028

In 3 weeks this record is sweeping the country

THE

### JACK EMERSON

CHET HOWARD ORCHESTRA METROTONE RECORD #2018

Write your nearest distributor-located in 48 Statesor write direct.

(EYES OF BLUE)

### METROTONE RECORDS

712 CROWN ST.

BROOKLYN, N. Y.

新籍有关中心组织的理 对形式的形式形

The Billboard's **NEW Publication** 

. . . TO HELP DEALERS AND THEIR SALES PERSONNEL SELL MORE RECORDS, AC-CESSORIES AND SETS MORE PROFITABLY.



ORDER TWO SUBS TO SAME ADDRESS -GET "TESTED SELLING" FREE



Two subscriptions One Year Each

More than half the Record Dealers who ordered purchased two-copy subscriptions: One for the boss, one for the sales counter. At this special rate it is really the smart thing to do.

SPECIAL ORDER FORM

TURNOVER, 2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to TURNOVER as checked below for which I

one y			
Send	two	copies	

2000
उरर

CITY ..... ZONE .... STATE .....

Iboard

Juke Box Record Plays

### 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 Monor Roll of Hits, Music Popularity Chart, Part I.

	POSITY	
Weeks to date		Week
8 4	2	1. WOODY WOODPECKERKay KyserColumbia 3819
12	3	3. MY HAPPINESSJ. & S. Steele Damon D-1113:
7	6	DARLIN' Sterling 302
12	5	6. MY HAPPINESS Pied Pipers Capital 1509
6 3	7 10	7. MY HAPPINESSElla Fitzgerald Decca 2444
16	В	Capital 1914
	ALC: Y	DEAR Rendo R-221
3	19	(H. Herth Trio, Decca 24450; N. Simons, Rego 1010)
5	12	11. LOVE SOMEBODY Buddy Clark-Doris Day Calambia 38174
9	11	12. YOU CAN'T BE TRUE, Dick Haymes-Song Spinners. Decra 28439
12	9	14. YOU CALL EVERYBODY
2	28	15. COOL WATER Vaughn Monroe-Sons of the Pis-
1		(The Eastman Trie, Trilen 189; N. Lutcher, Capitol 15148)  16. A TREE IN THE MEADOW, Margaret Whiting Capitol 15122
		Laurenz, Meroury 5148; B. Lester, Rainbow 70015; M. Lewis-
1	_	Ames Brothers, Decca 24411; Joe Loss Ork, Victor 20-2965)  17. IT'S MAGIC Dick Haymes-Gordon Jenkins
6	15	18. BOUQUET OF ROSES Eddy Arnold and His Termesses
10	13	18 YOU CAN'T BE TRUE. Plowboys Victor 20-2806
3	18	20. WOODY WOODPECKER Andrews Sisters-Danny Kaye
1		Dage 2440
13	25	22. JUST BECAUSE Frank Yankovic and Ris Yanks
2 7 3		(A. George Ork, Master 101; A. George Ork, Signature 35207;
800		J. Gumin, Chord 664; E. Howard, Majestic 1231; Lone Star Cowboys, Wictor 26-2941; T. Parker's 4 Jacks, Palds 1002;
		Penn-Jersey String Band, Metropolitan 20-01; R. Shepard, Embassy P-1008; Sheriff T. Owens and His Cowboys, Mercury
		6086; D. Stabile Ork, Decca 253'16; P. Zaje Polkateers, Con- tinental C-1228)
6	24	23. I HATE TO LOSE YOU Andrews Sisters Decca 24380 (J. Wald Ork, Commodure C-7501; M. Carson, Musteraft 541)
6	20	TURE Spiles Janes William on ones
16	14 28	25. YOU CALL EVERYBODY Andrews Sisters Decra 24380
	_	27. IT'S MAGIC
3	28	MIC ALLO DEPERMENTALISMENT COP
23	25	27. NOW IS THE HOURBing Crosby Decca 24279
		mony Hawattany, Decca 26378; B. Clark-The Churcuteers Co.
300		lumbia 38115; S. Fields Ork, Musicraft 532; H. Heldt, Co- lumbia 38061; E. Howard, Majestic 1191; P. Paul Trio-C.
200	100	Victor 20-2704: J. Wald Ork, Commodore C-7862: M Watting.
2	-	27. YOU CAN'T BE TRUE
221		DEAR

### Howard for 1-Night Junket Back to Chi

HOLLYWOOD, July 24. - Eddy Howard will take a one-nighter swing back to Chicago following his engagement at Elitch's Gardens, Donver. He will headquarter in the Windy City, origination point for his National Broadcasting Company Sheaffer Parade airseg. Tour, set by personal manager Biggie Levin and Corporation of America (MCA), includes the following dates:

27-Nightingale Ballreom, Kaukauna, Wis.; July 28-Terp Bollroom, Austin, Minn.; July 29-Kate Ballroom, Mankato, Minn.: July 30-Municipal Auditorium, Minneapolis; August 3-Lakeside Ballroom, Guttenberg, Ia.; August 4-Ballroom, Storm Lake, Ia.; August 6-Ballroom,

### Tucker Stricken, Chirp Leads Ork

WICHITA, Kan., July 24,-Orring Tucker, band leader appearing currently at the Blue Moon, is seriously ill in St. Francis Resortal here.

Tucker opened an engagement Tuesday night (20) at which time he had a fever, nearly collapsing before the program was completed. He was

John Dotson, operator of the ballroom, said the nature of the illness had not been diagnosed. In the absence of Tucker the band was led by Scotty Marsh, girl vocalist.

ust 12-Soldiers Memorial Park, Mineral Point, Wis.; August 13-Fairgrounds, Arthur, III.; August 17-Ballroom, Oelwein, Jas Colingua August 8 - Swingland Ballroom, Lakeview In.; August Great Lakes, Ill.; August 11-Expe Acres Bellroom, Sioux City, Ia. Park Ballroom, Fort Dodge, Ja.; Aug- August 20-Ballroom, Tener, Ja.

## board

MUSIC POPULARITY CHARTS Race Records

VI

PART

Week Ending July 23

TRADE BERVICE PEATURE

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

	Last		
to date		~	
3	1	100	I CAN'T GO ON WITHOUT
	100000	The same	YOU
11	5	2.	LONG GONE Sonny Thompson Miracle M-128
11	4	3.	LONG GONE Sonny Thompson Miracle M-128 GOOD ROCKIN' TONIGHT Wynonie Harris King 4210
_11	2	32	TOMORROW NIGHT Lonnie Johnson King 4201
11	7	5.	MESSIN' AROUND Memphis Stim Miracle 125
5	- 6	6.	SEND FOR ME IF YOU
	100	.95	
		1000	NEED ME The Ravens National 9045
6	3	76	RUN, JOE Louis Jordan Decca 24448
7	9	8	MY HEART BELONGS TO
			YOUVictor 20-2572
8	11	9.	PRETTY MAMA BLUES Ivory Joe Hunter 4 Star 1254
11	12	10.	KING SIZE PAPAJulia Lee and Her Boy Friends
	100		Capitol Americana 40082
2		10.	WEST SIDE BABY Dinah Washington Mercury 8079
		4.0	PINT DOUGH POLICE STATE WASHINGTON METCHLY OUT
8	15		FINE BROWN FRAME Nellie Lutcher Capitol 15032
11	10	13.	ALL MY LOVE BELONGS Bull Moose Jackson King 4189
			TO YOU
4		13.	1 WANT A BOWLEGGED
200	10000		WOMAN
9		15.	NATURE BOY King Cole Capitol 15054
3		15.	TEMPTATION Earl Bostic Gothum G-160
		COLUMN TO SERVICE STATE OF THE PERSON SERVICE STATE SERVICE STATE SERVICE STATE OF THE PERSON SERVICE STATE SERVICE STATE SERVICE STATE SERVIC	The state of the s

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

	OSHUR		
Weeks to date	Last Week	This Week	
11		1.	LONG GONE Sonny Thompson Miracle M-126
			DIN IOF
6		2,	RUN, JOE Louis Jordan Decca 24448
14	3	3.	GOOD ROCKIN' TONIGHT Wynonie Harris King 4210
2	2	4.	I CAN'T GO ON WITH-
			OUT YOU
8	7	5.	MESSIN' AROUND Memphis Slim, Miracle 125
22	6	6.	TOMORROW NIGHT Lonnie Johnson King 4201
5	7		SEND FOR ME IF YOU
		7.	
-	5		NEED ME The Ravens National 9045
8 1	4	8.	PRETTY MAMA BLUES Ivery Jee Hunter 4 Star 1254
1		9.	DRIPPERS BLUES Joe Liggins "Honeydrippers"
	N. Committee		Exclusive 271
12	9	10.	NATURE BOY King Cole Capitol 15054
2			X-TEMPERANCE Camille Howard Trio
		Steel	DOOCIE CO. C.
100			BOOGIE
24	10	12.	KING SIZE PAPAJulia Lee and Her Boy Friends
			Capitol Americana 40082
27		13.	FINE BROWN FRAME Nellie Lutcher Capitol 15032
1	_	14.	ELEVATOR BOOGIE M. Scott Exclusive 35X
1			I WANT TO CRY Savannah Churchill-Four Tunes
200			
	200	2.0	TEAD DOOD DITIES Deser Lines Deser of Low
1		4.44	TEAR DROP BLUES Jimmy Liggins Drops of Joy
			Specialty SP-521

#### ADVANCE RACE RECORD RELEASES

Are You Getting Married Brother The Chicago All Stars-Cony Engleston

(Strange, Strange) Columbia 30133 E. Bostic Ork (Let's Ball) King 4241

Barcarolle Boogle C. Howard (Going Home) Specialty 309

Big Fat Mamma Roy Milton (Thrill Me) Specialty 518 Big Four Boogle

Doc Wiley Trio (Big House) King 4241 Blues For Sale Joe Lutcher (Rockin' Boogle) Specialty

Big House Blues

Doc Wiley Trio (Big Pour) King 4241 Blues for the Red Boy Todd Rhodes (Sportree's Jump) King

Bring Em Dawn Front
C. Williams and Ork (Stingy Blues)
Capitol 15164

Camille's Boogle Roy Milton (True Blues) Specialty 510 E-A-A-K Blues

G. Ammones and Ork (Shermanski) Mercury 8096

Fat Meat J. Wyan and His Groove Masters (Put Me) Specialty 312

Going Down Slow J. Dupree (Mean Old) Continental C-8068 Gaing Home Bluce C. Howard (Barcarolle Boogle) Specialty

If I Ever Cry Again
Shelton Brothers (Oh Monah) King 729
Let's Ball Tonight

E. Bostic Ork (Away) King 4343 Mean Old Frisco

J. Dupree (Going Down) Continental

Bullmoose Jackson (Moose on) MGM

Momma's in the Kitchen But We've Got "Pup" on Ice The Sitm Galifard Trio (Peurto Vectie) MGM 10231

Moose on the Loose

Bullmoose Jackson and Ork (Memphis Gul) MOM 10234 Oh Monah

Shelton Brothers (If 1) King 729 Pearto-Vontie

The Slim Gaillard Trio (Momma's in) MGM 10231 Put Me Down Blues

J. Wynn and His Groove Masters (Pat Ment) Specialty 312 Rockin' Boogle

Joe Lutcher (Blues for) Specialty 303 Sonny Boy Williamson (Stop Breaking)

Victor 20-3047

C. Ammons and Ork (E-A-A-K Blues) Mercury 8096 Society Boogle

Joe Lutcher (The Traffic) Specialty 304 Sportress Jump Todd Rhodes (Blues Por) King 4240

C. Williams and Ork (Bring 'Em) Capitol 15164 Stop Breaking Down

Sonny Boy Williamson (Rub a Dub) Strange, Strange Love

The Chicago All Stars-Pro McClam (Are You) Columbia 30133 The Traffic Song

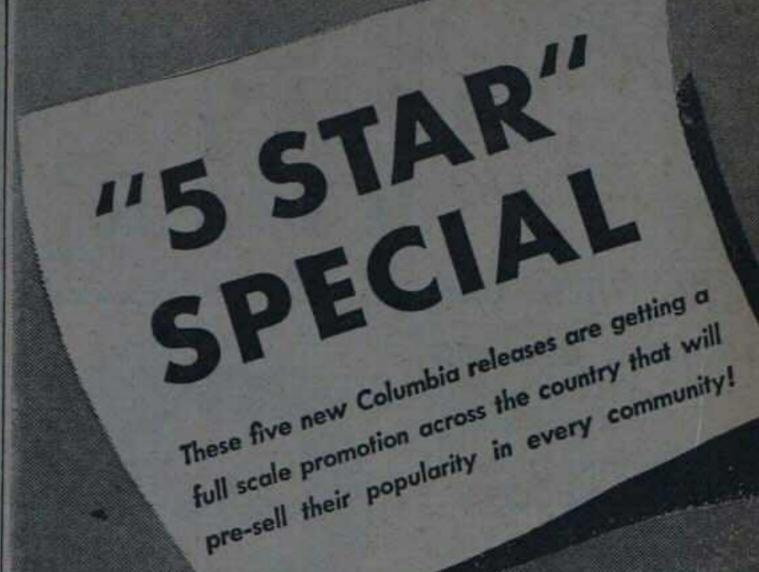
Joe Lutcher (Society Boogle) Specialty 304

Thrill Me Roy Milton (Big Pat) Specialty 518 True Blues

Roy Milton (Camille's Boogle) Specialty 510

Until You Say You're Mine The Diniaires (You Can't) Continental You Can't Cure the Blues

The Dixistres (Until You) Continental C-8067





### ARTHUR GODFREY

with Orchestra under direction of Archie Bleyer

"TURKISH DELIGHT" With Chorus

"THE TRAIL OF THE LONESOME PINE"

With The Mariners Columbia 38246



"JUST FOR NOW" (from "Whiplash") "EVERYBODY LOVES SOMEBODY"

Orchestra under Axel Stordahl Columbia 38225



"IT'S MAGIC" "PUT' EM IN A BOX, TIE 'EM WITH A RIBBON" (Both from "Romance on the High Seas"

Columbia 38188



**JERRY** 

and The DELL TRIO

"I'D LOVE TO LIVE IN LOVELAND"

"YOUR HEART AND MINE"

Columbia 38251



with Eddie Beal and Sextet

"CANDY STORE BLUES"

"DOLLY'S LULLABY" Columbia 38229

HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA

Trade-marks "Columbia" and QD Reg. U. S. Pat. Off. Marcos Registradas

VIII

## TOXAS HARDIR

"The Man With a Million Friends"

FEATURING THAT NOW FAMOUS TYLER "GROWL"

\* \* \* \*

following the

**SMASH SUCCESS** 

of the

FOUR-STAR

recordings of

"Deck of Cards"

"Remember Me"

"Dad Gave My Dog away"

THE LATEST AND GREATEST RELEASE

No. 1249 backed by

"HONKY TONK GAL"



FOR THE BEST IN FOLK MUSIC 210 NORTH LARCHMONT AVENUE HOLLYWOOD 4, CALIF.

\* \* \* \*

\* \* \* \*

### "T" TEXAS TYLER

IS CURRENTLY ON A PERSONAL APPEARANCE TOUR THROUGHOUT THE EAST, PLAYING PARKS, FAIRS, THEATERS. A FEW DAYS ARE STILL AVAILABLE. WIRE OR PHONE

#### JOLLY JOYCE

EARLE THEATER BLDG. PHILADELPHIA 7, PENNA. Phone: WAlnut 2-3172 and WAlnut 2-4677

#### flash

#### ". . . SECOND LARGEST CROWD OF THE YEAR"

\* \* \* \* "We thought it only right that you should know of the fine attendance at Sleepy Hollow here last Sunday (July 11) when "T" Texas Tyler made his first personal appearance at this Park. Besides drawing the second largest crowd of the year, hundreds upon hundreds of the fem demanded a return engagement, so mended a return engagement, so we have set August 15th for your next date here. (Signed) JOE EDISON, Sleepy Hollow

Ranch, Pennsburg, Pa.

### ". . . TWO THOUSAND

TURNED AWAY"

flash

\* \* \* \* "T" Texas Tyler did a magnificent job for us on a regular Saturday night 'Gay Time' show in Constitution Hall, Washington,

D. C. Four thousand customers zaw the show and two thousand were turned away. Thanks for everything. (Signed)

CONNIE B. CAY, Radio Ranch, Arlington, Va.

#### flash

#### . . . SMASHED ALL RECORDS"

"Gongratulations for a record-breaking performance at Mt. Gretna Park last night (July 18). You smashed all existing records in the entire history of the park. (Signed)

ARTHUR WOODS, Mt. Gretna Park, Mt. Gretna, Pa.

# board

MUSIC POPULARITY CHARTS PART

### Folk Record Section

Week Ending July 23

#### MOST-PLAYED JUKE BOX FOLK RECO

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

Weeks to date	Last	This Week		
10	1		BOUQUET OF ROSES Edd	Arnold and His Tennessee
20	3	2.	ANYTIMEEdd	v Arnold and His Tennessee
27	*	3.	BUMPIY DUMPIY Han	k Thompson and His Brazon
12	2	4.	TEXARKANA BABYEdd	v Arnold and His Tennessee
8	7	5.	SWEETER THAN THE	
14	5	6.	TENNESSEE WALTZPee	n Mullican King 673 Wee King and His Golden
10	11	7.	TENNESSEE WALTZ Cow	boy Cons
3	12	8.	SEAMAN BLUES Erni	est Tubb Decen 48110
3	9	9_	RUCK AND RYE Tex	Ritter Capital 15110
19	6	9.	WHAT A FOOL I WAS Edd	y Arnold and His Tennessee owboys Victor 20-2700
43		11.	TLL HOLD YOU IN MY Edd	y Arnold and His Tennessee
2	15	12.	WHO? ME? Tex	Williams Western Caravan
7	10	13.	BANJO POLKATex	Williams Capital 15113
11	8	10000	SUSPICION Tex	Williams Western Caravan
1	-	15.	FOOLISH TEARS Tex	Williams Capitol Americana 40109
100 700				Market Division and the latest th

### ADVANCE FOLK RECORD

Big Fat Pappa Hank Penny (Wouldn't It) King 727

Billy Gent Rag Mel Cox and Flying X Banch Boys (Starlight Waltz) King Will

Columbus Stockade Blues A. Paul-Ramblin' Range Riders (Drivin' Naim) Rainhow 70013

Come To the Saviour The Blue Sky Boys (I'll Take) Victor

20-3055 Bown in Nashville Tennessee J. Haynes and His Melody Wrangiers

(Lost on) Melody Trail 189 Drivin' Nails in My Coffin Over You A. Paul-Ramblin' Range Riders (Columbus Stockade) Ralnbow 70013

Dusty Saddles M. Duvall and Royal Buckaroos (Sing Those) Trans World 100 Faded Ribbons of Blue

F. Lewis (Love Turns) 4 Star \$210 Gallivantin' Woman A. Gibson and His Mountain Melody

Boys (One More) Mercury 6119 Honey Bee Texatar Playboys (Twin Fiddle) Tex-

star 161 I Cry When I'm Blue A. Dexter and His Troopers (It's Just)
Columbia 20461
I Threw My Heart Away

Saddle Dusters (Trail of) Crestal 167 If You Like Pretty Women

Jack Haight's Kadoodlers (Lulabel Can't) Texstar 2158 I'll Take My Saviour By the Hand

The Blue Sky Boys (Come To) Victor I'm Genna Straddle My Saddle P. Jenkins (Scaled With) Cowboy CR-801

It's Just Because of You A. Dexter and His Troopers (I Cry When I'm Blue) Columbia 20461

Just Born That Way T. Daffans Texans-C. Borgen (Two of) Columbia 20462 Lost on a River of Dreums

J. Haynes and His Melody Wranglers (Down in) Melody Trail 180 Love Turms To Mate

P. Lewis (Paded Ribbons) 4 Star 1219 Lulabel Can't See the Likes o' Me-Jack Haight's Kadoodlers (II You) Tex-

star 2158 Midnight Train Montana Siim (The Tramp's) Victor

20-1038 Moon Over the Andes C. Wynne-The Tumblewoods (Red Wing)

Cowboy CR-1001 My Dream Boat Is Briffing

R. Johnson with His Baddle Pals (There's No) MGM 10235 Neath Hawaiian Palms

B. Wills and Texas Playboys (Thorn In) MGM 10236 Okiefanoka

Texster Playnoys-F. Rudson (One Life) One Mas My Name (The Other Has My

J. Waltely and Cowboy Band (You're the) Capitol 15162

Textar Playboys (Oklefanska) Texetar Trail of Breams One Life, One Love

Waltz With You

A. Gibson and His Mountain Melody Boys (Gallivantin' Woman) Mercury 6119 Red Wing

R. Krefer-The Tumbleweeds (Moon Over) Comboy CR-1001

Roy Rodgers Souvenir Album (4-12")

R. Rogers . . Victor P215
A Gay Ranchero . . Victor 20-3076
Along the Mayajo Trail . . . Victor Don't Pence Me In . . . Victor 20-3073 Home in Oklahoma . . . Victor 20-3076 On the Old Spanish Trail . . . Victor

Roll On Texas Moon . . . Victor San Fernando Valley . . . Victor

The Yellow Hose of Texas . . . Victor 20-3074 Sad Heart

Texas Jim Robertson and Panhandle Punchers (When I) Victor 20-3030 Scaled With a Kiss P. Jenkins (I'm Gonna) Cowboy CR-801

M. Duyall and Royal Buckarous (Dusty Saddles) Trans World 100 Sometime

F. Willing and His Riders of the Purple Sage (I'll Have) Capitol 19163 Starlight Waltz Mel Con and Flying X Ranch Boys (Billy

Goat) King 728 Strawberry Roan S. Clark (The Last) Continental C-6037

C. Odorn-Western Rhythm Boys (These Lonely) Blue Bonnet 144 That Little Log Cabin of Mine

C. Moody (There's No) King The The Bathtub Han Over Again

That's All

J. Engro Ork (The Mountains) Signature The Last Letier

B. Clark (Strawberry Roan) Continental The Mountains Ain't the Mountains Any-

J. Engro Ork (The Bathtub) Signature 15216

The Tramp's Mother Montana Slim and the Big Hole Bronco

Bustern (Midnight Train) Victor

There's No Room in My Heart For the

R. Johnson with His Saddle Puls (My There's No Room in Mr Beart for the

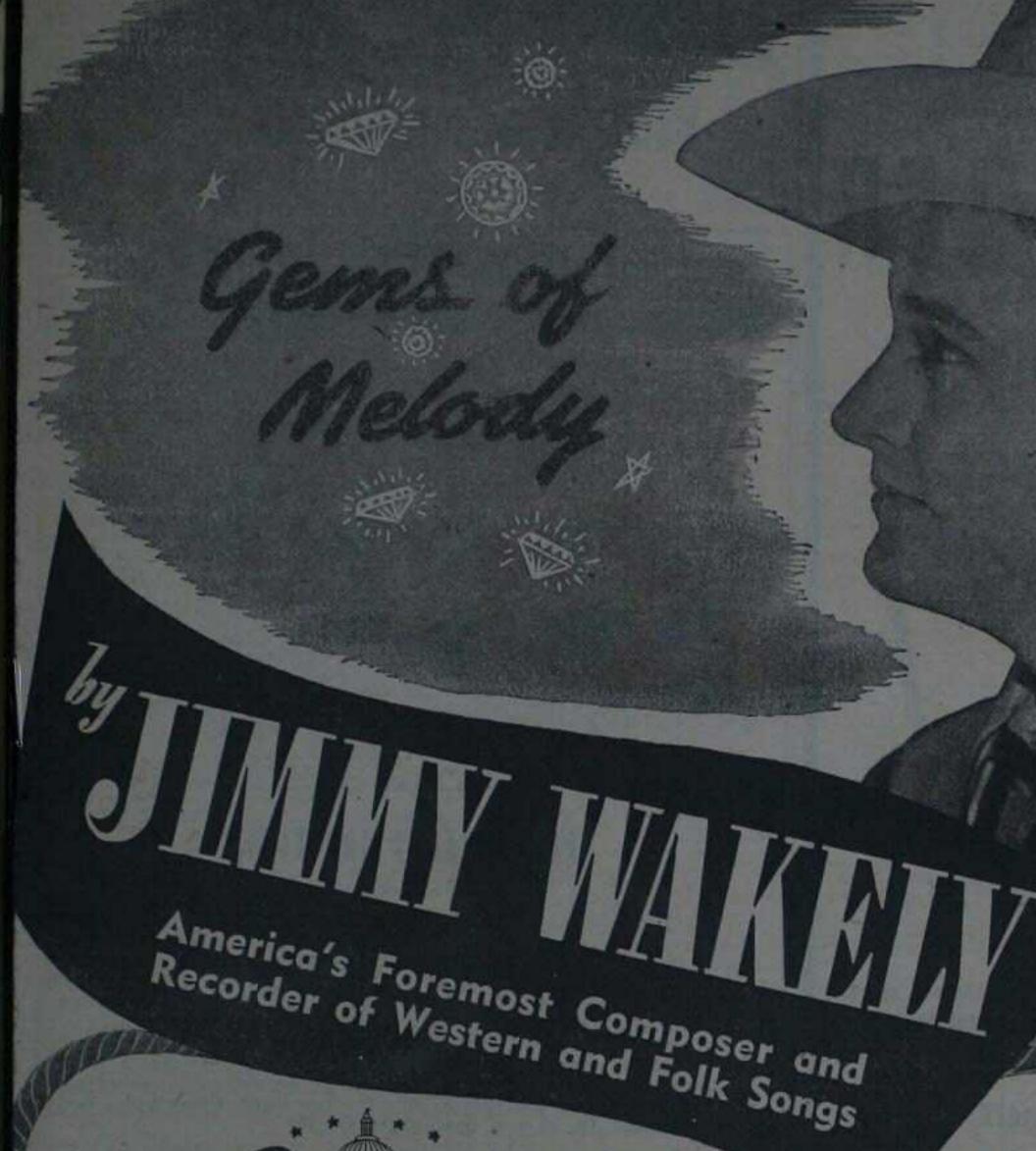
C. Moody (That Little) King 132 These Lonely Nights C. Odoo;-Western Rhythm Boys (That's All) Flue Bonnet 144 Thorn in My Heart

B. Wills and Texas Playboys (Menth Hawallan) MGM 18236 Tonight and Every Night B. Hess and the Nation's Playboys (You

Ain's: Mercury 6121

Topeka Pelka S. Cooley (Big Chief) Victor 20-3020

Saddle Dunters (I Threw) Cryslat 167



on Cajoutol RECORDS

"ONE HAS MY NAME" (THE OTHER HAS MY HEART"

(original)

"SIGNED, SEALED AND DELIVERED"

"EASY TO PLEASE"

"NIGHT AFTER NIGHT"

"OKLAHOMA BLUES"

"FOR THE SAKE OF DAYS GONE BY"

"ARE YOU ASHAMED!"

(original)

Standard Hits (Introduced by Wakely) ON DECCA RECORDS

"YOU CAN'T BREAK THE CHAINS OF LOVE"

"I'M SENDING YOU RED ROSES"

"I'LL NEVER LET YOU GO"

"TOO LATE"

"CATTLE CALL"

"FORT WORTH JAIL"

"TOO BAD, LITTLE GIRL"

"BLUE BLUE EYES"

"ONE LITTLE TEAR DROP TOO LATE"

"STAR-SPANGLED BANNER WAVING"

MONOGRAM PICTURES (8 a year)

Just signed for 5th year to star in own series of Westerns

Latest released pictures: OKLAHOMA BLUES, SILVER TRAILS

CONTACT DIRECT

7660 LANKERSHIM BLVD. NORTH HOLLYWOOD, CALIFORNIA

### New Release ....

A Beautiful Ballad and a Honky Tonk TUNE

# T. TEXAS TYLER

4 STAR RECORD #1249

## "MEMORIES of FRANCE"

backed by

"HONKY TONK GAL"

OTHER RECORDS AVAILABLE BY T. TEXAS TYLER

★ 1248 DAD GAVE MY DOG AWAY

★ 1228 DECK OF CARDS

★ 1008 REMEMBER ME

★ 1114 GUITAR BOOGIE WOOGIE

AND OTHERS....

Order From



For the Best in Folk Music
210 NORTH LARCHMONT AVE. HOLLYW.

HOLLYWOOD 4, CALIF.

You've Heard the Down Homers for 2½ Years Over ABC Coast to Coast

> ... and now their latest recordings are sweeping the country

THE ONE AND ONLY ORIGINAL

YODEL POLKA

The Great Glory Line

Lamb Record #L10-139

SAN ANTONE POLKA

I'm Learning How to Forget

Lamb Record #L10-137

Words and Music by



**Everett (Shorty) COOK** 



Guy CAMPBELL

-Write, Wire or Phone . . . Exclusive U. S. Distributor-

MIDTOWN SALES

378 GENESEE BUFFALO, NEW YORK Billboard

MUSIC POPULARITY CHARTS

Folk Record Section Week Ending

sek Ending sawa

MI

#### BEST SELLING RETAIL FOLK RECORDS

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

POSITION

to date	Week	Week	
12	1		BOUQUET OF ROSES Eddy Arnold and His Tennessee
4	2		ANYTIME Eddy Arnold and His Tennessee
12	3		HUMPTY DUMPTY Hank Thempson and His Brazes HEART Valley Boys
12	5	4.	TEXARKANA BABY Eddy Arnold and His Tennessee
12	4		TENNESSEE WALTZ Pee Wee King and His Golden
10 4	8 11 12	6.	ROCK AND RYETex RitterCapital 15119 SEAMAN BLUESErnest TubbDecca 46119 WHO? ME?Tex Williams Western Caravan
9	15	- 9.	I'LL HOLD YOU IN MY Fade Appeld and the Capitel 15113
2	-	10.	DAD GAVE MY DOG
4	9	10.	TENNESSEE MOON C. T. Tex Tyler 4 Star 1248
6	14	12	BLUE SHADOWS ON THE RAY ROVERS Some of the Pi
12	6	13.	SWEETER THAN THE
12	15	14.	DECK OF CAPPS
1	-		The state of the s
5	13		WHAT A FOOL I WAS Eddy Arnold and His Tennessee

#### FOLK TALENT AND TUNES

By Johnny Sippel

Paul Cohen, Decca folk music chief, was in Chicago last week for the burial of his mother. . . . Gov. Jimmy Davis will play the baseball park, Grand Rapids, Mich., July 24-25, according to Ted Brown, Southern's Chi folk music rep. . . . Charlie Monroe is spending the summer supervising his farm near Beaver Dam, Ky. . . . Elwin Cross, who started on KFI, Los Angeles, is now doing two shows daily over KYNO, Fresno, Calif. . . . Bill Ellsworth, the Chicago h.b. and Western talent booker, reports that Whitey Ford, the Duke of Paducah, is back on the Grand Ole Opry, doing a half-hour seg for a Tennessee paint firm. Whitey is set for Roy Acuff's Dunbar Cave, Clarksville, Tenn., July 25; Lima, O., 28, and Springfield, O., 30.

Salty Holmes is back at WSM, Nashville, after several years with different stations. . . . Little Ella and Smoky, comedy team who were featured with John Lair's Rentro Valley Gang, have jumped to WNAS, Yankton, S. D., where they work during the week and drive to Sioux City. Ia., Saturdays, where they head a jamboree which includes the Glick Sisters, harmony team from Lancaster, Pa. . . . Fred Rose was a Chicago visitor last week in connection with several pop tunes he wrote and which have been recorded.

Hunt's Starlit Ballroom on the Boardwalk in Wildwood, N. J., which features the top names during the summer season, has turned to Western bands Mondays, bringing in Pop Johnson and his boys for the square dancing. . . . Jolly Joyce Agency. Philadelphia, setting an Eastern tour for Bob Nolan and the Sons of the Pioneers from July 24 to August 29, and the Hoosier Hot Shots, making their first Eastern appearance in several years on a tour, starting August 7. . . . Western and hillbilly units going big in Eastern bistros, with the Pennsylvania Hot Shots held over at Fisher's Hotel, Kinzers, Pa.; Stan Farley's band, with caller Arthur Schoudt, at Shadyside Ballroom, Alpha, N. J., and Patsy Newcome and Her Hickory Nuts at the Collonnades, Bethlehem, Pa.

Roy Rogers's rodeo litherary includes the Philadelphia Arena, September 2-11: Detroit Olympic Stadium, 15-16: Indianapolis Arena, 29-October 5, and the Chicago Stadium, October 8-24. Foy Willing and the Riders of the Purple Sage, and Dale Evans will probably be with him. . . . Pee Wee King drew 8.710 admissions at Louisville's Fontaine Ferry Park July 17. . . . Eddie Ruton, manager of Hillbilly Park, Newark, O., reports that he has a 15-minute show three times weekly over WINS. Coshecton. O., leaturing Jimmie Walker and His Western Stars. He expects to have a wire a' the park soon.

The NBC portion of the Grand Ole Opry goes on at 9 p.m. (CDT) next week instead of a half hour later. Lulu Belle and Scotty will work the show August 7. . . . Reed Dunn returned to WWVA, Wheeling, W. Va., July 19. Known as the Singing Mountaineer, he had been away from the station for about a year.

The Mile Twins at Ole's Dude Ranch, Marlton, N. J., with Tommy Mason and His Dude Rangers as house band, ... Jolly Joyce, Philadelphia agent, has set the Hoosier Hot Shots at Sleepy Hollow Ranch, Quakerstown, Pa., August 8: Carsonia Park, Reading, Pa., 11: Honeybrook (Pa.) Farms, 14: Sunset Park, Oxford, Pa., 15: Santa Fe Ranch, Reading, Pa., 18: Constitution Hall, Washington, 21: Jim and Jane's Park, Williamsport, Pa., 22, and Himmelreicht's Grove, Whomelsdorf, Pa., 29. . . . Ash Taylor, op at Sally Ann Park, Kutztown, Pa., celebrated the park's second anniversary with the appearance of Bob Nolan and the Sons of the Pianeers July 14, with the Victor combination set for a return August 8.

opyrighted material

Billboard MUSIC POPULARITY CHARTS VIII Record Reviews PRADE Week Ending BEZYICE July 23 PLATURE

RATINGS (100 Point Maximum)

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

low Ratings Are efermined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N. S. Indicates a record is not suitable for appraisal within the market.

Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't'g-promotion, film, tegit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5. The Calogories

A SOUTH COM	Œ	ATI	NGS				
ARTIST	0	10	0 0				
TUNES	VER	SX.					
BEL AND NO.	- A	120	- 4	j			
COMMENT	F						

ARTIST TUNES LABEL AND NO. COMMENT



85

69 75 73 60

80 84 80 77

60 70 60 50

83 85 82 80

83 85

_	_	_			•
8.3		T = 1			
		1 14			8 :
_					3.4

E SPORTSMEN-MEL BLANC Capitol 15145) ody Woodpecker

the original Woody oon voice, gurgles wacky bird call in hysterical fettle k is a veritable riot sound effects and ale tricks. Zany and kful, it should give earlier-released Kyplatter a hard chase.

Love To Live in oveland With a Girl Like You apectacularly compe-Sportsmen note

nding of oldie. Y KYSER

Harry Babbitt) Columbia 38869)

ig, Telephone, Ring thy Harry Babbitt utling of old-fashionditty may result in a resurgence. An Spots recording did some years back. Much-a-Manana

Gioria Wood-The Campus Kids) so performance of atpt at humorous L-A

HNNY MERCER-THE PIED PIPERS Paul Weston Ork) Capitol 15152)

er That Boy
by jam treatment of
rp novelty tune from
the Night Has a Thoud Eyes" flicker-a ural item for the attively cracked Merpipes.

the old tane, nicely the old tane, nicely the by the two-bent ags of Paul Weston's should make the a Juke scorer.

CK OWENS Eddie Ballantine Fower 1288)

n't Take Your Love From Me
k's erooning of his
tune of a few year's
k okay but uninred.

I You Be My Darlin'? Mary Ann-Jack

e-as-a - button dust ween Jack and his ighter Mary Ann-l she's a sweet singer, -abould be one of the son's top novelty

POPULAR

DINAH SHORE (Columbia 38260) Love That Boy (Sonny Burke Ork) 89 90 88 90 Long after the Huckster phase caught Dinah's out with a cute musical version. Swingy, retentive . . . good job. This Is the Moment

(Harry Zimmerman Ork) Pretty, almost too-pretty ditty which is hard for Dinah to stay with. Nice 72 70 72 75 backing job.

FRANKIE CARLE (Columbia 38288) I Don't Want To Meet Any More People

(Marjorie Hughes)
Nice song, nice arrange-ment but vocal harsh, graty and faintly hor-83 84 80 84 That Five o'Clock

Feeling (Nan Wright) Beautifully bound together band job. Uptempo rhythm number but at leisurely pace. Vocal doesn't hurt but unnecessary.

75 75 72 77

70 68 70 72

83 85 80 83

KATE SMITH (Jack Miller Ork) (MGM 10220) Easter Parade A Berlin standard's always the right vehicle

for Kate. Film plugging should spur sale. 

80 80 75 84 BOB HOUSTON (The Fontgine Sisters-Jerry Sears Ork) (MGM 10297) On the Waterfall Nothing to shatter the

atalls. I'd Love To Live in Loveland (Bill Finnegan Ork) Houston does one of his best vocal jobs on this oldie currently getting a pub push.

ART MOONEY (Galli Sisters) (MGM 10230) Chillicothe, Ohio

Sthythm number has drive but too little polish and certainly over-rauc-There's Music in the

75 80 75 70 Lond (Bud Brees) Brees vocal good; other ingredients not up to

RATINES (100 Point Maximum)

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

ARTIST TUNES LABEL AND NO.

COMMENT

RATINGS

53 50 55

66 60 63

78 75 78

59 60 57 60

ARTIST TUNES LABEL AND NO. COMMENT



75 75 73 77

88 88 87 90

73 76 70 76

68 75 60 70

63 65 60 60

65 70 60 65

65 65 65 65

72 72 72 72

78 80 78 77

81 82 80 80

84 86 82 84

75 78 75 73

P	OP	U	LA	2

53

63

77

81

69 69 68

65 65 65 65

75 78 74 74

81 82 80 82

MARIE SHAW-THE TEMP-TONES (Tower 1278) If I Had My Way Unsteady piping here. St. Louis Blues Thrush tries for dra-matic musical comedy interpretation, but doesn't carry it off.

MARIE SHAW-THE TEMP-TONES (Tower 1279)

The Blues Ain't Nothin' So-so job of torch tune. Lonesomest Girl in

Town Somewhat forced, but Marie makes her point

VIC DAMONE (Glen Osser Ork) (Mercury 5166)

Just for Now Good Damone on "Whiplash" flicker ballad. It Only Happens When I Dance With You One of Vic's best to

date. CHUCK FOSTER ORK

(Mercury 5162) Then I'll Be Happy Commy Ryan's vocal on this oldie is vibrant, but lackluster orking does nothing for embellish-

Paddlin' Madelin Home Livelier tempo and novelty quality make aide happier than flip-but in-65 70 65 60 strumental work is glaringly sub-par.

HARRY ROY ORK (Harry Roy-The Keynotes) 89 95 85 85 (London 234)

The Old Gal's Got That New Look Novelty a la British concept. "Petrillo was

You Made a Plaything Out of My Heart Beter than flip.

VAUGHN MONROE (Victor 20-2957) 77 78 75 75 Ev'ry Day I Love You (Just a Little Bit

More) Vaughn's too - casual treatment throws away romantic ballad values inherent in tune.

There's Music in the Lond Like flip, ditty is from "Two Guys From Texas" flicker. Vaughn and the Moon Maids jog thru number rather dispirited-

HERBIE FIELDS (Victor 20-2959) You Twisted My Heart Around Your Little

Finger
Thrush warbles mediocre
Sallad well enough. We'd Be the Same Herbie's vocat of his own tune has feeling. Quality ditty, smartly arranged

FREDDY MARTIN (Victor 20-2980) 77 77 73 80

and played.

The New Moon Hustied, concerts-styled ballad nicely warbled and orked; achieves suitable moon-haunted mood.

Shangri-La Curious amalgam of standard Martin orchestral semalty and progressive 88-ing of Barcley Allen doesn't Jell:

## POPULAR

BARCLAY ALLEN (Capitol 15141) Green Eyes Planist Allen bears watching. Style a'plenty 77 77 77 77 and a'pleasant. Barclay's Boogie 80 82 78 78 Instrumental with personal plane figurations which will bring fans.

PRIMO SCALA'S BAN-JO & ACCORDION ORK (The Keynoters)

(London 238) Side by Side Oldle gets sympathetic 72 74 70 72 "square" treatment,

Underneath the Arches Just when string-bandish stuff seemed abated, this starts to "sleeper"creeper. Song's release catchy.

(London 239) 84 80 80 Time Out for Tears (The Keynotes-Roy Robertson Ork)

ANNE SHELTON

Shelton does too-cool job on ballad that for time was hitting it up in race spots here.

Be Mine (Roy Robertson Ork) pop hopper.

73 74 72 75 THE SQUADRONAIRES (Jimmy Miller, Dir.-The Quads) (London 231) The Shoemaker's Serenade

Big English tune figures for little American excitement. You're Driving Me Crazy (What Did 1 50 50 50 50

Fair vocalizing but song market fairly saturated VERA LYNN

(Bob Farnon Ork) (London 232) You're the One I Care For (The Wardour Singers) When come London's chafte of pop material? Okay rendition but why 75 77 74 74

bother. The Silver Wedding Waltz More to the point for adult trade. 73 75 72 72

MARGARET WHITING (Frank DeVol Ork) (Capitol 15146) There's Something About Midnight Stylish piping of langorous alow ballad from

'Lady in Ermine" flicker. Look for the Silver Lining (Paul Weston Ork)

70 70 70 Mag does the whole oldie, verse and chorus, in an easy tempo permitting full values. LES PAUL

(Capitel 15147) By the Light of the Sil-The "New Sound" -Paul's multiple-dubbed guitar again, and dulcet-

The Man on the Flying Trapeze The virtuosity is there, but the idea department 72 75 70 70 is forced as Les promises a burlesque of the circus tune but docun't get with it.

(Continued on page 167)

## SENSATIONAL CLOSEOUT OFFER

Get ready for fast-moving fall record business. Fill your album requirements of certain numbers at below distributor's cost. List furnished upon request.

### SPECIAL LOT #1

To be sold before August 15 to the highest bidder

COLUMBIA ALBUMS

4625 C Sets • 3260 MM Sets • 480 MX Sets Enter your bid now for entire lot or any part of it

15,000 Columbia Playtime (Kiddie) Records, 75 different titles, 14c each

LOT #3

100,000 Columbia, Decca, Victor and Capitol Records Available for export and domestic use

ALSO WE CAN SUPPLY ALL YOUR CURRENT NEEDS IN VICTOR, COLUMBIA, DECCA. CAPITOL AND OTHER LABELS AT A SMALL CHARGE ABOVE DISTRIBUTOR'S COST.

> Shipments of \$100.00 net or over shipped free. (Free delivery on all orders in Metropolitan New York area.)

Excellatone Ruby Point Needle, \$3.00 list; Clase-Out Special, 75¢ each; Sample, \$1.00.

We Buy Complete Inventories, Closeouts and Surplus Stocks.

RAYMAR SALES

JAMAICA, L. I., N. Y.

Telephone: Republic 9-7908, Jamaica 3-9560 84-32 164TH STREET

HOT WEATHER have your record production down? Then get NEF-O-LAC compound

NEF-O-LAC "709" is the ideal "hot weather" record compound. Because "709" can be removed from the molds SOONER than other compounds and still retain all the NEF-O-LAC qualities it will help to increase production. To know more about this "hot" production item . . .



WRITE OR PHONE TODAY for sample biscuits

BINNEY & SMITH CO., 41 East 42nd Street, New York City Exclusive Sales Agents for U. S., Canada, Central and South America

MUSIC POPULARITY CHARTS Rillboard

Record Possibilities

July 23

Week Ending

### THE BILLBOARD PICKS:

In the opinion of The Billyoard 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:

Four Knights year-old disking of a rather pretty, easily remembered ballad written by Ben Raleigh and Bernie Wayne is reported to have caught on in the Richmond, Va., area. It appears to be spreading into another one of those "sleeper" hits. Signature's Monica Lewis is an old waxing which has been laying on the shelf and never before has been released. Both versions capture the flavor of the ditty with the Enights' version sounding Ink Spottish while the Lewis-Bloch side displays simplicity and polish.

I'D LOVE TO LIVE IN LOVELAND ... . Bing Crosby With John Scott Trutter Ork

Being revived now some 40 years after it originally proved to be one of the biggest pops ever, the Will Rossiter waltz is given a relaxed ride by Der Bingle with the usual able Trotter background.

## THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. COOL WATER ..... Vaughn Monroe-Sans of the Ploneers 2. THE MAHARAJAH OF MAGADOR .... Vaughn Monroe ..... Victor 20-2851 

### THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

## THE OPERATORS PICK:

PICES that have appeared for three consecutive weeks or three times within a siz-week period are not repeated below. Based on a weekly survey among 3,558 of them, the fuke box operators think tomorrow's hits will be:

n pyr a high maderial

By BUD FLANAGAN

Additional American Lyric by JOSEPH McCARTHY

It started with the disc jockeys, and it's growing like mad! Reports from Chicago, Philadelphia, Seattle and many more key areas are proving the sensational word-of-mouth publicity for the Summer's biggest song sensation.

If you haven't heard about it . . . you will, because "Underneath The Arches" is now receiving the biggest disc jockey and juke-box exploitation ever given one record!

# UNDERNEATH THE ARCHES LONDON RECORD

No. 238

PART



## WATCH FOR Clover Record #708 "DUO BOOGIE"

backed by "MIDNIGHT RHAPSODY"

Collins and Sandy at Twin Pianos Just Released and Climbing FAST!

National Distributor

RECORD MERCHANDISING CO.

1903 W. Pico Blvd.

Los Angeles 6, Calif.

Published by EDWARD MUSIC Hollywood 28.

441 No. Comden Dr. . Beverly Hills, Colif.

Available for Quantity Orders-Terms C. O. D.

## ALL HITS ON MAJOR LABELS IN STOCK

OUR PRICE-WHOLESALE COST PLUS 5 CENTS PER RECORD

HIT RACE SUGGESTIONS

My Heart Belongs To You-Arbee Stidham

Run, Joe-Louis Jordan Candy Store Blues-Tony Harper Precious Memories-Rosetta Tharpe My Happiness-Ella Fitzgerald

#### HIT PARADE SUGGESTIONS

Cool Water-Vaughn Monroe It's Magic-Dick Haymes William Tell Overture-Spike Jones Woody Woodpecker-Kay Kyser Love Somebody-Buddy Clark and Doris Day

## RECORD WHOLESALERS

853 Ninth Avenue

Circle 7-6362

New York 19, N. Y.

## Billboard MUSIC POPULARITY CHARTS

## Advance Information

Week Lading July m

## ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks to 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 Tree in the Meadow B. Lesier (Galway Bay) Rainbow 70015 Ab-Mur-Rhumba H. James Ork (Ab, But) Columbia 38268

After Hour Stuff T. Dorsey Ork (Until) Victor 20-3061

D. Dennis-B. Farmen and Ork (Judaline) London 254

Ah, But It Happens H. James Ork-V. De Campo (Ab-Mur Rhumba) Columbia 38268 Ah! But It Happens

J. Johnston (Judaline) MGM 10240 Ah, But H Happens P. Stewart-B. Cole and Ork (For All) Capitol 15161 Ain't Doin' Bad Doin' Nothin'

B. Crosby (Ida, 1) Decca 24476 Ain't Doin' Bad Bein' Nothin' H: Porrest (Help Yourself) M&M 10239 All of Me

L. Prima Ork (Sweet Nothings) Victor

Am I All of Your Future The Harmonica Gentlemen (In Our) Castie 1255 As Time Goes By

P. More (Lazy Lady) Victor 20-3046

H. Derwin and Ork (Stssy) Columbia Bella Bella Marie

J. Desmond and Dell Trio (Lillette) Co-Between You and Me

A. Oliver Trio (I'll See) Rainbow 70008 Bird Sings at Eventide Ronalde-B. Farnon Ork (Down in) Lon-

Box 155 E. Lawrence and Ork (If 1) Columbia

Bumble Bee on a Bender K. Griffin (You Darlin') Rondo R-146

But None Like You D. Street and Twin-Tones (You're So) Rainbow 10075

By the Waters of Minnetonka E. Smith (Parade of) Decca 24477

Cariye Waltz Ray Plagens (Pantasia) Testar RCH 163 Ciclito Lindo

A. Russell (Sunday in) Capital 15158 Crystal Ballroom Polka W. Solek and Ork (She Married) Har-

Cucken Waltz The Six Rascala (John's Other) Con-

Curkoe Bird Walte E. Griffin-J. Knapp and M. Spelman (Every Little) Rondo R-143

K. Baker (You Go) Landon 250 Deep Night

monia H-1701

J. Laurenz (Sleep My) Mercury 5161 Don't Be So Mean To Haby P. Lee-D. Barbour (Just a) Capitol 15159. Down by the Old Mill Stream The Waylarers (In the) London 263

Down in the Forest Ronalde-B. Parnon Ork (Bird Bongs) London 265 Down the Stairs and Out the Door (Went

My Baby) B. Davis-J. Richards Ork (Just One) Victor 20-3036

B. Green and Barrytones (Little Church) Rainbow 10083

Every Day I Love You B. Barron and Ork (Somebody Else'r) MGM 10237

Every Day-I Love You H. James-Marton Morgan (There's Muzic) Columbia 38245 Every Little Mavement

K. Griffin-J. Knapp and M. Spelman (Cuckee Bird) Rondo R-143

Marjean Pranklin (Cartye Waltz) Tex-

star RCA 163 For All We Know

F. Stewart-B. Cole and Ork (Ah. But) Capitol 15141 Galway Bay

B Lester (A Tree) Rainbow 70015 Gay Nineties Album-Frank Luther (4-10")

Parts I-VIII Inclusive Decen 24464-24467 Inclusive Help Yourself To My Heart

H. Porrest (Ain't Doin') MGM 16239 I Don't Care What They Say B. Goff-C. Stapleton and the Serenaders (When You're) London 202

I Love My Girl P. Haynes-D. Kryger (Ploom Ploom) Harmonia H-1921

I Ought To Know Better

B, Kaye Quintet (If There's) MGM 1024) I Wonder Why V. Watkins (Now I Know) MOM 16333

Ida, I Do B. Crusby (Ain't Doin') Decca 24476 I'd Rather Be Wrong Than Be Sorry

B. Clark (The Night) Columbia 38363 If I Could Be the Sweetheart of a Girl Like You

E Imwrence and Ork-J. Hunter and R. Patton (Box 155) Columbia 16264 If There's a Girl For Every Boy in the World

B. Kaye Quintet (I Ought) MGM 10241 I'll See You in My Dreams A. Oliver Trio (Between You) Rainbow

In Our Old Home Town The Harmonica Gentlemen (Am. 1)

Castle 1255
In the Shade of the Old Apple Tree
The Wayfarers (Down by) London 263
John's Other Wife The Looney Tooners (Cuckee Waltz)

Continental C-1242 Judaline J. Johnston (Ah! Buts MGM 10240

D. Dennis-B. Furnen and Ork (After All)

London 254 Just a Shade on the Blue Side P. Lec-D. Earbour (Den't Be So) Capillel

Just Once More

B. Davis-T. Camarata Orl (Down the) Victor 20-3636 Lary Ludy Bougle

P. Moore Four (As Time) Victor 29-307-6 et the Rest of the World Go By.
D. Streef & Twin-Tones (Moonrise) Rainbow 10078

J. Desmiond and Dell Trio (Bella Bella) Columbia 38269 Little Church on the Hull

B. Green and Barrytones (Dreamy Oh))
Rainbow 16083 Main Street Polks H. Harden and Ort (Three Minute)

D. Street and Twin-Tenes (Let the) Rainbow 10078

Nashville Blues J. and R. Dood (Silver Dollar) Castle

Now I Know (What I Didn't Knew Then) V. Watirins (I Wenner) MGM 10232 Old Gray Mare

Regeman String Band (String Band) Public P-710

Parade of the Weeden Seltiers E Smith (By the Waters) Decca 24472 Pleam Pleam Fleem P. Haynes of Love | Barmonia B-1921 Rhythm on Reeds Album-Phil Green Ork

(4-10" London 1.5-26 Ballette

- . Lenden 244 London 246 Carnvari Crecle Love Call . . London 245
Passinating Ehythun . . London 243
Mood Indigo . . . London 244 Moongiew London 243 Smoke | lines London 345 Jean Sablen Souvenir Album-Jean Sablen

4 E-10") Decea A 1172 It Might At Well Be Spring (Printemps)

Se Tendre (Til Be Yours) Decca 40005 La Chargen Des Rues (Just To Know You Love life) Decca 40005

Decen 40009 Decca 40021 Amous Meurt . . . Decea-

(Symphonie) Decca 40002 These Foolish Things (Remind Me of Your De

Say Something Sweet To Your Sweetheart A. Shelton-S. Erowne (The Law) London

She Married a Clarinet and Ork (Crystal Ballroom)

Harmonts FE-1701 Silver Dollar J. Dodd (Nushville Blues) Castle 1251 Silver Wedding Waltz

B. Green and Barrytones (Six Little) Rainbow 16065

H. Derwin and Ork (At the) Capital Six Little Pictures B. Green and Barrytones (Silver Wed-

(Continued on page 174)

MR. RETAILER!

If You Can't Order From Your Distributor . . . Order Direct From Us!

Gene Carroll's Original

## ANIMAL RECORDS The Newest . . . Hoffest Idea in Records!

NEWEST RELEASES! #170 WOODY WOODPECKER Ain't She Sweet? #168 ANIMAL POLKA Little Sir Echo

OTHER BEST SELLING RELEASES! #162 CIVILIZATION Hawaiian War Chant #164 YOU WERE MEANT FOR ME Beg Your Pardon #166 FOUR LEAF CLOVER Feudin' 'n' Fightin'

Minimum Order 5 Each . . . Total 25 Records

STAPLETON INDUSTRIES, INC. 792 The Arcade Cleveland 14, Ohio

JUST ASK JIMMY MARTIN ABOUT THE TOWER-IFFIC RECORDING

THAT CERTAIN PARTY"

BENNY STRONG AND HIS ORCHESTRA TOWER RECORD NO. 1271



peed--Precision--Economy! arnaby Dies for Tilting Head, Book Type d Fixed Head Units. Sizes 4", 7", 10", " and 16". For vinylite, shellac and lamiited paper. Complete stock of all Accesries. Write for full information.

ARNABY MANUFACTURING and TOOL COMPANY

## the new look

SEE IT ON THE INSIDE FRONT COVER THIS ISSUE

MARY KAYE TRIO

## Billboard MUSIC POPULARITY CHARTS $\mathbf{XI}$ Album Reviews

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

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

THE RATINGS

(100 points-the maximum)

EL MULE RACHAMIM (1-12") Shalom Katz with organ. (Mercury Classics DM-17)

El Mule Rachamim; Rezch. Here is a remarkable disking, which tho definitely of a liturgical nature, should be able to stir interest in other sales fields with proper merchandising. Shalom Katz, a cantor in Bucharest, Rumania, possesses a phenomenal voice-wide in range and bell-like in quality. His material, "El Mule Rachamim," is a chant which is dedicated to the Jews who perished in concentration camps under Hitler; Katr's story printed on the rear of the sleeve, which goes with the record, is hair-raising. But primarily this record's best sales outlet will be in Jewish nabes. Recording was cut in Crechoslovakia.

JUKES

JOCKS For Jewish shows with a serious slant and for spinners who like to build to a disk with a solid story.

CLASSICS IN MODERN (3-10") Frank DeVol Ork

(Capitel CC 88) The Lamp Is Low: The Breeze and I; On te Tale of May: If You Are But a Dre Our Love; Moon Love.

Excerpts from longhair pieces which were blown into hit pop songs in the past few years form the content of this well-packaged album. DeVol's eleffings and conducting make for pleasing listening and dancing. Package should make a good standard shelf item for merchanis.

JUKES Class locations could go for these

JOCKS Middle-brow music good for most spinner shows.

PAUL WHITEMAN SELECTS RECORDS FOR THE MILLIONS (4-10")

Paul Whiteman Ork-Bing Crosby-Teddy Wilson Ork-Benny Goodman Sexist-Peggy Lee-Claude Thornhill-Harry James-Prank Sinatra-Louis Armstrong Ork-Duke Ellington. Columbia C-163

Louise: Embraceable You: On the Sunny Side of the Street: There's a Small Hotel: Ain't Misbehavin'; Someone To Watch Over Me; I Can't Give You Anything But Love: Mood Indigo.

Timed to coincide with the release of his evelopedia of popular records titled "Records for the Millions," Paul Whiteman has culled Columbia's files and assembled eight sides in an album with the same name. Selections range from Louis Armstrong and Bing Crosby items of the twenties thru middle-period Benny Goodman to recent Thornhill. The merchandising fea-ture is that each is a collectors item, enabling such collectors as may have missed them to catch up. However, this is a pretty tenuous reason for assembling so diverse a collection of sides under one cover. But each side is high-grade in its field. Columbia had the musters, Whiteman has the name and the anthology may sell.

JUKES JOCKS Only the more / Fine fer collector recently waxed sides.

JEFFREY CLAY

(The Serenaders) (Dana Album 5001-5002 (4-10") Song-Stories for Children

Three Men in a Tub, Dana 5001; Let's Dance to the A-B-C and the Counting Song, Dana 5001; Tom, Tom, the Piper's Son, Dana 5002; The Boy Who Cried Wolf," Dana 5002.

Pop hit songweiter Al Gamse has tried his hand at fashioning narrative explanations for kid tunes. Altho not overly startling or constructively landmarkish, these are marked with an adherence to good taste and good recording standard that cannot be everlooked. For Dana's initial try at the kiddisk market this is creditable effort.

JUKES Not suitable.

JOCKS Tot spinners will go for A-B-C some and others.

THE CATEGORIES

Week Ending

July 23

TRADE

SERVICE

MATURE

4. Manufacturer's Distribution Power .... 10 7. Record Quality ..... 5

3. Manufacturers' Production Efficiency . 5

9, Packaging ... binding, wrapping) LULU BELLE ALBUM (3-10") Dorothy Lamour Coast C-10

I Can't Tell Why I Love You; Sweetle Pie; Ace in the Hole; Luiu Belle.

Dotty deadpans her way thru four tunes from her current picture, "Lutu Belle," Aided by the competent Crew Chiefs vocal group and a lush Hollywood ork, The Sarong tries hard to make like a vocalist, but the stuff (vocal, that is) just isn't there. Retailers may be able to peddle some of these al ums with local movie theater tie-ups, however.

JUKES Okay for gaslight Lamour name on or film music selection card may sell a few spins.

COLE PORTER SUITE (2-12") Louis Levy Concert Ork (London LA-19)

Night and Day; I Get a Kick Out of You; I've Got You Under My Skin; Don't Pence Me In; Anything Goes; Begin the Beguine; My Heart Belongs to Daddy; In the Still of the Night; Let's Do It.

Kostelaneta-like conception of nine Cale Porter tunes crammed into four 12-inch sides rank with the best standard diskings of Porter melodies. Prefaced by the composer, the album is nattily packaged, Surefire catalog item for retailers.

JUKES Not suitable. JOCKS FM and AM spinners should go for these sides.

HAGANA SINGS (3-10") Uri Zifroni-Sara Jaary-S, Weisafish (Egan Ork-Michrovski-R. Musikantski)

(Zimra Z-1) El Hof Hamoledeth; Hora Hagalila; Tzena, Tzena; Shir Hapluga; Shir Lamishmereth;

These sides were waxed in Palestine. They contain songs of the Hagana, the fighting force of the new land of Israel. The songs are vigorous and stirring the the performance of them on wax are far short of commendation. Nevertheless the package should find limited sales in Jewish nabes. JUKES JOCKS

Yiddish spinners. Not suitable. folk spinners may go for these.

DE FALLA: Three Dances From 70 "The Three-Cornered Hat"

· (2-12")
Philharmonia Ork-A. Galliera, conductor

(Columbia MX-297) These excerpts from the popular modern

Spanish composer's frequently performed ballet display much of De Falla's modern sound and idea. There is much of musleaf interest with oft heard smatterings of Spanish folk music influence in these excerpts. This English-made recording is good as is the performance of the ork under the guidance of conductor Galliera. Notes and cover are adequate.

JUKES JOCKS. Not suitable. In excerpts or in whole this is good longhuir spinner

matter.

CROSBY CLASSICS: Vol. II (4-10") Bing Crosby

(Columbia MM-762) Chost of a Chance; Black Moonlight; Did You Ever See a Dream Walking: Tve Got To Pass Your House to Get to Mine; Let's Put Out the Lights; Moonstruck, Sweet Georgia Brown; Temptation.

This is Crosby early vintage and mid 1930's before he had achieved any particle of his tremendous success via radio and movies. Bing may sound more immature here but still great. Some of these sides have a freshness that makes them sound pretty well op-to-date. Tune choices for the package are in excellent taste. Good cover and liner notes.

JUKES Questionable appeat for old Cros-

JOCKS. Perfect material for any spinner show.



## As BUFFALO Goes So Goes the NATION

Who's kidding who? The original

YOU CALL EVERYBODY DARLIN' Starling 3023

> Coming up fast! IF I HAD YOU

Kan Griffen an Ronda 137

Still a winner! MY HAPPINESS Alice and Jim Nelson on Bandwagen 504

Still going strong.

TOOLIE OOLIE DOOLIE Larkin Sisters-Spire 5505

Bleeper of the Day-it's terrific!

WHERE THE APPLE BLOSSOMS FALL backed by

TEA LEAVES the original on Palda 109 by Art Sidro

Still a big seller

YOU CAN'T BE TRUE, DEAR

Ken Griffen-Rondo 128 Ken Griffen and Jerry Wayne-Rondo 228

Just released!

CUCKOO WALTZ

Ken Griffen-Rondo 143 Ken Griffen-Johnny Knapp-Marian Spelman Rondo 143

> 8. The biggest tune of the year, HAIR OF GOLD Lee Carson-Bandwagen 1056

> The Billboard picked it May 25, It's really going places WHEN-I GET YOU

ALONE TONIGHT Dick Kuhn-Top 1157

It's selling like "You Can't Be True, Dow". DARK OF MIDNIGHT

Fitz Herbert-Spire 9502

Don't miss the cream of the crop. Write, wire or phone The Nation's No. 1 Distributor

> MIDTOWN SALES 378 Genesee Buffalo, New York

## MUSIC-AS WRITTEN



#### New York:

Murray Baker off on vacation. Searching for his long-lost smile? RCA Victor suspending disk shipments to press reviewers for weeks of July 26 and August 2, due to the Camden plant's vacation schedule. . . . Gem Records' Nat Cohn leaving July 26 on a six-week country-wide tour to promote his disks with jocks, ops and retailers.

Bob Chester reportedly giving up his ork to become a disk jockey in Detroit. . . . Former Lionel Hampton ork trumpeter, Joe Morris. and his ork, which features tenor Johnny Griffin, signed to a three-year waxing pact with Atlantic Records. . . . Signature diskery picked up a couple of 12-inch sides by planist Liberace. Tunes include Warsow Concerto and Ritual Fire Dance. . . . Elliot Lawrence's ork drew 6,000 customers into Coney Island, Cincinnati park, July 16-18. . . . Dirry Gillespie's ork grossed approximately \$7,500 at a Gene Norman concert in Pasadena, Calif., July 19.

Decca Records completing negotiations for new union contract with plant help here. . . . Bit of mystery induced when Decca's stock jumped from about 8% to 10 Friday (23) after about 4,700 shares changed hands. Considering state of disk biz and lack of any "obvious" big doings, purchase of so many shares and rise in stock gathered attention. . . . Freddy Martin coming into the Waldorf, following Guy Lombardo. . . Negro attractions grabbing tremendous Broadway biz with the Count Basie-Billie Holiday show racking up an all-time non-holiday week record at the Strand Theater; a 95G week was helped by the Key Largo pic. . . Miller Music moving Oscar Robbins onto the plugger staff, replacing Paul Case. . . . Chi and California phono ops associations lining up big drive on Juke Box Jamboree tune.

Ida Shurman, whose first song. The Scarecrow Man, has just been published by the Boston Music Company, is a successful whodunit author with several tomes to her credit. . . . Sammy Kaye cut the sound track for a documentary film titled I'm the U in the U. S. A., a community-sing short produced by the film industry, in co-operation with the Anti-Juvenile Delinquency Conference, for release in September, which is National Youth Month. Project is strictly non-profit, with all hands contributing services and facilities gratis. . . . Dean Hudson's ork into Bill Green's Casino, Pittaburgh, August 22 for two weeks.

Commodore Records' topper, Milt Gabler, explains that he sanctioned only the Decca distributing org's job-lotting his wax but not retail sales of Commodore disks at 65 and 95 cents as reported last week. . . Gene Williams's ork, which debuted at the Click nitery in Philadelphia last week, is carrying the Mack and Desmond dance act as a permanent feature. Illinois Jacquet's small ork into the Roxy Theater here beginning September 9 with the Harvest Moon Ball's winning contestants' show. . . . Dave Cavanaugh, one of the house orksters at the Capitol diskery in Hollywood, will take an ork into the Flamingo Hotel, Las Vegas, Nev., for four weeks beginning August 13.

David (Shoestring Symphony) Brockman conducting a Gershwin concert July 30 at Fai-field. Conn. . . Ork is Connecticut Symphony, with Todd Duncan featured singer. . . . Edwards Music nabbed the publication rights to Ivery Joe Hunter's Pretty Mama Blues, race hit via Four Star Platters. . . . Ames Brothers into Baltimore's Hippodrome July 29. . . . Modern Records, who formerly shipped their disks from their Coast plant cross-country for Eastern distribbing, will now have platters for local markets pressed by Empire Records here.

Jon and Sandra Steele currently at the Biltmore Bowl in L. A. for two weeks. . . . Grace Smith, ex-Erskine Hawkins thrush, who recently made her platter debut as a single with the National waxing of Competition Blues, opens at the Cavern nitery in Washington July 30. . . . James Kirk, swing harpist from Holland, now at the Park Avenue Restaurant on 52d Street. Philadelphia: . . . Three Suns opened at Virginia Beach's (Va.) Surf Club July 23. . . . Guy Lombardo's ork will enjoy a five-week vacation with pay beginning August 6, when Guy lays down the baton to enter a series of speedboat contests. . . . Don MacLeod replacing Al Gross in Johnny Long's Beachcombers Quartet. . . . Gene Krupa to play the Toronto Exhibition August 27-28. . . . Henry Jerome's ork opens at the Edison Hotel's Green Room July

> ANOTHER ORIGINAL ANOTHER DOUBLE - SIDED

REGENT #122

By Lang Thompson and his orchestra.

Yes! Lang Thompson is back and RECENT'S got him-on the record everybody is talking

> DISTRIBUTORS IN ALL PRINCIPAL CITIES, COAST TO COAST. A FEW CHOICE DISTRIBUTOR TERRITORIES AVAILABLE

58 MARKET ST.

29, and will air six times weekly via Columbia Breadcasting System Mutual Broadcasting Company wires

Paul Kale', of Pops Music, has entered the entersalament booking field. . . . Rhythm Marters, vocal quartet, made four shorts for Universal Pix. . . . Signature Records has taken over several Pat Terry mosters from Famous. . . . Korn Kobblers finished a record 54-week run at the Flagship, Union, N. J. and are now on vacation. . . . London platter library has signed WOXR for a two-year subteliption. . . . Lob Farmon, Canadian orinter, stopped off here on his way home from England, where he conducted a service dance band during the war.

Former GAC agent Paul Bannister may take over the personal mana ment of the Hal Derwin ork. . . . Noro Morales's Latin crew heads for one-month engagement in Cuba next month. . . . Ted Weem's ork sked for two return weeks at the King Phillip terpery in Wrentham, Ma beginning August 10.

#### Chicago:

Pat Lombard leaves the William Morris location department Wednesd (28), with Jack Archer replacing him. Lombard will handle Easte locations for WM. No appointment has yet been made in WM's one-nig department, vacant since Nev Wagner's exodus. . . . Paul Bannister will i go with Stan Kenton, as previously reported.

Vitacoustic is reported to have sold a batch of its mouters, but execs of the firm could not be reached for comment. Howard Moses, attorney for the Vita creditors' committee, will hold a meeting with Vita exect Tuesday (27), at which time the June statement of the firm will be discussed. . . . Jimmy Wakely, Capital cowboy singer, will headline the Flying L Ranch Rodeo with his horse, Sonny, at State Fair of Texas, Dallan, October \$-24.

Universal platters working out a deal to merchandise its first ventu into kiddle disks thru a publishing house. . . . Ray Raymond, juke op, an Murray Arnold, ex-fronter, have sold their Juke Box Jamboree to Enco Music. . . . Jerry Murad, leader of the Harmonicats, will be a daddy January. . . . Johnny Knapp and Marion Spellman, nitery singers, dubbe in vocals on four Ken Griffin sides for Rondo last week.

George Solar, general manager of Jimmy Martin's distributer outlet, lost his dad, Louis Solar, veteran retail music shop op, last week. . . . Jack Owens and his 13-year-old daughter, Mary Ann, with whom he cut Will You Be My Darlin'?, a tune they wrote, will play a series of theater and nitery dates.

#### Cincinnati:

Ray Anthony set an all-time mark for Crystal Ballroom, Buckeye Lake O., with a two-weeker ended July 15, according to A. M. Brown, manage of Buckeye Lake Park. Efforts are being made to bring Anthony back there for a week in August. Anthony crew is current this week at the new Dance Theater in Elyria, O. . . . Deke Moffitt's ork now heard each Monday and Wednesday, 11:30 p.m. to midnight, over WLW from Beverly Hills Country Club, Newport, Ky. . . . Al Fish's Club Rendezvous, Connersville, Ind., recently enlarged to accommodate 850 diners and dancers, is enjoying a solid play. Elliot Lawrence and Ray Anthony have just finished there, and Johnny Long comes in August 13.

Tex Beneke, who smashed all records for Moonlite Gardens, Coney Island. last season, takes his crew back there for a one-nighter August 6. . . . Fats Frady and His Frady Cats into Toddy's cocktail bar-restaurant for an indefinite stay. . . . Jimmy James ark playing five nights c week at the Ault Park dansant. . . . The Modernaires, with Paula Kelly, an odded feature this week with Clyde Trask's combo at Coney's Moonlite Gardens.

Aqua String Band recorded Ted Troy's Everything is Peacher in Georgia. backed with another local offering in Billy Hayes's When They Play the Mummers Reel. . . . Hershey Kaye conducted the orchestra for the Wallace convention here. . . . Three Suns follow Louis Jordan at Orsatti's at near-by Somers Point, N. J.

Louis Armstrong and the All-Stars set for two weeks, starting Labor Day. at Frank Palumbo's Click. . . . Johnny Hartman, singer at the Club Harlem. Atlantic City, leaves the show to join Dizzy Gillespie on the West Coast.

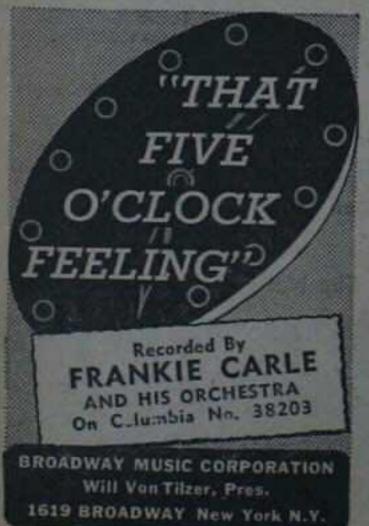
#### San Francisco:

Four out of five musicians here not working at their profession, reports Eddie Burns, business rep of Local 6, American Federation of Musicians (AFM). Burns lays the blame squarely on the 20 per cent amusement tax-23 per cent when the State tax is added . . . Orit leader Sterling Young opened a two-week engagement at El Patio Ballroom, filling in for John Wolohan and crew who are on vacation. Featured with the band tel songstress Bobby Ennis. . . . Series of free band concerts have started in Union Square, financed by record royalties obtained by the musicians' union.

#### London:

Duke Ellington leaves Cherbourg July 30 abourd the Queen Elizabeth after a successful London, provincial and Paris tour. . . . Iver Freid takes over position of bandmaster-in-charge of three bands aboard Queen Mary starting with next trip, July 23. . . . Ivy Benson has canceled a two-month tour of Italy with her band, owing to currency difficulties, and may visit the U. S. before opening her winter variety tour.

Vocalist Dick James has signed to record solo for Decca and London Jabel. . . . The Pallan Festival of Jazz and Song, set for Naples, has been postponed indefinitely due to differences and difficulties in signing up foreign writers.



## CExperiment Jacquet Asks G Retail Disks

HCAGO, July 24.-The Union Company, which operates 700 outlets dealing principally in dicals and newspapers thru railstation stands, is experimenting latter and radio television set ling thru the Merchandise Mart e shop here. George Tanty, a ear veteran in appliance and sales, who manages the shop, The Billboard that the shop was ned by Stenz Gard, who designs handising equipment for RCA r, and the UNC outlet is coned the most modern self-service in the city.

nty pointed out that the nationretail news chain is not only g the feasibility of peddling ers thru its established outlets. also making a test with the Chi to determine whether or not such retail appliance and plathops should be set up under INC banner.

# eener Dances

STON, July 24.-Teen-age promotion sparked by the om Operators' Association of England (BOANE) is reaching a peak in this area. The newest to go for teen dances is the ght Ballroom in South Lynn-Mass, where free dancing for rs under 17 started July 13, and nues each Tuesday. Local youth in the section are co-operating cheartedly on the deal.

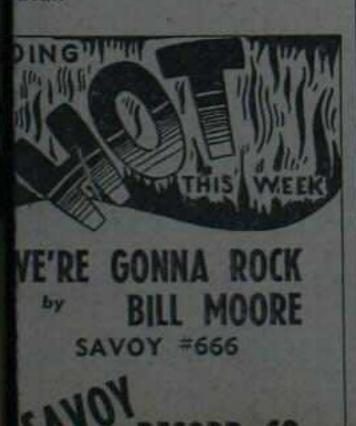
e first to start teen dances here Carl Braun Jr., op of the Comre Ballroom, Lowell, Mass., and of BOANE. Braun has the ng of the school department and keith Academy for his spot. -

#### Linley Into New Yorker

W YORK, July 24 .- Ray Mcy's ork was signed to follow the e Cummins band into the Ice ce Room of the Hotel New Yorkre. McKinley, who was in the for an engagement early this will return for a four-week two-week option stay, with no ng date as yet designated. Cumopens at the hotel July 28, reig Ray Eberle's ork at the spot.

#### eo Inks Specialty Pact

W YORK, July 24.-Maceo weather, generally known as faceo, this week signed an exe waxing pact with Specialty ds, the West Coast firm which lizes in race and religious etch-Maceo for many years has d with the RCA Victor diskery. specialty pact calls for a five-



Market St. Newark, N. J.

## In Contract Suit

NEWPORT NEWS, July 24.—Bebop Tenorman Illinois Jacquet filed suit last week in the Circuit Court here for \$1,000 he claims is due him for a dance engagement at the Norfolk Auditorium last October 20, The suit names B. J. McClain, local premoter, as defendant, alleging that Jacquet's contract with him called for a 50-50 split.

The take, Jacquet contends, was \$4,000, of which he says he received only \$1,000.

## Jerome Leaves Apollo Diskery

NEW YORK, July 24 .- Jerry Jerome, musical director for the Apollo diskery, this week left his post with the firm. Jerome, who has been with the diskery for over a year, was let out for the duration of the Petrillo ban in order to slice the firm's opera- L. A. Palladium Inks Welk tional overhead while it is unable to make musical records.

at one time worked for the now Apollo's West Coast representative in lieu of the recently closed Coast branch office. He will supervise distribution, pressing and sales promotion on the Coast for Apollo.

## Universal's 4-Tune Disks Prepped for Sept. Release

version of the longer-playing disks in have shown. a 10-inch standard shellac platter, which carries four complete two-anda-half-minute selections, two on each side of the disk. The innovation will retail for \$1.05, with the first two-September release sheet.

Made possible thru use of "quality control," the disk carries a narrower groove which makes it possible to squeeze on five minutes of playing time. The record has a standard appearance except for a five to eightsecond blank bar between selections. While first platters will be on shellac, the process works equally well on vinylite. No new pressing equipment is necessary and the double-feature disks can be pressed in any plant,

NEW YORK, July 24.-Lawrence The firm this week also completed Welk's champagne music will pour arrangements for Sid Talmadge, who forth from the bandstand at the Palladium terpery in Los Angeles for defunct Cosmo waxery, to become six weeks beginning October 19. Currently the ork is one-nighting thru the Midwest, with the tour due to wind up with a four-week run at the Trianon Ballroom in Chicago beginning August 10.

CHICAGO, July 24. - Universal A standard record player head will Records this week demonstrated ex- operate without skidding, and overclusively for The Billboard its own cutting is avoided, experimental tests

Bill Putnam, Universal prexy, said the first double-feature disk will carry four Johnny (Scat) Davis sides, running from 2:15 to 2:30 in length, with the Harmonicats and Gene Auson-one-side waxing expected on the tin to follow in the next two months. All sides will be releases which have not been previously marketed.

> Putnam said the process will be open to any record manufacturer who buys a quality control license, which will be available in about two months. He feels that the new five-minute sides may cut the use of some 12inch records which run about five minutes.

> Putnam said he is attempting to work out a deal with pubbers whereby present 79-cent two-selection platters at a standard royalty of 4 cents will be apportioned to fit the \$1.05 four-selection platters. Talks with a number of pubbers indicate they will probably agree to the Universal suggestion, Putnam said.

Because of the narrow blank bar on the 10-inch double-feature disk and the limitation on selectivity, the record probably will have little interest to juke ops unless they try the disks at 5-cent play in hopes that the two selections per side will encourage more nickels in the slot.





TEMPO'S "Talkin" to the River" (TR 654)

will be the SMASH HIT of 1948

## DON PABLO

The Most Danceable Music in America

THE MERCURY WALTZ (18559-A)

DFCC

\*\*\*\*\*\*\*\*\*



THANKS WALT KAY WIW

ORRIN TUCKER and VINCE

DI MAGGIO



## "STANDARD"

The Best in Polkos and Foreign Language Recordings

- G-25001-Cuckoo Waltz
  - Vocal Version
    - I'm So Cuckoo Over You
- HenritRene Musette Orch.
- T-142-You, You, You Are the One Henri Rene Musette Orch.

STANDARD PHONO CORP. 163 W. 230 ST. NEW YORK 11, N. Y. CH. 2-0880

SEE IT ON THE INSIDE FRONT COVER THIS ISSUE

MARY KAYE TRIO

## 25G Off the Pace Of '47, Robin Hood Calls It a Year

PHILADELPHIA, July 24,-Bad business has brought a halt to the open air Robin Hood concerts, lopping off three weeks of the regular seven weeks' scheduled season. Poor weather and slim attendance are blamed, other sources also blaming competition from the political conventions, two Mummers parades, free musical concerts at Wanamaker's department store and too many longhair programs at the Dell itself.

Management called it quits for the outright cancellation on the unfinyear, since at the present rate another ished schedule.

three weeks would put the 6,500-seat Dell at least 35G in the red.

Attendance for the four weeks was only 50,000, compared to 67,000 in the same period last year. However, the Dell aims to be back in full swing next year and season tickets will be honored for the first three weeks next summer.

The Dell management admitted that the public will continue to stay away from the longhair stuff, adding that "music of a more popular character and more spectacular soloists will be scheduled for next summer." Management also blamed the recording ban for empty coffers. Normally, the Dell ork, comprising almost 100 men of the Philadelphia orchestra, would wax for Columbia with the Dell's musical director, Dimitri Mitropolous, conducting along with other guest The Dell's income at the end of stick wavers. The local musicians four weeks ran \$25,000 behind last union says it may ask the manageyear's receipts for the same period. ment for some settlement rather than

## HAWAIIAN RECORDS

Boost Your Falling Record Sales With **Numbers From The** 

## HAWAIIAN HIT PARADE

MY YELLOW GINGER LEI Naka-Pueo

LOVELY HULA HANDS E Naughty Naughty Mai Nei

LITTLE BROWN GAL Kauoha Mai

MOANALUA God Bless My Daddy

LILIU E Kaulana Ke Kuahiwi

America.

BETTER

Retail 79c

HINANO Akaka Falls

PAPALINA LAHILAHI

Maile Swing

LIKO PUA MAMANE

Hula O Maki

KE KALI NEI AU

Puen

Alekoki

PUA LILIA

Dealer 49r

Shipped from our Hollywood Office.

SEND ORDERS BY AIR MAIL (5c Postage) to

49TH STATE HAWAII RECORD CO.

The Best in Hawaiian Music on Records 1121 Bethel Street

Honolulu, Hawaii

#### **\*** BORNEY BERGANTINE Composer of the Hit Tune

wishes to express his appreciation to friends and music lovers who helped to make "MY HAPPINESS" a top tune in

BORNEY BERGANTINE, Composer 5229 E. 7th St., Kansas City, Mo.

"MY HAPPINESS"-Lyrice by Betty Peterson Published by Blasco Music Co., Inc., A.S.C.A.P.



## the new look SUMMER 'SLUMP' TIME is the right time . . .

To REPAIR your worn-out dies. Let BARNABY put your dies back into shape . . . while your presses are idle. They'll be just like new, and in time for the fall and winter rush season.

> Write now! Or better still, send your dies today for immediate servicing.

Check Barnaby for your accessories, too. Immediate shipments.

BARNABY MANUFACTURING and TOOL COMPANY

## UP AND COMING KING, HITS

KING 719 LOST JOHN BOOGIE KING 717 THE BALDHEADED END OF THE BROOM

KING 4226 BLOW YOUR BRAINS OUT KING 4230 I CAN'T GO ON WITHOUT YO KING 720 I CAN'T TELL MY BROKEN

HEART A LIE R NOW FROM YOUR MEASEST AND THE



DON HENRY TRIO #119

## APOLLO RECORDS, INC

Welcomes CHORD DISTRIBUTORS

> 2406 SO. LA SALLE CHICAGO, ILLINOIS

Distributors of Apollo Records for the State of Illinois.

APOLLO RECORDS, INC

457 W. 45 ST., N. Y. 19

BILLY ECHSTINE'S GREATEST HIT ON MATIONAL RECORDS

#9049-SOPHISTICATED LABY backed by JITNEY MAN

Selected Number ONE hit tune for the month of August by Michigan's Automatic Phonograph Owners' Ass'n.

Variety says Billy's latest on National Records "Is one for the book."

Order from your nearest distr.

## NATIONAL Records

Don't Miss Songs & Tunes You'll Like to How

Sam the Paper Man
Nellie McGee
Wen You Wake Up in the Morning
I Know We're in Love, You and Me No. 1007
Won't You Be My Sweetheart?
It's Great To Be a Roester
They get the play on Juke Boxes.
Prices 50 cents each. Order direct or from Dealers.

Professional copies to Entertainers.
Englewood Music and Records

516 Englewood Ave. Chicago. II

King of Torch Songs

A balled that really genetrates

BUD FISHER

P. O. BOX 836 CHICAGO, ILL

All Types and Accessories BOUGHT & SOLD Write Your Needs and Offerings

Electronic Division SONGCRAFT, INC., 1650 3'upy, of F. OF THE

# 500,000 SPLURGE FOR ACTS

# pen War on vro Cuffos

nity Lets AGVA Lead Fight

(Continued from page 3)

which use amateur talent or pay on a co-op basis. Spots involved Blackguard, Drunkard, Turnabout, er the Gaslights and Barbary t. Being legit houses, shows were nically within Equity's realm, but legit union turned organizational c over to AGVA. Miss Bale said had notified owners that AGVA ld immediately begin organizing employed by all five spots.

ters will also be given a choice paying acts or contributing to

A's welfare fund.

ss Bale said AGVA did not into drive ops out of biz or stifle eur talent. Move was forced by tless squawks made by AGVAharging that tyros were stealing bread and butter. To comate for lack of showcase for tald beginners, should the spots lived shift to pro talent, Miss Bale losed she was working on a deal Fanchon & Marco, ops of the Angeles Paramount Theater, to ich a regular weekly series of ortunity nights" for newcomers. ent will be given a full showcasbreak at a first-run downtown ter, with AGVA's welfare fund et either a flat fee or percentage ross for the one weekly perform-

## M Losing Grip on hila. Latin Casino?

EW YORK, July 24.—In spite of als to the contrary by the William ris Agency, it is becoming evident the Latin Casino, Philadelphia, tot an exclusive Morris agency verty anymore. The first few kings in the fall at this spot ine Dean Martin and Jerry Lewis, tha Raye, Lena Horne and a vey Stone-Jane Russell package. Martin-Lewis combo is booked Abner Greshler, and both Lena ne and Harvey Stone are Music poration of America (MCA) atlions.

is becoming apparent that Harry nman, tho owner of the nitery, ow taking a hand in selecting attions. Previously, this was all by Jimmy Lynch, the club's

### GVA Cracks Down n Lookout House

EW YORK, July 24.—The Amer-Guild of Variety Artists (AGVA) notified the Lookout House, Covon, Ky., that it is violating its imum basic agreement (MBA) employing its chorus line eight straight with the ninth off. The A provides that the girls are to k six days and take the seventh

wire was also sent to the captain he line there that the girls must ere to the agreement and set up ed immediately. AGVA will take her action unless the violation is isted pronto. Jimmy Brink owns Lookout House; Sam Alex man-

## oast Unions Walters Won't Let His Acts Double To Entertain Lions

NEW YORK, July 26 .- The Lions' | for letting his chorus line double into concerning his acts doubling into at the Garden. Madison Square Garden, confab site. The Costello Twins, now working at the L. Q., were already booked into the Garden as part of the entertainment program for the gathering when Walters got wind of it. He immediately refused to let them play the

Walters' position is that he is competing against himself not only when he lets his attractions play the Garden but even when they work benefits, which he considers a more worthy cause. The American Guild of Variety Artists (AGVA) standard contract with Walters provides that acts can't double without his permission. Another op, Bill Miller, of the Riviera, has stated that he fully agrees with Walters's stand on the question. However, Jack Entratter, of the Copa, says the problem has never come up. He claims that it is the house policy never to let an act double unless its right.

Walters also came out with a blast against Sammy Rausch, of the Roxy,

## Lowe May Buy Embassy at 45G

NEW YORK, July 24 .- David Lowe s dickering with Sam Marcus, the owner of the Embassy, for the East Side club. The deal is very close to consummation, with the price reported to be about 45G.

The Embassy had a spotty career. It started off doing terrific biz but quickly petered out. Lowe, who now is the operator of Don Julio's in Greenwich Village, is negotiating for the services of Lucienne Boyer and Enric Madriguera and his ork for his first show this fall.

## Mocambo on Block In Philadelphia

PHILADELPHIA, July 24.—The Mocambo, lush nitery set up for a reported \$250,000 as a "war baby" but which closed in short order, now goes on the auction block. Public sale of the entire premises will be as the highlights. staged August 3 to settle the estate of the property owners who will take a mere \$7,500 deposit on the real estate from any bidder. The estate hopes either to unload the spot to an organization or dispose of it as a restaurant or private club.

It's a certainty nobody would consider the property as a nitery, since it has many strikes against it-particularly in being situated up a side

#### Bailey and Miles Booked

ATLANTIC CITY, July 24.—Irwin Wolf has set name follow-ups for Jerry Lewis and Dean Martin at his 500 Cafe. For August dates, Wolf is bringing in Pearl Bailey and then Jackie Miles. The 500 Cafe is the it. Bob Edwards, the AGVA only room in town, hotel or otherin Cincy, reported the violations, wise, buying top name talent,

convention, starting here today the Lions' convention. He predicted (Monday), will be the first to come that the conventionites would "go to under the ban that Lew Walters, the Radio City Music Hall" instead Latin Quarter owner, has laid down of the Roxy after seeing the Roxyettes

In any event, the consensus among cafe ops here was succinctly put by one nitery owner, who said, "I won't send my acts over to the Garden, and they don't have to send their fighters over here."

## Sullivan Called For 4A Hearing On Vaude Show

(Continued from page 16) because they have just appeared before video audiences on the Sullivan

The union expects to recommend to the newspaperman that the budget for his show be hiked to pay more to performers. The budget for the agreement expressly granted it the CBS show is \$1,350. If difficulties should arise in settling the matter, the members not to play the program.

Meanwhile it also has been learned AGVA date, whether it is a theater or a hotel, he will be asked, via his agent, to join the union.

## Detroit Starts Price Slashes

DETROIT, July 24.—Price-slashing policy in a major effort to restore is going back to the war days, but it night club business is being led off Monday (26) by the Bowery, leading Detroit night spot, when Manager Frank Barbaro is reducing all liquor prices an average of 25 per cent, and slicing door charges in half. The spot at all times, instead of the former \$1 will have a door charge of 50 cents regularly with \$1.50 on week-ends.

The new prices will bring Scotch whiskey down to 60 cents, with the general liquor line costing 50 cents and beer 30 or possibly lower-practically corner saloon prices in this

The caliber of shows will remain unchanged, Barbaro said, with the long show policy-four to five hours running time-and name attractions holding his celebrity night at the Con-

## Strand Hits 95G Top For Non-Holiday Wk.

NEW YORK, July 24 .- The Strand Theater registered an all-time high for a non-holiday week with an approximate gross of \$95,000 for the bill boasts in flesh-Count Basie and his ork, Billie Holliday and Stump and Stumpy-with the picture, Key Largo.

The all-time record of over 100G was set by the combo of Time, the Place and the Girl and Vaughn Monroe's ork last Christmas and included | Gorrell, a major independent booking New Year's Eve and day in the week's agency, is seen taking tele seriously receipts. The previous high of 70G with its appointment of Sam Arnold for a non-holiday week was recorded to handle the TV department. Arnold in the 1930's, with the picture, Little | will also handle radio and one-night Caesar, without vaude.

## Ops Dish Out \$\$ for Names To Hypo B. O.

**Buying Is Coast-to-Coast** 

NEW YORK, July 24.-With the prophets of gloom and doom running wild here and predicting practically the collapse of the nitery biz, the fact that talent buyers from clubs thruout the country have converged on the city and committed themselves to over 500G in talent fees in the past several weeks should help chase out some of the hot air that is helping to keep this town so warm. Buyers include Joe Jacobson, of the Chez Paree, Chicago; Harry Koplan, of the Chase and Park Plaza, St. Louis; Merriel Abbott, the entertainment director of the Hilton Hotel chain; Tom Shore, of the Cafe Charles, Baltimore; Mickey Redstone, of the Latin Quarter, Boston; Harry Steinman, of the Latin Casino, Philadelphia: Harry Altman, of the Town Casino, Buffalo, and others from 'Casaway's and the Chateau Crillon in Philly.

Bookings already set are Sophie Tucker to follow Danny Thomas into Four A's committee could ask its Chi's Chez Paree; Joe E. Lewis into the Chase, St. Louis, for a 10-day stint that the next time Sullivan plays an tello into the Latin Quarter here in early September; Abbott and Cosat a price of over \$12,500, and many others. Altman is dickering for Rosemarie, Jane Russell, Jan August and the Three Suns for his Buffalo club. With the Chanticleer in Baltimore closed, the Club Charles there is moving slowly before buying attractions. Feeling is that without competition it won't have to buy big money performers.

All this doesn't mean that the biz does mean that now that the buck is narder to get into clubs, owners and operators are going after top b .- o. names. With things the way they are and the plentitude of entertainment available in other fields, they have no choice but to outdo themselves if they want to stay in biz.

## **AGVA Nixes Borscht** Circuit Hotel Cuffos

NEW YORK, July 24 .- The American Guild of Variety Artists (AGVA) stepped in last Sunday (18) and prevented Henry Morton, agent, from cord Hotel, borscht spot. Morton previously had rounded up the important talent playing in hotels near the Concord to perform at his celebrity night cuffo.

Morton claims that he was granted the privilege of holding the celebrity nights by Matt Shelvey, but the union says that since Shelvey is no longer connected with it, any such okay is now nullified. It is also going after seven days ended yesterday (23). The Al Beckman and John Pransky, the bookers for the hotel, to pay the acts for the last Sunday evening stint.

#### Booker Goes Hot for TV

DETROIT, July 24.—Delbridge & band dates.

# W'S ACTOR PAYOFF:

## Plenty of Ads Newport, Ky., L. Q. Philly Local Sold for \$100,000 D. C. But Few Bucks Repay Thesps

Advantages Are Dubious

By Leon Morse

NEW YORK, July 24.-With two big-time vaude tele shows already well established with the rapidly growing Eastern video audiences, performers have had an opportunity to evaluate what the new medium means to them. The consensus appears to be that in most cases it means small dough-and big publicity.

For a few top comics-Milton Berle, Joey Adams, Henry Youngman and Jackie Miles-the TV dates have enabled potential sponsors to spot them for future tele shows. All these entertainers are being mentioned for tele programs of their own in the fall, and working the tele shows helped immeasurably to sell them to sponsors.

Otherwise - exclusive of considerable free space in Eastern dailiesthe video dates mean virtually nothing to top comics unless commercial contracts develop later. The reason is, of course, that Berle and the others had already established themselves and their prices in vaude and niteries, and tele could add but little.

#### Sid Stone Ballied

Perhaps the one vaude-night club performer to get the greatest boost out of video is Sid Stone, whose routine as a pitchman doing the Texaco Star Theater commercials has gained him terrific trade and daily press reactions. Stone, however, confirms that the payoff has been limited to publicity. He told The Billboard: "In 25 years in the biz I haven't received the flacking I got in five weeks on the show. However, it hasn't meant a dime to me in outside bookings, and the fact that the show is Tuesday night kills whatever dates I might get in the mountains."

Nevertheless, Stone hopes eventually to cash in on his Texaco assignment. He has doubled his club booking asking price and figures that even if he doesn't get it pronto, it's but a question of time when he will.

Joey Adams also claims that he has Strand. received plenty of good tom-tom beating for his tele stints. When asked if he wasn't using up his comedy material by appearing on the show, a much-discussed problem, Adams answered: "I expect that tele will get writers to provide me with material the same as radio does." Harry Kalcheim, of William Morris, also agrees that video will stimulate Norman. Injuries included a back writers to provide vaude material. He thinks this will be of tremendous she will have a practically complete help to performers.

Sharp Disagreement

There is a sharp difference of opinion as to whether working on video May 24. will be good for vaude entertainers. Many agents and bookers feel that it will; many that it won't.

Harry Mayers, of Warners, says that tele is giving something away that the vaude theaters make customers pay for. This he claims will be bad for biz. Eddie Elkort, of Music Corporation of America, feels the same way and says that vaude TV hurts acts working in New York be- consideration should substantiate the cause night club and theater patrons belief of vaude houses that tele is a kick-off with the madeap show for don't want to catch performers whom | threat.

CINCINNATI, July 24.-The Latin Quarter, Newport, Ky., nitery operated since 1944 by Thomas J. Callahan and associates, this week was sold to Ernest A. (Buck) Brady for a reported \$100,000. George Remus, once known as the king of bootleggers here, was named a vice-president of the new firm. In the deal Brady acquired all stock of the Licking Realty 6 of the American Guild of Variety Company, owners of the property.

Brady, who in the past has operated various night clubs in the Northern Kentucky area, had been living in Florida until recently. Callahan, who has been in ill health for several months, said he had no plans for the immediate future other than to take a long vacation.

George S. Gebhart, who has been associated with the club for the past 15 years in an executive capacity, has been named to the general manager's post under the new set-up.

## Strand Books Radio's 'Winner' Giveaway

NEW YORK, July 24. - Another giveaway show goes into a local vaude house when Winner Take All opens August 27 at the Strand for membership once the dispute is set- Beverly Wilshire Hotel (which three weeks. The quiz presentation will offer patrons wrist watches, pearls, vacuum cleaners, etc., and will really extend itself with a jackpot question in the form of a riddle that will open to all the customers for the length of the run. The jackpot prizes here will include a Ford car and five large gifts-a tele set, a refrigerator, a stove, a washing machine, etc.

The attraction will play four to five shows daily, with Bill Cullen, the radio program's emsee, also taking over on stage. It will also be broadcast from the theater. The show airs over the Columbia Broadcasting System, across the board at 5:30 p.m.

This is the second show of this type to be booked into a local vaude house. Stop the Music goes into the Capitol July 29. Alvy West and His Little Band and Carol Ames, a radio thrush, will be the rest of the bill at the

#### Barbara Smith Injured

DETROIT, July 24.—Barbara Smith, well-known night club singer, received serious injuries last week in an automobile accident near Toronto, where she was working at the Club and a leg fracture, but physicians say recovery. She is now hospitalized at Harper Hospital here. Miss Smith escaped with only minor injuries in a car wreck near Lebanon, Pa., on

they've already seen over tele.

In line with this, there is talk of Broadway vaude houses inserting a clause in their contracts forbidding acts to play tele shows three weeks before or during a theater engagement. Altho only the Warners' chain may insert this clause, the fact of its is lining up a full-scale entertainment

# Defies AGVA, Collects Dues

### Other Litigation Pending

PHILADELPHIA, July 24.-Local Artists (AGVA) and national AGVA resumed action in their battle this week when the membership of the maverick unit refused to heed a warning by the national not to let its members pay dues to Dick Jones, the executive secretary of the Philly local. At a general membership meeting on Wednesday (14), Vito \$2,000 until the team played C Melfi, the rep of national AGVA, told Local 6 members that any dues paid to the local would not be recognized by the Associated Actors and Artistes of America (Four A's), the parent body of national AGVA.

However, the membership of Local 6 promptly responded by sending the Four A's a letter stating that until litigation was settled between the two labor orgs it would pay its money to Jones. They claimed that every member present at the meeting where the note was drafted signed it, including such Local 6 stalwarts as Alan Gale, Craig Mathews and Jerry and Jane Brandow. The local said that it never received a reply from national AGVA and that the national body must accept monies received from local

#### Action Pending on Suits

Meanwhile, action is stirring on several suits instituted against and by Local 6. In September the \$500,-000 litigation started by Matt Shelvey on defamation of character charges against the local comes up for action before President Judge Harry McDevitt in Common Pleas Court.

Several other suits are pending in the Federal Court here. Local 6 is suing national AGVA for about \$1,000,000 charging AGVA with defamation of its character and with placing several of its members on the unfair list and thus depriving them of a livelihood for 11 months. The local's position is that even if a hearing was granted before putting these members on the list, it was done before a handpicked board chosen by the Four A's. The Philly local membership, it alleges, did not have Davis, former op of Kitty Davis elected representation on this board.

"Vanities" Suing Local

Earl Carroll's Traveling Vanities is Hollywood, disclosed that owners suing Local 6 for \$63,000 back salary which the unit states is owed by the union. The Vanities closed several years ago on reaching this town and says that Local 6 was responsible for payment of back salary because it collected a bond from operator of the unit. Local 6 maintains that the bond was to be gotten by national AGVA and the responsibility lies with the ners involved in the spot. nation-wide performers' org and discredited employees.

#### 'Laffacade' for Reading Fair

READING, Pa., July 24.-Olsen and Johnson's Laffacade is the first of the top entertainment attractions for the Rending-Berks County Bicentennial Industrial Exhibition at the Reading Fairgrounds to be staged from August 15 to September 6. Fred A. Woerner, general chairman of the exposition, roster and has the Laffacade for the August 15 to 17.

### 4's Not Allowed

NEW YORK, July 24. well-known comedy trio hi pened to overhear their ag tell a club owner at a spot the worked recently but at wh they hadn't done well that th act "wasn't for his room."

They now have new rep sentation.

## Kay Thomps Cleans Up

(Continued from page 3) Hollywood, last fall, where an in diate click brought a flood of dough offers. For Ciro's date went in at \$2,000. Final wee pact the team drew down \$5,000 pocketed a \$10,000 bonus given by Ciro's op, H. D. Hover.

Since Ciro's date, the Thom menage has earned as high as \$13 a week (at Miami's Copa, where went in on a 10G guarantee percentage deal). At New York) Directoire (seating capacity of 350) the team drew \$11,000 one w working the date for a \$7,000 guan tee against percentage.

Act returns to Hollywood she to work on new material and been offered the town on a silver p talking about opening a new nite have all put in bids for the te Highest dough offered is reported be \$13,000, a stanza dangled in fi of Miss Thompson by Slapsy Maxi

Act is tied to a long-term deal the Polan-Rosenberg Agency managed by Baron Polan. Gr has no personal manager, full-t flack or other operating expen dishing out a straight 10 per o commish and nothing else. Od enough, the Thompson troupe is only nitery act in the Polan-Ros berg stable, agency confining m of its activity to radio shows radio-film writers.

## Kitty's Airliner Returns to Day

HOLLYWOOD, July 24.-Dan Airliner in Miami Beach and c rently prepping a new eatery of the Florida bistro reverted to h when present owners failed to me payments. According to Davis, was notified that the group of headed by Michel Rosenberg, lost spot when they went in arrears making monthly payments un-terms of the deal. He blamed fiasco on squabbling between pa

Davis intends to put Airliner on V sales block once more and is will to "listen to offers." He claimed sp had grossed \$400,000 since he out, averaging \$3,000 daily duri

winter season.

Burrows Into Ciro's for HOLLYWOOD, July 24,-Abe B rows will make his first paid Holl wood appearance August 6 when comic bows at Ciro's Sunset St swankery. Heretofore the ra scripter-turned-air-comic had play numerous local benefit dates. He currently making his nitery debut San Francisco's House of Harris.

#### alevard Room, Hotel Stevens, Chicago (Wednesday, July 21)

ty, 770. Price policy, \$1-\$1.50 mini-shows at 8:30 and 11:30. Exclusive Merriel Abbott. Producer, Dorothie i, Publicity, Audrey Lindgren, Esti-edget this show, \$5.500.

hostelry's second edition of a revue, Icecapers, U. S. A., is a provement, even over the first, ould hold its own. First show aters working back and forthe width of ice, while the of the tank and getting more

into it. Costuming is more and authentic and the new is help decorate the scene. over principals, Jerry Rehfeld anuel Del Torro, do better in olo and precision duo bits as with the chorus. Petite Jean another holdover, showed of blade ability, but must use alesmanship to put her stuff to the fullest degree. Newshow up well, flashy Bobby ating a hand on each appear-While he's a good skater, it's tures and supple body movehat pulled mitts. John Flanajured several evenings before, flash his full bag of tricks, but ber-legged funster committed capably. Bob and Florence got rapt interest. They went me outstanding adagio work, le's one-armed lifts getting

egraphy and production were at, with la Littlefield staying the metropolitan, Wild West, rm and Southland themes, Spelman has a rough chore in a book that runs from classics empo jumpers and doing emsee but acquitted herself well to big hand. Benny Strong, the who did so well with emsee when here previously, should ng the narration and intros t the overworked fem.

Strong band has a tough book but didn't hit a clinker all y. Strong's library, featuring of well-cured oldies, drew d floors. Johnny Sippel.

#### Ciro's Hollywood (Thursday, July 15)

ty, 450. Price policy, \$3 cover. Shows and midnight. Booking policy, non-Owner-operator, H. D. Hover. Pubharlotte Rogers. Estimated budget, \$5,500. Estimated budget last show,

Cole Trio's return to Sunset as heartily welcomed by the night throng. Group first Strip following several years nen it appeared at the now-Ciro's Hollywood on page 48)



PEATURING DARLENE

HE TALENTED CHILD ACROBAT"

esational Balance Perfectionists.

Wire-New Booking-Write Exclusive Management

PEERLESS ORCHESTRA AND ENTERTAINMENT BUREAU

Rockford, III. Charles St.

## NIGHT CLUB REVIEWS

#### Helsing's Vodvil Lounge, Chicago

(Thursday, July 22)

Capacity, 325, Shows at 10, 12 and 2. Price olicy, drinks start at 50 cents. Operators, Frank and Bill Helsing. Exclusive booker, Frank Hogan. Publicity, Sam Honigherg. Estimated budget this show, \$1,350; estimated budget last show, \$1,600.

Wallace Berry-ish Andy Rice Jr. show has them work the established himself as a fixture comedian here in his second visit. He did okay on his first try, but his amiable, knockabout comedy caught this time. With the crowd behind him all the way, he worked hard, winding up with an exhibition of dancing and clowning that had the spot rocking. The 220-pounder's all-out effort to please broke down even the toughest guy in the audience. Rice's material is 95 per cent snow white and his quips are fresh and fast.

with their smooth mental act. The My Bill also realized her potentialigal has a voice that she uses effectively with some patter that pulls laughs and some that brings embar-

rassed gasps for pace. Lola Ameche, a vest-pocket Jane Russell, opened the show, doing a pair of jump novelties that clicked with the ears, but the pace slowed when the tempo slowed with a ballad. The gal is essentially a rhythm singer. She needs coaching, as she stood during her entire stint without once gesturing.

Billy Chandler's house band continues its fine cutting job, and the leader's hokeying on Pecos Bill clicked. Mike Young plays fine intermission piano and shows good Johnny Sippel. voice.

#### The Casbah, Los Angeles (Tuesday, July 6)

Capacity, 500. Prices, no cover or minimum. Shows at 10:30 p.m. and 1. Owner-operator, John Zaharis. Booking policy, non-exclusive. Estimated budget this show, \$1,750. Estimated budget last show: \$1,500.

That Kay Starr can pack 'em was proved at tonight's opening at the Casbah. Underscoring Miss Starr's drawing power was her ability to overcome such obvious handicaps as (1) opening immediately following the Independence Day holiday weekend; (2) the Casbah's location in southeast Los Angeles, considerably removed from Hollywood's entertainment area; (3) initial night conflicted with the Buddy Rich-Helen Forrest opening at Hollywood Palladium where first nights are religiously attended by tradesmen and fans. Little wonder then that Owner-Operator Johnny Zaharis was wearing the good-biz smile-a grin that should be with him during Miss Starr's stay at the Casbah.

Fetchingly attired in a tasty, strapless black gown that pointed up her lovely looks, Miss Starr stepped out (See The Casbah on page 49)

#### Normandie Roof, Montreal (Wednesday, July 21)

Capacity, 475. Operated by Mount Royal (Cardy) Hotel. Publicity, Colin A. Gravenor. Two shows nightly, 8:30 and 12:30. Price policy, \$2.50 minimum before 10:30, \$1 cover after 10:30 and on Saturdays. Closed Sundays. Booking, May John Associates, exclusive. Estimated budget this show, \$1,100. Estimated budget last show, \$1,200.

There's a pint-sized guy with a big guitar that's rocking the ringsiders of this staid emporium these nights. His monicker is George Gobel and he's got a droll but sharp delivery that points him up as one of the best (See Normandie Roof on page 49)

FOR CLUBS, BANQUETS, ETC.

JOE SPENCER ENTERTAINMENT SERVICE 138 M. Delaware St., Indianapolis 2, Ind. A. G. V. A. Franchised.

#### Penthouse, New York

(Tuesday, July 20)

Capacity, 100. Price policy, \$2.50 minimum. Shows at 10:30, 12:30 and, if needed, 2 a.m. Owner-operator-booker, Philip Rosen, Esti-mated budget this show, \$500. Estimated budget last show, \$750. Publicity, Jay Russell.

This is a show that is nicely tailored to fit the entertainment needs of the customers patronizing this East Side spot. And for a second show since the place originated its entertainment policy, it reveals a canny booking hand on the part of Philip Rosen, the owner.

Considering that this is only Martha Short's third date since she started in showbiz, the thrush should go a long way. She has a simple, unaffected style and a tone that sells. Costumed simply in a blue gown, she opened without lights for a nice staging effect. Her best number was King and Zorita are perfect contrast | Summertime and in the same vein ties fully.

#### Needs Novelties

Among the minor flaws of her programing and delivery are a tendency for her voice to flatten when she relaxes her singing. Miss Short can also use more novelty tunes, which not only will pace her stint but sell her dreamy material better.

Ray Rodell, the male singer on the show, is another worth watching. Gifted with an ability to sing ballads equally well in French, English, Spanish and Russian, and with an expert guitar technique, he impresses as having appeal for fems. His Guadalajara in Spanish, Passing By in French and Begin the Beguine in English were all well received. However, in the rest of the program he concentrated too much on slow tunes, making for too much sameness. In addition, his last number in Russian was entirely wasted. The singer might explore more fully the possibilities of getting original French and Russian folk tunes.

Oscar Walzer at the piano does a masterful job of backgrounding both Leon Morse. singers

#### Biltmore Bowl, Biltmore Hotel, Los Angeles

(Monday, July 19)

Capacity, 1,000. Price policy, \$1 cover. Shows at 8:45 and midnight. Booking policy, non-exclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Publicity, Maury Foladare. Estimated budget last show, \$3,500. Estimated budget this show, \$3,000.

Mimic-satirist Arthur Blake headlines the current layout which has plenty of punch and variety. Blake shows top talent, standing out in comparison with other impersonators who have hit town of late. He has chopped out the more sophisticated offerings which didn't register with the Bowl's family-type trade during previous appearances. Nevertheless, his razor-sharp take-offs, tinged with biting satire, packs plenty of wallop and showmanship. Tops is his trademarked take-off on Louella Parsonsa smart piece of material. Running a close second, Bette Davis is mercilessly lampooned. Facial expressions, body movements and vocal identities are carefully preserved in each to build for a sock finish which earns (See Biltmore Bowl on page 49)

## the new look

SEE IT ON THE INSIDE FRONT COVER THIS ISSUE

## MARY KAYE TRIO

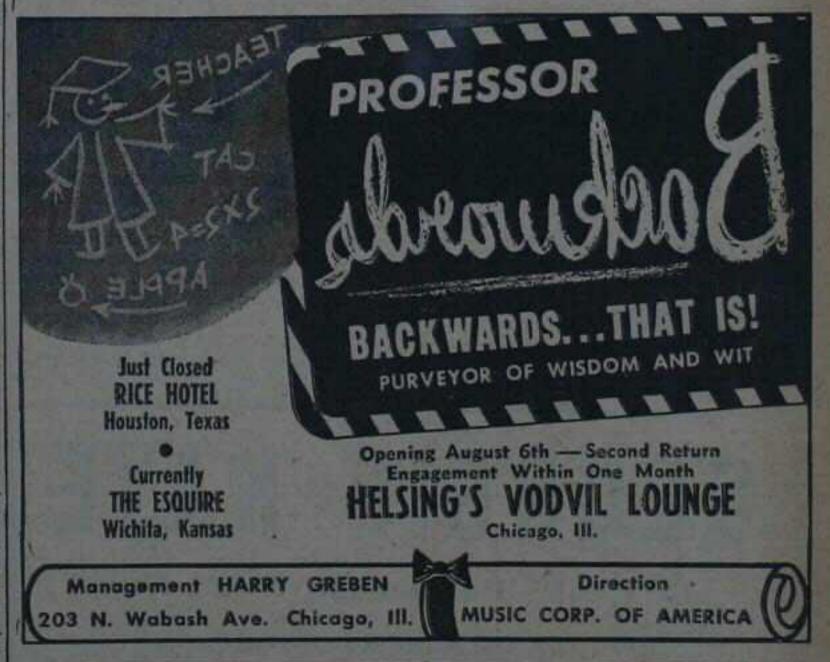
#### ALAN GALE

"Gale of Laughter"

Now Featured for Summer Season at Club Avalon, Wildwood, N. J.

Write Wire Phone

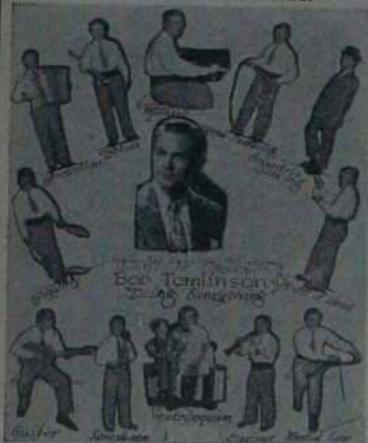
Earle Theater Bldg., WAInut 2-4677 WAInut 2-8451 Philadelphia 7, Pa.



#### Trampoliningly Yours ATTENTION! JIMMY CARNER, youthful addition to original PAUL & PAULETTE Trampoline act, recently crowned National A. A. U. Champion, completes the PAUL & PAULETTE TRIO.

LOU COHAN, 203 No. Wabash Ave., Chicago

#### VERSATILE TOMHINSON The All-Around Entertainer



#### ONE MAN VARIETY SHOW Available for Television-Radio-Pictures-Nite Clubs-Fairs

12 DIFFERENT ACTS-COUNT 'EM! 12 DIFFERENT ACTS—COUNT 'EM!

(1) Sings and Plays the Accordion: (2) Spins Baton: (3) Plays Piano from Bach to Boogie; (4) Spins Seven Ropes Simultaneously: (5) Any Kind of Tap or Eccentric Dancing: (6) Comedy and Straight Juggling, Clubs, Balls, etc.: (7) All Types of Magic: (8) Sings and Plays Electric Guitar (9) Plays Two Saxophones at Same Time: (10) Ventriloquism: (11) Plays Two Clarinets at Same Time: (12) Plays Musical Saw.

Mgr. HARVEY THOMAS 162 N. State St. Chicago 1, III. DEArborn 6263

\* \* DIRECT FROM HOLLYWOOD \* \*

On PERSONAL APPEARANCE TOUR

### THE HOOSIER HOT

Stars of Stage, Screen, Radio and Records

COMMENCING AUG. 7 FOR A LIMITED TOUR

Wire Phone

JOLLY JOYCE

Walnut 2-4677 Earle Theater Bldg. WAlnut 2-8451 Philadelphia 7, Pa.



Another Season-Success for LARRY NAMESICALOR Currently THE COLONY Kennebunkport, Me. Smart Styling ORGAN PIANO VOCALS SOLOVOX Available after Sept. 5.

## VAUDEVILLE REVIEWS

Oriental, Chicago (Thursday, July 22)

Capacity, 3,200. Prices: 50 to 88 cents daily. Five shows weekdays, six shows week-ends. House booker, Charley Hogan. Shows played by Carl Sands' band.

Headliner Keenan Wynn seemed rightfully embarrassed by the hoary material he was working with and as a result never did get above a mediocre rating during his 18-minute stay. Show, which had been good up to his closing spot, sagged dreadfully and left pewsitters hoping the movie, The Street With No Name, would pick up the pace. Wynn got immediate attention, running out on shuttered Trocadero, later to do an the stage without introduction to a joined Wynn on the stage, where they went into a hackneyed magic routine. The duo closed with some West Coast gags, several of which had no meaning to Chicago.

Carl Sands's house band opened with arrangements of Sweet Sue, as instrumental settings than are proit would be done in various countries. Paul Remos and the Toy Boys got the show's warmest mitt for their revised stint. Remos has added a more punchy and better-costumed closer and has added several bits, that stylings. His territic sense of insocked. The miserable singing behind terpretation as well as his versatility one of their dance numbers by a voice off-stage should be dropped.

his third harmonica act in a row into ring I've Got a Way With Women, this show, and the tender I Love You for Senti-Mildred Mulcahy, whose MGM cut- mental Reasons and his wistful and ting of When Veronica Plays the Har- plaintive Nature Boy. monica got some d. j. play locally, For the terp tunes, Phil Ohman's it's too much harmonica for a long ork provided the pop tempi, while stretch. The man-and-wife duo run Chuy Reyes dished out the Latinthru a series of ballads and classics flavored beats.

which show their technical ability, They could use some good novelty gimmick.

Dorothy Claire, ex-band chirp, who has spent the last 18 months in Finian's Rainbow, still packs a stage wallop when it comes to selling. A cute blonde, she exudes personality and sold several types of up-temponovelties that pulled mitts. Changed the pace well with a serious chirping of Glocca Morra that proved she can handle any kind of material.

Johnny Sippel.

#### CIRO'S HOLLYWOOD

extended run in the King Cole Room, big hand. Interest waned rapidly Troc cocktailery. Customers who toas Yukie, the stooge, appeared in the night bent an ear to this threesome's audience to exchange meaningless product were quick to realize why gab with the comic. Yukie later the Cole unit continues to occupy the top rung in its field. The formula is simple and effective: Flawless instrumental work, Nat Cole's smooth style of shaping a song, and the group's informal and relaxed stage manner.

A vocalist couldn't ask for better vided for Nat's voicings. His own Steinway sorcery, framed by cleancut guitar and bass work, create a musical tapestry ideally suited to encase Nat's warm and intimate song were evidenced in such items as the bouncy Put 'Em in a Box, the moody House booker Charley Hogan put Portrait of Jenny, the chuckle-spur-

Lee Zhito.

New York:

## Stem Soars to 496G; Cap 59, Strand 95, Roxy 140

NEW YORK, July 24 .- Making a lits weekly average with \$130,000 in strong recovery, biz on the Stem the b. o. in the fifth week of its show. soared to a healthy \$496,350 for the The previous week's coin was \$140,past week. The five-house total the week before was \$413,701. The jump was accomplished with three houses with shows in or past the third week of presentation.

However, responsible for the increase was the all-time record for a non-holiday week racked up by the Strand and another socko gross at the Roxy. This was the first week for both shows.

Radio City Music Hall (6,200 seats: average \$115,000) was still 15G above

000. Ted and Flo Vallet, Helene and Howard and The Emperor Waltz make bill.

#### Roxy Rings Up 140G

Roxy (6,000 seats; average \$89,000) clogged the cash registers with \$140,-000 when the folding money was counted. The house only did \$74,000 the week before.

This was the second highest week in the house's history, the all-time high being 180G. The bill has Jackie Miles, Vivian Blaine, Cab Calloway and His Cabaleers, Carol Lynne, Arnold Shoda, the Roxy Ice Show and Street With No Name.

Capitol (4,627 seats; average \$66,-000) dropped considerably from the strong grosses this show has been pulling to \$59,350. The take the previous seven days was \$85,701. Skinnay Ennis's ork, Lena Horne, Paul Winchell, the Dunhills and Fort Apache will run another week.

Paramount (3,654 seats; average \$76,000) slumped to \$72,000 for the week's gross. The house made 82G for its second week with the bill. The Lane Brothers, Jo Stafford, Georgie Kaye, Sam Donohue and his ork and A Foreign Affair comprise the attraction.

Strand (2,700 seats: average \$40,-000) racked up a sensational all-time non-holiday week record with a 95G take. It was slim pickings the week before with \$30,000 in the sock. The bill doing this terrific biz is Stump and Stumpy, Billie Holiday, Count Basie and his ork and Key Largo.

DANCE SHO BALLET

TOE TAP ACROBA

COSTUME FABRICS

-ACCESSORIES-WICS - LEOTARDS - TIC

ELASTIC OPERA HOSIERY

FRINCES IAII widths and cole

WRITE FOR CATALOG

### BAUM'S

"America's Largest Mail Ore Theatrical Supply House" 112-114 South 11th St. Philadelphia, Pa.



e Chignons e Page boys e Top Curls e Switches e Trans-formations e Wigs

ATALOQ HOLESALE SELAN HAIR GOODS

SELAN

Creators

Write Fo

World's Lui

HAIR STYLED

FREE CATAL

Our Hair Goods

#### COMEDY MATERIA for all branches of theatricals

#### **FUN-MASTER**

Nos. 1 to 22 @ \$1.00 Es.

3 DIFFERENT BOOKS OF PARODITO IN THE STATE OF BOOK. FR.

COPY of "HUMOR BUSINESS."

Show-Biz Gosazine, with each \$3.00 mmum order. Send 10c for lists of a comedy material, songs, parodies, mins patter, black-outs, etc. No C. O. D.'s. PAULA SMITH 200 W. 54th St. NEW YORK

SPECTACULAR! BEAUTIFUL! MYSTIFYING! DRAMATIC! Dept. B, 95 W, 52d St., New

Countless intriguing can be attained with Blacklight. For stage, clubs, theatre decorradvertising displays, et

SKINNYSTROU

& Junior Musical Novelty Vibes.

Vent. Piane, Comedy. Address: c/o Faust Clu Peoria, III.

In Central Philadelphia

200 OUTSIDE ROOMS from 12 DA SPECIAL WEEKLY RATES HOUSEKEEPING FACILITIES Beautiful Air Conditioned COCKTAIL LOUNGE WALKING DISTANCE OF ALL THEATRES

SINGERS - EMCEES - COCKTAIL UNI -ORIGINAL SOCKO MATERIAL-Band Novelties - - Comedy Son

PARODIES Sond for Free Sample Paredy and Catalog.

MAGREMUSIC COMPAN 808-B Helman Bidg. Detreil 1. 5

# GEORGIE KAYE

5th Week - Paramount, N. Y., Now

"A comedy click."-Ed Sullivan, Daily News.

"Tops in Town . . . Georgie Kaye's clowning on Paramount stage." -Dorothy Kilgallen, Journal-American.

"Sock Stuff."-Frank Quinn, New York Mirror.

"Bravo."-Earl Wilson, New York Post.

"Solid waves of applause had audience rocking."-Variety.

"Keeps audience laughing constantly . . . got yocks." -Leon Morse, Billboard.

Direction GENERAL ARTISTS CORPORATION

## Magic

By Bill Sach

TILBOURNE CHRISTOPHER, current at the Sheraton-Biltmore lotel. Providence, moves next to the lount Royal Hotel, Montreal, for a ertnight's stand beginning August 6 riting under date of July 16, Chrisopher says: "Everything is going eautifully here. The room is inmate and the audiences are appreative. Am doing five radio interlews next week. Am spending toforrow afternoon at Adrian Smith's brary of magic. On Sunday, my day If, I'm doing a show for the tubercusis hospital. Will try to get down Bill Baker's shore, too, to join the rovidence magicians." . . . Roster the Marquis show, playing for the udekum-Crescent chain of theaters iru Kentucky and Tennessee, inudes George Marquis; Barney B. pear, tour manager; Hawkins and nez Oliver, publicity; Christine Godard, Alice Langtry, Bernice Perlman nd Charles Lay, assistants, . . . The mazing Mr. Taylor (Joe Taylor) as featured last week at the 509 tub, Detroit. . . . King Paul, magian-mentalist, out of the business r several years, is making a comeack working out of his headquarters San Louis Obispo, Calif. . . . Just leased by Stanford University Press Magic-A Sociological Study, by atton Webster. "To the layman igic is a black art surrounded by aura of romance and mystery, s the blurb on the book's jacket. o sociologist Hutton Webster magic, ack and white, is a pseudo science at has discouraged intellectual acuisitiveness among the primitive Itures of the world." In the book, nich bears a \$6 price tag, Webster esents a survey of magic as a sort text or reference for sociological ady. He describes the various forms magic, and tells how magicians are ide and how they operate. Above Webster emphasizes the importce of doing away with the practice, plaining that it substitutes unreal r real achievement and generally lays the progress of civilization. In mpiling his material, the author aims that he has used primary urces exclusively and that there no secondhand material in the book,

AMES H. PARKE, of 3701 Massachusetts Avenue, N. W., Washingn 16, is anxious to learn the whereouts of Tommy Tucker and Poogie ogie. "These two gentlemen of the agic arts," writes Parke, "did yeoin service for the armed forces in e North African and Mediterranean eaters of operation under the aegis USO-Camp Shows, Inc., during orld War II. Not only were these o magical artists excellent in their ofessional abilities as magicians but ey were extremely popular with e troops because they were, in the ghest sense of the word, 'good guys.' ly co-operation you can give me in iding an address on these men will sincerely appreciated." . . . Harry ng and Zorita, now winding up a o-weeker at Helsing's Vodvil unge, Chicago, doubled on their st nine days there at the Road ilders' Show at Chi's Soldier Field. . . Alexander the Great, Chinese

agish, has replaced Karrell Fox as anager of Percy Abbott's Detroit agic shop. . . . Marion the Macian (Marion Halcomb) and wife ve returned to their Hamilton (O.) adquarters after a several weeks' cation jaunt that took them thru e East and as far north as the ousand Islands where they report ey were forced to beat off the fish th clubs. They will begin soon on epping their show for their school son which gets under way around tober I. . . . Karland (Dr. C. S. rland Frischkorn) has his Threeng Magic Circus set in a number arenas and stadiums in the Nork area. . . . Sir Edwards shoots us opy of AP Neumfentures which pic- at Greenhills, near Cincinnati.

## "Detroit Free Press" Aids Ops in Cop Fuss

DETROIT, July 24 .- The only bit of encouragement here was given by The Detroit Free Press to the nitery owners fearful of heavy fines and closing penalties from the inquiry into the decency of shows made by the Michigan Liquor Control Commission. Altho the hearings have recently closed, the paper in a lead editorial advised the liquor commission to leave well enough alone and stay in its own baliwick without getting tangled in questions of taste and obscenity. More competent authorities, it claimed, could not solve these questions.

Meanwhile, the hearings proved full of copy for local dailies with acts and policemen who had taken notes on performers' routines testifying as to details. One policeman, for instance got a carload of laughs while attempting to give an imitation of a bump and grind routine.

## NORMANDIE ROOF

(Continued from page 47)

newcomers in the non-tumult comedy

The roof is a tough room for comics, generally speaking, and if this funster can get the payers off their mitts and have 'em yelling for more and more, he must have something on the ball.

Gobel, on night show was caught, sold everything slowly but surely for sock effect, much in the style of Will Rogers. His material was, for the most part fresh, and the underselling of his gags, topped by his hilarious versions of the Ink Spots and Nature Boy, guaranteed him the sock palming which he got.

#### Franklin and Moore

The singing team of Cass Franklin ticular stylized-perhaps a bit too Jacobs and Beverly Lane, featured stylized-brand of singing. It took a few minutes for the crowd to catch on to the fancy arrangements, but after they did, the act had no trouble at all and walked off to a beg-off hand. Their "better than you" number was one of the brightest things they did, as was the medley of "love" tunes.

terp team of Trini and Monolo, who stead's Illusion show with the Endy scored solidly in a fast and furious turn. This act has plenty of punch | and would be surefire in any Broadway production number. All in all, out front. . . . Harry Wald, cona solid show.

Barry's rumba crew crowded the Charles Lazarus.

#### BILTMORE BOWL

mucd from page 47)

him two callbacks and a beg off. Rest of the bill gives solid support. Opening slot goes to comic juggler Ben Beri, who displays plenty of flash in standard routines. Acro terpster June Edwards scores with a series of good body bends and tough-to-do twists. Holding the closing niche, the De Marlos continue to ring the bell. The ballroom terp team has been held over at the Bowl twice and

offers an act of grace and skill. For dancing, Jan Garber's ork offers payers a solid beat. His show cutting chores are well executed. Alan Fischler.

tures him performing his sensational upside-down strait-jacket escape at the recent Society of American Magicians' Convention in Atlantic City. The photo-story of Sir Edwards' stunt made the dailies from coast to coast. He was featured over the last week-end with his mentalism, magic and escapes at the Firemen's Carnival

## Burlesque

ICK BERNIE, another burly comic to migrate to Broadway legit, started rehearsing July 19 for Proser and Litvack's new musical, Heaven on Earth. . . . Richard (Shorty) Mc-Allister is about to undergo an operation in a hospital at Fairhaven, N. J. . . . Phil Rosenberg, Hirst circuit exec, is back from a lengthy vacation

in Miami Beach. . . Roxy, Cleveland, cast (all Jack Beck-booked) the week of July 23 will be Dorothy Denke, Lotus DuBois: Vic Ames, formerly Hap Arnold, and Laura Fay. formerly Nadine; August 6, Jimmie Pinto and Chalamar. . . . The Famous Door nitery in Chicago changed its policy to burly with Bobb Lang, who closed recently with Cavalcade of Amusements, engaged to produce and Frank Lenz to do straights. Opposite Lang in Cavalcade was Chuck Wilson. . . . Ed Stapleton, Fred Lundquist and Hank Dobrow comprise the We Three instrumental trio now at the Blackamoor Room of the Wisconsin Hotel, Milwaukee. . . . The Empress, Detroit, has for its new cast Jack (Duck Nose) Pershing and Eddie (Snorky) Dale, comics; Will Hayes, featured, and Sally Connolly, Diane Morgan, Helen Grey, Josephine Dunn, strips.

WINSOME WYNETTE is starring at the 400 Club, St. Louis, where hubby Don Hart is engaged in AGVA duties, . . . Ann Palmer, fan dancer, 78, Manhattan. . . . The cast at the Globe, Atlantic City, the week of July 25, booked by Beck, includes Irving Harmon, Mary Ann, Stinky and Monica Moore, in the deuce, also Fields, Maxine Miller, Laura Bruce, registered nicely, in their own par- Chet Atland, Frances Carroll, Danny Eddie Lynch, producer, was replaced by Natalie Cartier, who, in turn, will be succeeded by Billy Koud. . . Sam Cohn, manager of the Hudson, Union City, N. J., is back from his auto vacation trip to the Coast. . . . Duke DeKeno is touring niteries in and around Miami. . . . Jimmie West, former Columbia wheel princi-Tee-off act was the young flamenco | pal, is emsee-singer with George Bol-Bros., carnie. The same troupe has Billy Milton, ex-burly concessionaire, managing the freak show and talking cession manager of the Grand, St. Neil Golden's ork did a fine show Louis, became the father of a girl, cutting job aided by looker Carol Deborah Ann, at the Jewish Hospital Paige in the vocals for dancing. Peter July 10. . . . Gerry Germaine, strip. and Bobby Monahan (formerly of floor during the in-between sesh. Biz Fraye and Monahan), emsee-impressionist, are new headliners at the Club 26, Milwaukee. Other new principals are Joan Day, from the Band Box, Chicago; Francine Johnson, from Barsolino's, Cleveland: Joe Lane, Stormy Jones, Joe Aarons and Rolly Malsack, . . . Tom McKenna, ex-burly character-straight, is a singing waiter at the Savoy, Bayonne,

#### Trenton Strawhat Shuts

N. J.

TRENTON, N. J., July 24 .- An early silo circuit casualty is the Civic Theater here which opened July 5 for a sock week with Edward Everett Horton's perennial Springtime for Henry. The second stanza, however, with the resident company in Importance of Being Earnest has registered a b.-o. washout. Producers Jack Barry, Dan McClullough and Edgar Levy announce a fold-up tonight due to a lack of public interest and support.

Clay A. Rambeau, former general manager of the Lookout House, Covington, Ky., has been named general manager of the Vernon Manor, Cincinnati hotel.

### Pa. AGVA Rep Fines Agent Zwicker \$300

PHILADELPHIA, July 24. - Ed Zwicker, agent, this week was fined \$300 by Vito Melfi, local rep of the National American Guild of Variety Artists (AGVA). The charges were that Zwicker spotted a booking associate, Bill Jaffee, into a club as emsee. The national body will review the fine.

Meanwhile, the membership of Local 6, AGVA, is claiming that the fine is only a whitewash for Zwicker. Their point is that Melfi could not possibly fine the agent who is not a member of the union and not subject to membership penalties. An owner or an agent, Local 6 states, can have his license revoked or can be suspended but cannot be fined.

#### Semi-Name Bands, Weekly, For Club Combo, Salem, Ore.

SALEM, Ore., July 24 .- The Club Combo, Salem's newest night club, has embarked on a policy of booking in semi-name bands weekly. Among the first, due for a week August 1, will be the Ali Baba Trio, from Hollywood's Florentine Gardens, Ten-(White Cargo) Hayes, straight; Diane tatively booked for the week before are the Jolly Rogers, another trio.

Tiny McDaniel's four-piece band Day, Myrna Bond, Mickey Dale, Toni finished a week at the Combo July 17 Lafayette, Sylvia Murphy and Patti after playing Chicago's Capital Lounge, and has begun a series of one-nighters along the Oregon coast. Dottie O'Dell, brunette, is vocalist.

Club Combo has a capacity of 300, and is open six days a week, with doors closed Tuesday nights. Cover is 25 cents week nights and 74 cents is a newcomer at Georgie Jay's Club Saturday nights. Set-ups are served for patrons bringing their own bottles.

#### Salem, Ore., Rink Popular

SALEM, Ore., July 24.-Interest in ice skating is increasing 25 per cent if biz figures at the Salem Ice Arena this summer are any indication. Mr. and Mrs. A. J. La Point, owners, report patronage that much better than last summer. The rink, which accommodates 200, is open year round.

#### THE CASBAH

(Continued from page 47) into the spotlight for a zestful swing at Them There Eyes. A vibrant, warm quality filled her pipes, spiced with a rhythmic lilt that added spark to the lyric for this one, as well as for He's a Good Man To Have Around Ain't Misbehavin', etc. Her vocal versatility was evidenced in her chuckle-purring treatment of Mama Goes Where Papa Goes and her ability to create an authentic shade of indigo in the blues item, Mercy, Mercy. Lass is reaching for the upper rungs of the vocal ladder and has individuality of style, sales savvy, pipes and looks to assist her in the boost to the top, not to mention a major record company (Capitol) disking contract.

To add to the enjoyment, she was capably supported by the tasteful and musicianly blends of Benny Carter's combo (7) which also caught the ear with two show openers, a brightly paced version of Lover, followed by Cocktails for Two. Lee Zhito.

#### COSTUMES

Rented, Sold or Made to Order for all occasions. Custom MADE GIFTS Send 25¢ for and Not Hair ment and receive Circulars FREE THE COSTUMER

#### ELASTIC OPERA HOSE

Black, Suntan, White and Pink, \$4.95. Strip of Chorus Pants, \$1.25, Bras, 75d. Rhinestoned G Strings, \$7.50. Bras to match, \$2.50. Theatrical Eyelauhes, \$1.35, Free folder.

D. BODWIC

P. O. Box 233, Radio City Sta., New York 19, N. Y.

## The Moneymoon Is Over At Box Offices in Boston

BOSTON, July 24.-The legit season recently ended in the Hub was indication enough of a return to common sense in show business. No longer did the silk-shirted welders plank down the C-notes at the box office and ask for the best in the house. Theatergoers again were buying with discrimination.

The new attitude - perhaps it should be called the old attitudewas reflected in the grosses, as it always is. None of the theaters grossed as heavily as during the war years. Yet the picture is not as somber as it. might be, for some total grosses are generally still above the pre-war and early war years.

The Shubert, for instance, the local showcase house of the Messrs. Shubert, did \$872,800 in 38 weeks, still better than the theater did in 1943-'44, but well below the millioncracking mark of the past two seasons.

#### Plymouth Far Down

The Plymouth, on the other hand, fell way below earlier seasons, taking only \$270,000 as compared to close to \$500,000 during preceding seasons. The Wilbur Theater has had no bookings at all since the last survey of the Hub was made in early March. The theater operated for 16 weeks, grossing \$138,200 as compared to \$336,000 in 1946-'47.

For the first time the Boston Opera House was on top this season with nearly \$1,000,000 drawn in a 16-week season. The figure was \$991,800. The uptown Copley was dark all year, for the first time in many seasons. The Majestic grossed \$105,900 in nine weeks of operation.

Listed below are the attractions and their grosses for the latter part of the season, from early March when the last round-up of the Hub season was made.

#### Colonial

April 5-A Cup of Trembling, got roughly treated by the reviewers and barely squeaked by in two weeks with \$10,500 and \$8,500.

#### TRADE SERVICE MATURE

#### BROADWAY SHOWLOG

Performances Thru July 24, 1948

#### 2"41111141

Drumus	
Opened	Perfs.
A Streetcar Named De-	
(Barrymore). 12- 3, '47	269
Born Yesterday 2- 4, '46 (Lyceum)	1,040
Command Decision 16- 1, '47 (Fulton)	341
Harvey	1,574
Heiress, The 9-29, '47 (Biltmore)	345
Mister Roberts 2-18, '48 (Alvin)	181
Play's the Thing, The 4-28, '48 (Booth)	101
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The 3-16, '48	
(Cort)	151
Strange Bedfellows 1-14, '48 (Morosco)	221
Musicals	
Angel in the Wings 12-11, '47 (Coronet)	259
Annie, Get Your Gun 5-16, '46 (Imperial)	916
Brigadoon 3-13, '47 (Ziegfeld)	572
Finian's Hainbow 1-10, '47 (46th Street Theater)	661
High Button Shoes 10- 9, '47	332
Inside U.S.A 4-80, '48 (Century)	99
Make Mine Manhattan 1-15, '48 (Broadhurst)	222
The same of the sa	

ICE SHOWS

Howdy Mr. Ice ..... 6-22, '48

#### Plymouth

March 8-Joy to the World, starring Alfred Drake and Marsha Hunt. got middling notices and did well in one week with \$14,400.

March 29-The First Mrs. Fraser, starring Jane Cowl, limped along for two weeks at \$8,800 and \$7,100.

April 19-The Survivors, presented by the Harvard Dramatic Club, for a week grossing only a few hundred dollars.

April 26-Anna Lucasta on a repeat engagement, did reasonbly well; two weeks, \$8,000 and \$7,300.

May 17-On Approval, revival of a Frederick Lonsdale oldie, got fine notices all round but did poorly in two stanzas; \$9,300 and \$5,000.

#### Boston Opera House

March 22-My Romance played three weeks at the Shubert and returned for a two-week stay at the Opera House. Did well: \$24,300 and \$27,000.

April 2-Ballet Russe de Monte Carlo. Played one week at \$31,200, a very good take.

April 29-High Button Shoes for four weeks; uneven business, but still good, with \$39,000, \$43,000, \$35,100, \$33,100.

May 31-Oklahoma at a \$3 top, did a whopping business for six weeks at \$36,200, \$45,700, \$44,900, \$37,800, \$21,0000 and \$30,000.

#### Shubert

March 8-The Red Mill had three weeks of a strong return engagement; \$21,800, \$26,000, \$20,200.

March 30-Hold It did fair in two weeks; \$22,000 and \$23,400.

April 12-Antony and Cleopatra with Katharine Cornell and company. Cornell's highest gross in the country, did \$28,000 and \$31,500 for two weeks.

April 26 - D'Oyly Carte Opera Company in a repertory of Gilbert & Sullivan. Fair business in four weeks: \$25,700, \$24,800, \$31,200, \$29,200.

#### Majestic

April 12 - Katherine Dunham's Tropical Revue for two weeks. Poor business; \$9,300 and \$9,200.

-May 18-Sleepy Hollow squeaked by with \$13,200 and \$13,700 for each of two stanzas.

### Adler Elected Head Of Detroit IATSE

DETROIT, July 24 .- E. Clyde Adler, of the Michigan Theater, has been elected president of Local 38, International Alliance of Theatrical Stage Employees (IATSE). Other new officers are: Vice-presidents, Clarence Apgar, Hollywood Theater, and Al Finley, Jam Handy Organization; corresponding secretary, George Glenwallis, Shubert-Lafayette Theater; financial secretary and treasurer, Frank Eano, RKO Uptown Theater; business representative, Jerry J. Bric: sergeant at arms, Herman Greiner, Fox Theater.

Adler was also elected delegate to all conventions of both the IATSE and other labor organizations.

#### Pacific U Barn Opens

NEWPORT, Ore., July 24 .- The Pacific University summer theater group from Forest Grove, Ore., preemed a five-week season of summer stock here Wednesday (21) Claudia was the opening bill.

### Strawhat Review

#### OTHELLO

(Opened Monday, July 12) BOSTON SUMMER THEATER, BOSTON

Tranedy by William Shakespeare. Directed by Herry Jones. Designed by John Wulp. Lighting by Estelle Harmon. Musical adviser, Joseph Polimann. Business manager.
Otto Hartman. Press representative, Buil
Mooney. Stage manager, Jack Woods. Presented by Lee Fulk in association with Al

Roderigo.
Roderigo
Brabantia
Servant
Servant
Soldier William Cobb
Othello Paul Lewis
Soldier Joseph Magennis Soldier William Cobb Othello Paul Lewis Cassio Canada Lee Duke of Venice Boderick William
Duke of Venice
Lodowies Winchell
Second Senator
Desdemona George Kyron
Montano
First Gentleman of Commission Bernard Kates
First Gentleman of Cyprus Howard Price
Second Gentleman of Cyprus George Kyron
Servant at the CastleRichard E. Davis EmiliaLorraine Mac Martin
Bianca. Lorraine Mac Martin
Bianca

Even in this advanced age, when anybody with the urge and enough money can become a theatrical producer, it seems uncommon to find a brace of famed newspaper cartoonists taking on the mantle of that most hazardous of professions. But Lee (Mandrake the magician) Falk and Al (Lil' Abner) Capp are men of vision, determination and means, and that's about all that is necessary. Oh, yes, love of theater, too.

Falk, who has also written plays and musical comedies, began his producing career with John Huntington in the Cambridge Summer Theater. The two branched out to the Boston Summer Theater a few years ago. Huntington is now at Saratoga Llewelyn Rees and Emil Opre Springs and Falk's new partner this The committee named Maurice Ku year is Capp.

#### Fair Success

Their season so far has embraced the usual run of summer fare. But taking a tip from an earlier successthe Othello of Paul Robeson, presented by Huntington and Falk at Cambridge some five years ago- the new team has tried to parlay the same drama with Canada Lee, Claire Luce and Wesley Addy in the leading roles. Their success does not merit the same esteem, but it's a good over-

Lee's Othello does not have the tractions already lined up sufficie towering majesty of Robeson's, nor to provide continuous flesh show does he have the same tremendous vocal equipment. Because his per- Present Laughter, with Peter La formance is not keyed in proper adjustment, he quickly ranges from inaudibility to completely distraught unclarity in scene after scene. Yet there is power and belief in his portrayal and he may work it out in the next week's performances at John Huntington's Saratoga Spa theater.

#### Sweet Desdemona

Claire Luce, in her first Shakespeare role in America (She has played many in England), makes Desdemona a sweet and lovely person, quite believable as a pawn between the machinations of a villain and the love of a heroic husband.

But it is Wesley Addy, who has had much experience in Shakespeare roles, who fairly steals the show. His lago is perhaps the most expert and finished portrayal of the part we have seen in many years. He is a smooth villain who with planned cunning knows the meaning of every move he makes.

The production has been designed with admirable simplicity by John Wulp, and Henry Jones has edited the acting version of the play and staged it smoothly. Altho the production does reach the heights of tragedy implied in the text, it is a good, sound job and one to be commended. Bill Riley.

## World Theate Institute Bo

PARIS, July 24.—The UNE sponsored International Theate stitute (ITI) held its first con June 28 to July 3 in Prague, Cz slovakia. Sixty delegates and ob ers from 20 countries were pre including Clarence Derwent, mond Gilder and Warren Caro the United States, J. B. Prie English author - playwright, elected president, and Jindrich zel, of Czechoslovakia, and Arr Salacrou, of France, vice-presid

Little time was wasted. A charter was unanimously ado Each country is to set up a nat branch of the ITI (12 already e representative of that country's atrical activities. An inform bureau is to work in conjunction each national branch, and regular ports on new plays, operas and lets are to be sent to the internati headquarters so that a monthly letin can be published and dis uted to each center. Internat exchange of troupes and artists be promoted.

The institute will have its ten rary headquarters in Paris, and a January 1, 1949, will be comple separated from UNESCO. Finan backing will come from both me bership fees and a UNESCO grant

The executive committee is committee posed of Armand Salacrou, chi man; Erich Nikowitz, of the Jo stadt Theater in Vienna; Mau Huisman, director of the Natio Theater of Belgium; S. I. Hsuing, C nese author and playwright; Jinds Honzel, director of the National T ater of Prague; Richard Ordyn in charge of theater affairs UNESCO, as secretary-general will take up his duties in Jar ary, 1949.

#### Fleshers for Sydney

SYDNEY, July 24.-The Mayb Theater, owned by Fuller's Theat and leased to Hoyts' for pix, is to vert to Fuller's at the end of the ye and will return to live show poli-Ben Fuller claims the number of Schedule calls for Noel Coward in the lead; the Ballet Rambert, no in New Zealand, to return to Austr lia for a further season, and also t appearance of another English ball-

#### Hood River Festival Selling

HOOD RIVER, Ore., July 24.-Re ervations are arriving by the sco from all over the country for the Hood River Music Festival openis August 5, according to Charles Guille festival chairman. The festival, u der direction of the Finnish condu tor Boris Sirpo, will be an annuevent. It is Sirpo's idea to mal Hood River "the Salzburg America."

#### ROUTES Dramatic and Musical

Annie Get Your Gym (Shubert) Chicago. Carousel (Biltmore) Los Angeles. High Button Shoes (Great Northern) Chic John Loves Mary (Harris) Chicago. Magdalena (Philharmonic Auditorium)

Angeles, Oklahoma (National) Washington, Oklahoma (National) Scattle weethearts (Curran) Ban Francisco Vinsiow Boy (Genry) San Francisco.

### Subway Circuit

#### ESCAPE ME NEVER

(Opened Tuesday, July 20)

LATBUSH THEATER, BROOKLYN comedy by Margaret Kennedy. Production opervised by Lillian Udvarily. Sets by Robort Davison. Company manager. William Crounber. Press representative, Vince Mc-Enight. Presented by Jules Leventhal.

Ivor McClean ..... Tom Emlyn Williams relia McClean Dorothy Steele hool Girls. . Louise Eirby, Charlotte Harens at Tourist ..... Elsa Ryan cond Spinster ..... Plorence Bereaford trova's Understudy ..... Carmina Cansino essenger ..... Dick Corbett est Man .......................John Norman allkeeper ..... Henry Lascoe d.....Louise Kirby ung Man ..... Brad Macy d Woman ..... Muriel Starr

Back 13 years ago-in January, 35, to be exact-Elisabeth Bergner ide her American bow at the Shurt Theater in Margaret Kennedy's cape Me Never. Obviously, at that e American audiences were unfilliar with the Bergner brand of age pyrotechnics, and more than me found them refreshingly charmz. The Billboard reviewer of that ening night, however, found her charming sprite who is allowed to an appalling amount of overacting . and who manages to make a po-

ntially fine play seem a dull and ggy bore."

So now la Bergner elects to revive cape for a swing around the barn cuit and arrives at the Flatbush, ooklyn, for a week's stand. Plenty water has run over the dam since argaret Kennedy first investigated morals of the Sanger family, ch matters seem a little flatulently important now. Perhaps it was ce "a potentially fine play" and chaps the Bergner did ruin it. wever, after 13 years the current tion adds up to a trite and not too mulating a vehicle for the star to en she is unintelligibly declaiming the Theatre du Gymnase. ile eating an apple, and it seems

better they seem to like her. them matter much one way or aner. Philip Huston is featured with

-timing, Sebastion Sanger, and as in an extremely creditable reained performance—an excellent for the star's exuberant histrics. The rest of them go thru their when she is not holding center te; when she is, they might as well

nome in bed. ting of the production, and Rob-

Davison has designed some tchy sets which serve their pure, as well as saving a stagehands' The whole looks to be strictly oesn't add up to the sort of fare dvance her reputation.

Bob Francis.

# "Post" Urges DC Belasco Legit

officials are acting in good faith, they have an obligation to facilitate every honest move to rehabilitate the Belasco.'

ANTA is definitely not revising its bid for the Belasco, but is waiting for local pressure to make the government confer on the bid. ANTA feels that it cannot possibly increase its bid for the house under conditions which would call for 400G to be put into renovating the theater. ANTA wants the government to pay for any unamortized renovations should the prospective 10-year lease be canceled before its expiration date.

### Unions May Revoke Concessions to ETI

NEW YORK, July 24 .- The Experimental Theater, Inc. (ETI), appears to face a crisis. Legit unions are circulating a letter intramurally asking that concessions made to the ETI this past season be revoked.

Since the theatrical group already ran at about a 30G deficit, continuation under more stringent union conditions would be impossible. Officials at ANTA, the managing body of the ETI, state that they will put the problem up to Actors' Equity and the Dramatists' Guild, both orgs that control the policy for the ETL

If no solution is arrived at, the ET may carry on under its invitational series which did scripts for \$300 each at neighborhood playhouses.

## Foreign **Upening**

#### LES PARENTS TERRIBLES (The Terrible Parents)

THEATRE DU GYMNASE, PARIS A play by Jean Cocteau, Directed by Leon Nurbel. Presented by Madame Paule Rolle. Leo....Jeanne Provost 

ow off her now well-known bag of highly concocted complications of the sping tricks-to be by turns out- heart, The Terrible Parents, carries bit as a maid, assisted the production eously cute and accentively tragic. as much dramatic punch as ever. say what anyone will, Escape is Written in the late '20s and revived apletely a Bergner dish, and her periodically, it has been given a s will doubtless love her even whooping good re-do this season at was exceptionally good. Max Miller's

The strange intrigue revolves t the direction of Escape calls for around young Michel's home life big scenes. rgner to eat almost continuously which consists of a diabetic, neurotic u all three acts. It will likely do mother trying feverishly to tighten sonably successful business on the the silver cord around her adolescent bway Circuit solely on these son; his aunt, who has loved his father unds that the more she overacts for 23 years, and Michel's first love, the beautiful Madeleine. However, Over-all she has assembled a com- six months earlier Madeleine had ent supporting troupe for the hot been saved from suicide and becomes ather venture, altho she makes the the mistress of the man in the casew so essentially her own that few Michel's father. The piece de resistance is the scene when the whole family marches over to be introduced as the unreliable, occasionally to Madeleine, who still doesn't know that her men are father and son.

An excellent cast shares acting honors. Gilberte DeBreuil's mother is irritable and sloppy enough to be pitied, egotistical and demanding es with more or less professional enough to made her final suicide almost a relief. Jeanne Provost as the elegant sister Leo is a gem of irony illian Udvardy has supervised the the caught-in-the-noose father-lover. He is just right as George. Nicole Stem possibility. Vervil and Daniel Gelin play Madeleine and Michel. Both are fresh and new script in the brief space of a disarming.

Jean Cocteau's dialog is both witty id to keep la Bergner busy. But and sparkling. It is a good play, well constructed, with a second act that length of one scene from his overlands a terrific punch.

Jean White.

## STRAWHAT REVIEWS

#### DEAR RUTH

(Opened Tuesday, July 20) ROCKAWAY (N. Y.) SUMMER THEATER

comedy by Norman Krasna. Directed by Max Miller. Stage manager, Alfred Malok. Production manager, John Newfield. Publicity, Paul Deegan and Harold Kaye. Produced by Max Miller.

Mrs. Edith Wilkins ...... Nancy R. Pollock Miriam Wilkins ...... Steffle Lock Judge Harry Wilkins ..... Ben Irving Lieut. William Seawright ..... Earl Hammond Albert Kummer ...... Herb Armstrong 

Summer stock in a tent, the first such venture in the East for many years, has come to Rockaway and the customers seem to be eating it up judging from reactions when they viewed Dear Ruth. The play seems slightly dated but the laughs still come thick and fast and the writing holds up admirably for comedy.

The group here has been working under all sorts of handicaps but they were not apparent in the performance. The production was slick, and even with rain thumping on the tent roof the actors projected to the last row.

The strongest performance was turned in by Nancy Pollock in the role of the mother. She's an experienced thesp and handled herself with professional competency except for a tendency to get over-cute in the early scenes of the script. Ben Irving made an authoritative father but wielded too heavy an acting hand in his big scenes with his bratty daughter. Irving, a competent actor, should realize that radical displeasure can be portrayed without bellowing. Roselyn Wilder makes a fetching and interesting Ruth but might strive to add more color to her portrait.

Earl Hammond, as the dashing army flying gunner, plays the part as tho he enjoys every minute of it, especially the clinches. He seemed nervous in early scenes but slipped into a smooth groove as he continued. Herb Armstrong, in the role of the unsympathetic boy friend, played the part mostly for slapstick and succeeded admirably therein. Steffie Lock, as the unwitting originator of the situation, started off slowly. However, as the play progressed, she Jean Cocteau's curious comedy of gained sureness and turned in a fine over-all stint. Nina Probette, in a greatly.

The set of a suburban living room by Alfred Mulok and John Newfield direction showed a talent for comedy staging and got the most out of the Leon Morse.

#### MACNOLIA ALLEY (Opened Monday, July 19) LAKEWOOD THEATER, SKOWHEGAN, ME.

A new play by George Batson, produced by the Lakewood Players. Staged by Melville Burke. Settings by Charles Perkins. Stage manager, Donald McGinnis. Press representative, Polly Lord.

Angel Tuttle ...... Lorraine Pressler Laura Beaumont ...... Jessie Royce Landis Andy Hamill ...... Don Kennedy Maybelle ..... Wauna Paul Miss Eels ...... Prances Bayler Nita ..... Cer Grant The Doctor ...... John Glendinning

Magnolia Alley, which Jessie Royce Landis and Melville Burke plan to bring into New York in the fall, has and competence. Marcel-Andre is a load of possibilities and with the usual cutting and tightening seems a

What Melville Burke can do with a week's rehearsals is little short of amazing. However, playwright George Batson should trim about the production to give it tighter unity.

Performance - wise the opening

night production left little to be desired. Jessie Royce Landis, Lee Grant, Frances Bavier, Wauna Paul, Mary Alice Moore and Don Kennedy, who have the leads, were right in pitching. Royal Beal seemed a little wooden in a secondary role and Reynolds Evans did not seem to come thru. John Drew Devereaux was excellent in a small comedy part.

Laid in small Southern town, Magnolia Alley is a tale of frustration told largely in comic resignation.

Laura Beaumont, played by Miss Landis, is a boarding house operator who drinks to bolster her waning hopes of happiness. Widowed, she is awaiting the return of her pugilistic lover who, she ultimately learns, is

Her boarders include a tart, an exchamp pug and three "daughters" who vary from hussy to angel categories.

It takes a lot of talking to set an audience straight on these characters and their involved situations, but Batson has sprinkled his play with many comedy lines, considerable pathos and some drama. There's some question in the end that anybody gets what he wants. However, it is to be assumed that inasmuch as baddies finally go their separate ways at least what they got was a proper come-uppance. Harold Cail.

#### Silo Circuit

Two pre-Broadway tryouts get a barn showcasing this weeka musical and a comedy. Monday (26) the Ogunquit Playhouse unveils Ting-Ling, a Chinsee fantasy with a score by Ignatz Waghalter and lyrics by Richard Diamond, Lois Hunt and Frank Rogier have the leads, supported by Madeline Clive, Rhys Williams and William Swetland. Two Docen Red Roses, by Aldo De Bendetti, preems Tuesday (27) at the Lakeside (Landing, N. Y.) Theater. William Prince and Helen Marcy have the leads.

Starlight (Dallas) Operetta offers Bloomer Girl Monday (26). Carol Bruce and Carl Ravazza have the lead slots. Joan McCracken, Olive Reeves-Smith and Mabel Talliaferro, all of the original New York troupe, are in support.

Jose Ferrer is starred at Olhey (Md.) Theater Tuesday (27) in Importance of Being Earnest. Viola Roache is featured in the cast which includes Phyllis Hill. Donald Stevens, William Nichols, Grant Gordon and Sara Seegar.

Mady Christians guest-stars at Bar Harbor (Mc.) Playhouse for week of Monday (26) in The Constant Wije. Janet Slausen is featured with her.

Nan MacFarland returns to Cragsmoor (N. Y.) Theater Tuesday (27) to play lead in Oh, Mistress Mine. Morton Da Costa also returns to his old stamping ground to play opposite her. Both will tour in the fall with Maurice Evans's Man and Superman troupe.

Another newie to get an unveiling this week is Madame Is Served, a comedy by Joe Grezeback, adapted from De Maupassant's L'Heritage. Theater inthe Dale, New Mildord, Conn., is sponsoring it Wednesday (28).

Gerald Savory's comedy, George and Margaret, gets a double play with Monday (26) openings both at Martha's Vineyard (Mass.) and Bass Rocks (Gloucester. Mass.). Anne Lowry and Ted Lehmann have leads at Vineyard, while Joseph Warren and Georgia Harvey do same by Gloucester troupe.



### CASH FOR YOUR USED 16mm. Sound Films

We buy everything from "Soundies" to a complete film library. Send us a list of what you have to sell.

(Sorry, but we can't handle old news

or war information films.)

BLACKHAWK FILMS

Davenport, Iowa

## ROADSHOWMEN

NEW LOW PRICES-SUMMER SPECIALS

Westerns . . \$5.00 per day; \$10.00 per week Features ... 7.50 per day; 12.50 per week

NEW PRINTS . SHORTS

Dependable Service Many Pictorials, Hoppys, Fuzzys. A host of new attractions.

SOUTHWEST SOUNDFILMS

423 S. St. Paul Dallas, Texas

#### CLOSING OUT SALE

All shipments sent C.O.D. Transportation

MAGNESS VISUAL EDUCATION SERVICE CONWAY, ARKANSAS

#### 35MM. BARGAIN SALE

Westerns and Features, complete, \$15.00 each and up. Programs rented, \$7.50. Universal Sound Projector, complete, \$195.00. Late Musical Westerns, \$50,00 each, Shipping Cases, 2000 ft. capacity, for \$4.00 each. Poster Supply. Free lists.

SIMPSON FILMS 155 HIGH DAYTON 3, OHIO

MOVING PICTURE EQUIPMENT \$1,000 buys complete equipment less screen and seats. Powers 6B machines, extra head: Toledo low voltage lamp houses, new Amplifier; High Fidelity; Dual Channel, \$1,000.

J. M. SMITH 32 Orchard Lane Columbus 2, Ohio

#### SHENT 35MM. FILMS

Six, seven and eight reel features and Westerna at \$10,00 and \$15,00 per feature. Old-time stars, Eva Novak, Helene Chadwick, etc. Short subjects at \$3.50 per seel. Free lists.

SWIDSON 155 HIGH ST.

## Bisbee Biz On Par With Other Years

#### Inclemency Haunts Org

OWENSBORO, Ky., July 24 .-Altho beset by unusually bad weather, Bisbee's Comedians, currently in the 15th week of their 1948 tour, have been playing to up-to-par business, Manager J. C. Bisbee said here this week. Show is playing under a new 60 by 130 foot top, the product of the O'Henry Tent & Awning Company, and is transported on its own trucks. Two light plants are carried.

Show is charging a 50-cent admission, with an additional fee of 25 cents being tacked on for reserves. Admission to the concert presented nightly is 25 cents.

Org was the subject of a highly complimentary three-page story in the July 18 edition of The Louisville Courier-Journal's magazine section. Written by Joe Creason, with numerous accompanying photos by Thomas V. Miller Jr., piece pointed out that the show is among the last of its type still touring Kentucky, a fertile field where some 15 other tent shows played in other years.

Proof that the Bisbee show is well received in the Blue Grass State is attested to by the engagement in Cadiz, Ky., of which Creason has the following to say: "Still 30 minutes before curtain time on Bisbee Comedians' annual return to Cadiz, the tent was packed with a thousand or more customers, a crowd almost equal to the total population of the Trigg County seat. People were wedged shoulder to shoulder in the 'roost,' that unreserved-seat section in the back of the tent. Only a few scattered seats remained in the reserved-chair (25 cents extra) section when the orchestra took the stand for the pre-curtain concert."

Show is continuing its policy of playing only two States, Tennessee and Kentucky, and current plans call for it to remain on the road until December 1.

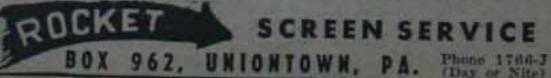
Personnel includes J. C. Bisbee, owner-manager; Mary Bisbee, treasurer and secretary; Boob Brasfield, featured comedian; Maxine Lee, Leo Lacey, Billy and Vera Choate, Ralph Blackwell, Audra Hardesty, Virginia Oliver, Bob Fisher, Bobby Lee; Eddye, Cille, Jimmy and Kittye Farren; Sam Hudson, Lola Sonners, Cliff and Mabel Malcolm, Jess Sund, Dorothy Moore, Jimmie Reynolds, Kara Lee Lacey, Roy Garrett, Paul Travis, Leland Alverson, and Elwood (Red) Turner, who is in charge of canvas.

## Charlton Switches To Halls; Biz Fair

CLAREMONT, Minn., July 24 .-Charlton's Novelty & Animal Show. after chalking up fair business in this sector, this week switched from tent to halls. Management said that transportation problems figured in the decision to make the switch and that the four-people unit henceforth would be better off under the new policy.

Show has a week's supply of film DAYTON 3, OHIO and it will add short-cast bills soon.

#### WE MAKE TRAILERS & MERCHA Let us make your 16mm. Special Titles, Traffers, Merchants Ads, 10¢ per word with music.



Write For FREE CATALOG -----

## Rep Ripples

CONDA PLAYERS have finished their fifth week in resort towns in Northern New York to fair returns. They will play two weeks in Vermont before ending the season. Cast includes Will and Judith Nichols and Jack and Mae Albright. Bill has been E. F. Hannan's So It Goes. Unit has been playing under auspices, with F. J. Brady as advance agent . . . Ernest W. Crowell has his 16mm. pix in the Fond du Lac, Wis., sector, . . . Harvey's Vaude-Pix Show closed

at Ovalo, Tex., after a successful twoweek engagement and moved to its Winfield, Kan., base. . . . Memories of the old days of tent and showboat trouping were thoroly discussed recently when the Cole Bros.' Circus band invited Fred H. Wood, veteran actor-musician, to be their guest for an evening. The W. I. Swain Show was well represented by C. H. Swanger, who with Bob Hernon, staged a little get together after the show. It had been 20 years since Swanger, Hernon and Wood trouped together and they spent the night reliving the days of old. Among those on hand who were bandsmen in the old-time repertoire days were Buddy Geiss, Larry Gainyard, Jimmie Hurt, Jack Carroll and Roy Landstrom. Wood is operating a summer stock company in the suburbs of Adrian, Mich., to fair business. . . . Kinsley's Show is adding small animals and is playing Ontario spots to fair returns. . . . Perry Players, four with relatives in Minneapolis. people, have been doing E. F. Han- plans to return to the show in nan's Loud Mouth Guy in Washington tember. County, Maine, to fair results.

### Idaho Trek Okay For Merrill Org

JEROME, Idaho, July 24 .- W. H. Novelty Show, currently playing Merrill, who has had his tent-pix territory, recently added pix to show playing Central Idaho for the outfit and will continue in hall last two months to fair business, said its tent is stored in St. Paul and this week that he recently switched to halls with the result that boxoffice receipts have shown a decided rise. Merrill said that he recently met Fred W. Garrity, who has a small animal and pix show, in Council, Idaho, and reports that Garrity was doing well.

Merrill also met Mr. and Mrs. Albert Eddy in Reuben, Idaho, where they have their two-person trick going well. The Eddys are old-time performers who went West some 20 years ago and have had small tricks out every summer since.

Merrill soon will add flesh to his attraction in the persons of his three nieces, all of whom are musicians. They recently completed school in Spokane, Wash.

## Andrews Frames Pic Show for Pa. Bow

UTICA, N. Y., July 24.-A. K. Andrews is framing a pic show here which he plans to launch in Pennsylvania about August 15, he announced from local quarters. Andrews plans to tour the same territory he played with his magic show the past three years en route to Florida.

He says that he has a number of religious pictures lined up and will appear under several of the same auspices for whom he played in past

Andrews recently purchased the films of the Farr Pic Show which has been playing Northern New York this summer.

#### Seybold Biz Below Par

COLLIERS, W. Va., July 24.-With business running behind former years, Seybold's Magic & Novelty Show closed here after a five-week jaunt. Unit plans to take to halls with a two-person pix and vaude attraction.

## Abilene Go Opening Sp ForM'Kenn

Weather Boon To Dra

ABILENE, Tex., July 24 .- Jo Kennon Stage Show got away auspicious start here, playing to weather and a packed tent. Bu for the eight days proved highl sfactory.

Show used air time over st KWKC and KRBC daily, feathe Stardust Ranch Boys, in adto numerous spot announces Marian McKennon was hostess members of the show at a bir party for Joe McKennon in home here during the engagem

Recent additions to the org in Berkeley and Allen, Defoye Mand Bill Tucker. Ray and Mathis visited briefly while en to Florence, Tex.

Other visitors included Harle Billie Sadler, Mr. and Mrs. Messingale, Chris and Sam 2 Ruth and John Browning and Glen Brunk.

Org left here for Plainview, after which it is set for a twoengagement in Amarillo, Tex. McKennon will leave soon for a

## Fales Novelty Add Pix for Mont. Ha

CHARLO, Mont, July 24 -- 1 not be utilized this season.

During the stand in Wisdom, M members of the show caught Cli and Lottie Brace's small animal novelty trick.



Mobile Light or Power Plant, one 10 Kw. E mounted on 40 model V-8 Ford, van type body especially for the purpose, including elember 100-gal, tank, bundreds of fort of heavy, median light cable, several switches and boxes, store and light futures, etc. Truck, plant and all confuse a cycles of the cycles of the cycles and confuse excellent condition and good working order. \$2,500.00 ric up this outrie. Satrifice 5778 McLean Machinery Co., 220 N. 7th St. Palatha.

16MM. PROGRAMS RENTED-\$7.5

Free lists of musical and action features for a \$55,00 each. Empty 1000 ft. Beels, \$1.50 Film Cleaning Fluid, \$2.00 per quart. A Sound Projector, complete, \$225.00; ready to Mills Panoram Soundle Projectors, in cabinet \$175,00 each; shipping cases \$2.50 each. SIMPSON FILMS

DAYTON 3, 0

#### DRIVE-IN THEATRE EQUIPMENT

Complete new 35mm, Sound and Projection ment for Drive-Ins-\$2,974.00; construction operating instructions furnished, 18MM, 3 RENTED-\$5.00, Advertising furnished, 16mm, and 35mm, projector burgains.

ACE CAMERA SUPPLY 150 N. Irby Et.

### WANTED FOR PLATFORM MED SHO

People in all lines, Plano Player, Novelly Teams, Answer again if you wrote before; mail wrong, Whitey Baner, write. Dr. Harold L. Woods

#### WANT QUICK

MOOSIC, PA.

Comedian and Acts of all kinds for p form Med. Show.

> JERRY FRANTZ Nazareth, Pa.

## THE FINAL CURTAIN

ANDERSON-Mrs. Ella Mae, for- known as America's first native-born

BAKER-Sarah Irene, 65, former ide and concession operator, July 16 Vandalia, Ill., of a heart attack. urvivors include two sons, Isaac, of laker's Rides; James, concessionaire rith Moore's Modern Shows, and a rother, Joseph, adjuster with various nows.

BROPHY - Edith J., horoscope orker, July 20 in Buena Park, Calif. lith her husband, George, she had orked fairs and celebrations thruout ie country for many years. She also aves her parents and three brothers, Il of West Virginia.

BRYANT-Max W., 54, for 15 years wner-operator of the Bryant Theater upply Company, Charlotte, N. C. uly 18 at his home in Rock Hill, S. C. it one time he operated the Palmetto nd Pastime theaters in Rock Hill. He as a charter member of the Chartte Variety Club. Survived by his idow, Lillian; a son, Max Jr., and vo daughters, Lillian and Mary. urial in Rock Hill July 21.

BURTON-J. L., 50 ride man with e Thomas Amusement Enterprises, hly 17 in a Huntington, Ind., hostal of a fractured skull sustained in fall from the top of the Merry-Goound on which he was working, For further details see Carnival De-

COLLINS-William (Red), 61, conssionaire for many years, July 18 in etroit of a heart attack. Collins ad been with the Johnny J. Jones nd Tom P. Kennedy shows, and had etroit. He was a member of the lichigan Showmen's Association. No nmediate survivors are known and e Wayne County Coroner was atmpting to locate relatives.

COMERFORD - Mrs. Jean Cow-II, 77, former actress and writer, ily 15 in Palo Alto, Calif. lughter and a sister survive.

COOPER - Bessie Clayton, balrina of the 1890's and former wife the late Julian Mitchell, stage dictor of the Ziegfeld Follies, July 16 Long Branch, N. J. After her prosional debut at the age of 12 in Trip to Chinatown, she became

Leo Bulgakov

Leo Bulgakov, 60, former member of the Moscow Art Theater, and actor, director and producer of many Broadway shows, died July 20 of a heart ailment at the Binghamton (N. Y.) Hospital. Arriving in the United States in 1923, he remained on Broadway when the Mescow Art Theater returned to Russia. He appeared in such shows as Lovers and Enemies, Spring Song, Gods of the Lightning, Street Scene, Devil in the Mind, Billy Draws a Horse, Another Sun and, most recently, Hope for the Best. His productions included The Sea Gull, The Lower Depths, Princess Turandot, At the Bottom, This One Man and The Life Line. Some of his productions were under the banner of Bulgakov Theater Associates,

Besides his acting and producing, Bulgakov directed numerous Brondway shows and many motion pictures. Among his works were One Sunday Afternoon, The Night Remembers and Lend Me Your Ears. Bulgakoy also ran a school for actors. Survived by his widow, Barbara, and son, Alexander.

ner tight-wire circus performer and prima ballerina. Before she was 20 nother of radio and picture comedian she had completed tours of Australia dward (Rochester) Anderson, July and Europe. Her appearances in-8 in Los Angeles. Besides Edward, cluded all of the Weber and Fields aree other sons, Cornelius, Lloyd and productions and also the Follies. She lavid, and a daughter, Zelda, sur- retired in 1924. Her daughter and granddaughter survive.

DAVIS-John C., 70, music teacher, composer and writer, July 17 at his home in Wyoming, Cincinnati suburb. Davis was the founder and until a year ago director of the Wyoming Institute of Musical Art. He was a member of the American Society of Composers, Authors and Publishers, and years ago was a reporter on The Cincinnati Post, Survived by his widow, Grace; a son, Robert; a daughter, Mrs. Darryl W. Johnson, Milwaukee, and two sisters, Mrs. Robert Hedges, Montclair, N. J., and Mrs. Charles Woolley, Berkeley, Calif. Burial in Spring Grove Cemetery, Cincinnati, July 19.

DUBINSKY-Barney, theater owner, July 18 in Tucson, Ariz. From 1906 to 1915 he toured with the Dubinsky brothers' tent show. His widow survives.

EGAN-Joseph (Kid), 76, pioneer sports and theatrical promoter, in Burbank, Calif., July 20.

EITEL-Amil, 83, president of the Bismarck Hotel Corporation, which operates the Bismarck Hotel, the Old Heidelberg nitery and the Eitel Restaurant in Chicago, July 18 in that city. Four brothers and two sisters survive.

EMERSON-Mrs. Helen Elizabeth, 49, planist and accordionist, who with her husband, Wayne, toured in vaude, July 12 at her home in Steubenville, O., of a heart attack. Besides her husband she leaves a daughter, Mrs. Mary Kennon Gillis, Wellsville, O. cently worked at Eastwood Park, Burial in Calvary Cemetery, Steubenville, July 14.

FINK-Mrs. Beulah, wife of S. M. (Fat) Fink, ride superintendent of the Royal Exposition Shows, July 16 in Beltsville, Md., of cancer. Besides her husband she leaves two brothers of Gastonia, N. C. Burial in Gastonia July 18.

FREE-P. J., 71, retired showman, in Los Angeles July 3. He was a member of the Pacific Coast Showmen's Association. Survived by three sisters, Mrs. Anna Sleeper, Mrs. Frances Metz and Mrs. Kate Stone. Burial in Woodlawn Cemetery, Santa Monica, Calif., July 7.

HAWKINS-Walter S., 78, actorsinger and former leading man for Lillian Russell, July 18 in Washington. Beginning his Broadway career in 1895, Hawkins became associated with Montgomery & Stone in their productions. His widow and sister

HESS-Clara (Sello), 68, retired actress, July 15 in New York. Before her retirement in 1906, she appeared in many legit productions, mostly musical comedies. Survived by her husband, a son and sister.

LEVITCH-Prof. Louis, 62, former carnival mitt camp worker, July 12 in South Gate, Calif. Burial in Mount-Carmel Cemetery, South Gate.

McKIBBIN-Henry C., set designer for the Ziegfeld Follies and the New York Hippodrome, July 14 in Mobile, Ala.

MINGHINI-Loy V., Detroit musician, July 9 in that city of a heartattack. Survived by his widow. Interment at Kansas City, Mo.

NYQUIST - Stanley (Dick), 47, manager of the Savoy Theater, Catasauqua, Pa., July 9 at his home in that city. He formerly managed theaters in Boyertown and Reading, Pa. Survived by his widow, parents, a brother and a sister.

PARKER-Evelyn C., 38, in show business thruout Texas for 15 years, July 2 in Corpus Christi, Tex. Survived by her husband, Clyde, and two daughters, Sue and Betty. Burial in Rose Hill Cemetery, Corpus Christi, July 3.

SELIG-William N., 81, pioneer film industry leader, July 16 in Hollywood. He was president of the old Selig Polyscope Company, which produced its first commercial film in 1896. His early pictures included The Spoilers, The Rosary, Orphan Annie, The Hoosier Romance, and the serial, Adventures of Kathlyn. Selig invented many appliances used in movie photography. Survived by his widow, Mary,

SPELLMAN-William P., 72, July 6 at South Highland Infirmary, Birmingham. Survived by a son, William Jr.

STERLING-Dolly, singer for the past 10 years at Chicago's Club 606, July 17 in that city. Her mother and two sisters survive.

TELESCO-Paul, father of the Great Telesco, aerialist with the Coleman Bros.' Shows, July 14 when he fell from a 30-foot scaffold. Burial in Trenton, N. J.

> In Loving Memory of My Father EARL TAYLOR

> > July 29, 1944

FRANK TAYLOR

THOMPSON-William E., 61, former agent for Monroe Bros.' Circus, July 18 in Wichita, Kan. Thompson was a tramp clown with Bell Bros.' Circus in 1946. Survivors include a in Wichita Park Cemetery July 20.

TRAVERS-Vic, road show and film actor and theater manager, recently in Hollywood. Travers came to this country from England in 1905 and after touring with various road shows became manager of the National Theater, Detroit. He went to California in 1936 and entered movies.

WILEY-Mrs. Grace, 55, operator of the Grace Wiley Zoo in Long Beach, Calif., and nationally known snake expert, in that city July 20 after having been bitten by a cobra.

WINTERS - Harry (Happy), 42, Beavers Falls, Pa., former circus clown and at the time of his death employed in the mitt camp on Royal American Shows, recently in Edmonton, Alta. Survived by his widow, Ruth, with Royal American; two sons, Richard, with the marines, and Elmer, with Royal American; his father, William Winters, carnival Side Show operator with State Fair Shows; a sister, Harriet Randza, and two brothers, William and Frank. Services in Edmonton July 17.

ZACCHINI - Ildebrando, 79, former European clown and circus owner and head of the Zacchini family cannon act, recently in Tampa, (Details in General Outdoor Depart-

## Marriages

BARNETT-COOPER-Ance Barnett Jr. and Jane Cooper, dancer at the Cat and Fiddle, Cincinnati nitery. June 14 in Covington, Ky.

BAUM-GUBER - Armand Baum, Chicago manager of Advanced Music, and Mardell Guber, July 18 in Chi-

HENNESSY-HAGEN-James Hennessy, announcer at Station KXOK, St. Louis, and Helen Hagen, of the station's news department, July 17 in that city.

JONES-GRAYCO - Spike Jones, band leader, and Helen Grayco, singer with the band, July 18 in Beverly Hills, Calif.

RITTER-MORRIS - Perry Ritter and Ruth Morris, with the William Morris Agency, recently in New York.

JONES-SWEET-Eugene J. Jones, concessionaire, and Betty Sweet, aerialist, both with the Florida Amusement Company, July 19 in Bad Axe, Milch.

JOURNAY-CRANE-Warren Journay, program director at Station WFEA, and Ruth Crane, receptionist at the station, recently in Manchester, Mass.

TAYLOR-STERNBERG - Marion (Snooks) Taylor, Rolloplane operator on the White Star Attractions, and Helen Sternberg, concessionaire with the same organization, July 10.

## Births

A son, Jimmy C., to Mr. and Mrs. W. A. Pederson recently in Wenatchee, Wash. Parents are with the Ziegler Shows.

A daughter to Mr. and Mrs. Boris Sokoloff recently in New York. Father manages summer concerts for Lewisohn Stadium.

A son to Mr. and Mrs. Miller Johns recently in Macon, Ga. Parents have palmistry and pea pool concessions on the Jim McCall Shows.

A daughter, Jenny Smith, to Mr. and Mrs. Clifford Smith at Cedars of Lebanon Hospital, Los Angeles, recently. Mother is Helen O'Connell, singer.

A son to Mr. and Mrs. Robert Mc-Kernan in New Haven, Conn., recently. Father is on the news staff of Station WELI, that city.

A daughter to Mr. and Mrs. Richard E. Adams in Framingham, Mass., recently. Father is general manager and part owner of WMOX, that city.

A daughter to Mr. and Mrs. John Huntington July 2 in New York. son, Kenneth, and sister, Mrs. Albert Fatner is producer and managing di-Walda, both of Sturgis, Mich. Burial rector of the Spa Summer Theater, Saratoga Springs, N. Y.; mother is Constance Hanley,

> A son to Mr. and Mrs. Si Rose July 2 in Hollywood. Father is a radio writer.

A daughter, Janet, to Mr. and Mrs. Perry Bascom July 1 in Jefferson Hospital, Philadelphia. Father is member of the sales staff of Station WIP, that city.

A son to Mr, and Mrs. Elwood Stutz July 2 in Jefferson Hospital, Philadelphia. Father is a song writer and disk jockey on Station WIBG, that

A daughter to Mr. and Mrs. Walter Wanger July 4 in Cedars of Lebanon Hospital, Hollywood. Father is a film producer; mother an actress.

A son to Mr. and Mrs. Paul L. Scott July 1 in Los Angeles. Father was formerly with the Ringling circus; mother was formerly a tumbler and flyer with the DeWayne and Wallenda circuses.

A son to Mr. and Mrs. Robert I: Kimel July 6 in Lawrence, Mass. Mother is the former Beaturice Cates, traffic manager for WLAW. Father is salesman for WHAV.

A daughter, Jamie, to Mr. and Mrs. Jack Diamond at Cedars of Lebanon Hospital, Los Angeles, July 4. Mother is Francis Henderson, Broadway stage actress; father is a Warner Bros.' film publicist.

A son, Jeffery, to Mr. and Mrs. Hugh Marlow at St. John's Hospital, Santa Monica, Calif., July 7. Mother is K. T. Stevens, stage actress and daughter of Sam Wood, film director; father is an actor.

A daughter, Barbara Ann, to Mr. and Mrs. Walter J. Schwab recently in Christ Hospital, Cincinnati, Father is assistant superintendent of ground maintenance at Coney Island, Cincinnati amusement park.

A son to Mr. and Mrs. James Daniel Thompson July 15 in New York. Mother is Peggy Conklin, actress.

A son to Mr. and Mrs. Helmut Dantine July 17 in Hollywood. Father is the stage and film actor.

# CHICAGO

## Strong Getaway Starts Talk Of 1949; Pageant Scores

Parking, lack of eat-drink facilities pose problem-spec a masterpiece of production, but other entertainment not too heavy

By Herb Dotten

CHICAGO, July 24.-Unveiled here this week, the Chicago Railroad Fair met with an enthusiastic reception and attendance which more than pleased its sponsors, 38 of the nation's railroads. Moreover, it satisfied persons who thronged out the first three days. As a result, there are indications the lake-front event, first plotted for a seven-week run, will be extended to nine weeks and repeated in 1949. The probability also exists that it will pave the way for another world's fair or, perhaps, a big annual exposition

Attendance the first three days barely missed a total of 100,000. Tuesday (20), opening day, yielded a paid gate of 40,062; Wednesday, 24,564, and Thursday, 33,834, for a total of 98,460. The gate was doubly gratifying inasmuch as the daytime weather was extremely hot and there were menacing clouds and rain Thursday evening.

Week-Ends a Test

Of course the big attendance will come week-ends, constituting the fair's big test in more ways than one. The 50-acre tract is crowded with ex-hibits, buge ones inasmuch as most hibits, huge ones inasmuch as most are railroad cars, and the walkways are big and there are no main thorofares for pedestrian traffic.

Parking accommodations now are limited to 4,700 cars. More space, however, will be available beginning Monday (26), when the road builders' show moves out of the lakeport area immediately adjacent to the fair site.

Parking constitutes one of the major problems which will confront the fair should a huge week-end throng (See CHI R.R. FAIR on page 82)

## 400GFunspot Skedded for Madison, Wis.

### Construction Under Way

MADISON, Wis., July 24.-Happy Acres, an amusement park and free picnic grounds, will be the new funspot for Madison. Work already has begun on the project and hopes are that it may be in partial operation by Labor Day, but initial plans will not be fully developed until next year.

The new project, costing an estimated \$400,000 and covering 130 acres, is located on highways 12, 18 and 51 on the Graver property at Femrite's Corners, five miles south of Capitol Square. Land is owned by O. C. Harris, Madison business man. who said he has hired Ben Bergor to manage the layout. The area is divided into two sections, one containing 43 acres and the other 87.

#### Partially Wooded

The larger section lies north of highways 12 and 18 and adjacent to (See Work Begins on page 88)

## Stars of Hollywood Opens in Honolulu

HONOLULU, July 24.-E. K. Fernandez, after completing a twomonth tour of this island, opened here with Stars of Hollywood, a two- and performers, as well as to this hour vaude show, for a 10-day stand (See Stars of Hollywood on page 91)

## Wilson's Ire - He Gives His Version

Editor's Note: The following letter from Jerome O. Wilson, director of Gran Circo Americano, is in answer to a story written by Billy Pape, then with Circo Americano, and printed in the July 3 issue of The Billboard:

"Recently I read a copy of your July 3 issue in which there appeared an article on this circus written by a former member who traveled with this company for six months. After giving the article careful consideration, I feel obliged, in defense of this show and other shows working in the South and Central American countries, to give some additional information which might not make such interesting reading as the referred to article but will surely be more accurate.

"Not knowing the reasons prompting such an article, my only comment is that in justice to fellow-workers show, which offered and fulfilled in

## Campfield Tried Most Showbiz Before Housing It Under Canvas

By Jim McHugh -

(This is another of a series on little-known facts about people prominent in outdoor show business.)

SELLING CANVAS to the outdoor show business fraternity is about as close to nature as a fellow can get, and Arthur E. Campfield, whose forebears chose a name with a literal meaning-pitching tents in pasture-plugged away in that capacity for a number of seasons until this year when he started his own firm by adding "Inc." to his name and digging deep into his jeans for the satchel of dough it takes for

capitalization.

Like most successful men in the industry, it took Arthur quite a spell to find his niche. Forty-five years ago, when he was 15, Arthur was working with a Mutoscope unit, the predecessor of arcades, in Cleveland. He muscled in locally with the Bostock & Ferrari Shows, which he remembers as the first organized carnival to play the city, and found it a "right interesting business."

The die was cast. Arthur joined Nat Reiss's Southern Carnival Company to become a prop boy for highdiver Matt Fay. This was the first organized show to play the Pacific Coast. He later joined a bicycle act, Rose & Lemon, and by so doing added his name to the billing. Later, with the Talbot & Whitney Show, the act became Clark & Campfield.

Arthur severed his trouping con-

Kennett as a master electrician. The job also called for helping to erect tent, the 5s, 10s and even 20s that were The Lewis & Clark Exposition, Portland, Ore., occupied him in 1905. abundant in previous seasons. Hunt's After that he made a Mexican tour with Reiss and it was so tough, he Starlit Ballroom on the Boardwalk. remembers, that the Southern Pacific Railroad had to bring the show featuring name bands on week-ends, back on the cuff. With Fee and Mozelle Kenneth, Arthur formed a legit company to tour the Southwest with The White Feather. It was a flasco, however. The company once passed its advance agent.

(See Campfield Tried on page 68)

## Pape Story Draws A. C. Pulls Em But They Are \$\$-Conscious

Over-All Outlook Okay

(Continued from page 3) Fourth crowd was the biggest since before the depression. Convention Hall box offices felt a little hill last week, but generally speaking are doing better than last year. Theater operators seem satisfied with the Intake, but not so the night clubs. The after-dark places, however, note some pick up over week-ends.

Rolling Chairs Busy

Rolling chair operators, keeping in mind the Fourth, when this resort had its "biggest crowd in 10 years," say that the first 15 days of July are ahead of last year. They look for a good season-depending on the weather. A check of boat sightseeing operators showed business there equal to last summer. And people are still buying as much salt-water taffy as ever. That the visitors are here-at least during the week-ends-is most apparent. The beach front and side avenue hotels report that there is a decided drop in business, but that it is a bit too early to make any positive statements about the state of hotel business for the summer. Most apparent is the fact that the hotel population is not spending its money any too generously. with high cost of living and high hotel rentals a decided factor.

The Boardwalk Merchants' Association, with the heavy Fourth under its belt, is at least very optimistic, They predict that "everybody will be very happy in September" after checking bank deposits for the season. Also noted is the fact that the tone of the Boardwalk is on a higher plane than at any time in recent years. There is less barking, every hot dog stand now has a receptacle for disposing of napkins and left-overs, fewer people in bathing suits are walking the boards and the rolling chair pushers are better behaved.

Other Resorts Report

At adjoining Ventnor, Margate and Longport, a general tightening of purse strings is reported. At near-by Somers Point and Ocean City, business generally isn't as booming as last year. Farther south, at Avalon, Stone Harbor, Wildwood and Cape May, business is rated from "satisfactory" on down. All report that week-end crowds are large in number, but the majority of vacationists appear to be rather cautious in spending. Hotels and particularly restaurants at the near-by resorts report business "way

In Wildwood, where the Boardwalk nections for a short time in Sour Lake, is akin to a giant midway with nu-Tex., an open town, where he broke merous rides, games, shows and pitch the local gambling bank, "got fresh stands, concessionaires report that and got fired; went back and went their intake is largely in small coins broke." It wasn't long before he returned to the Reiss show, hired by Fay and single dollar bills rather than is doing top business, but the dancery operates only three or four nights a week, depending on bookings, as compared with full weeks last year.



ARTHUR E. CAMPFIELD

Goovnanies maiana

Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All eards from 100 to 3000 or \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, 51; Frinted Tally Card, 15c. Colored Heavy Cards, \$1, came weight as \$1 in Green, Red, Yellow & \$6 per 100. DOUBLE CARDS, No. 1 size, 5 5 c14 c. 10c each.

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light relight cards. Per set of 100 cards, tally card, salling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

Size .....\$2.00 N 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, Illinols

COLEMAN and AMERICAN BURNERS AND TANKS

PARTS AND SERVICE

I. SHORD 119 CHAMBERS ST. NEW YORK CITY

Funny Distorting Mirrors

With Standing Wood Frame, Ea. . . . . 125.00 Crating charge included F.O.B. Factory, NYC

A. L. HIRSCH & CO., INC. 8 W. 22d St. NEW YORK CITY

## City Council in L. A. Revises Management Set-Up for Coliseum

LOS ANGELES, July 24 .- The citycouncil here has taken steps to change the management set-up for the Memorial Coliseum, scene of large events such as celebrations, rodeos, outdoor circuses and all types of athletic

The council will substitute three of its members for three members of the recreation and parks commission as representatives of the city on the coliseum commission, it is announced.

Move was made as the city legislators voted, nine to three, to have the city attorney prepare an ordinance extending the present coliseum management plan another period of three years. Proposed ordinance will contain provision for the changed representation.

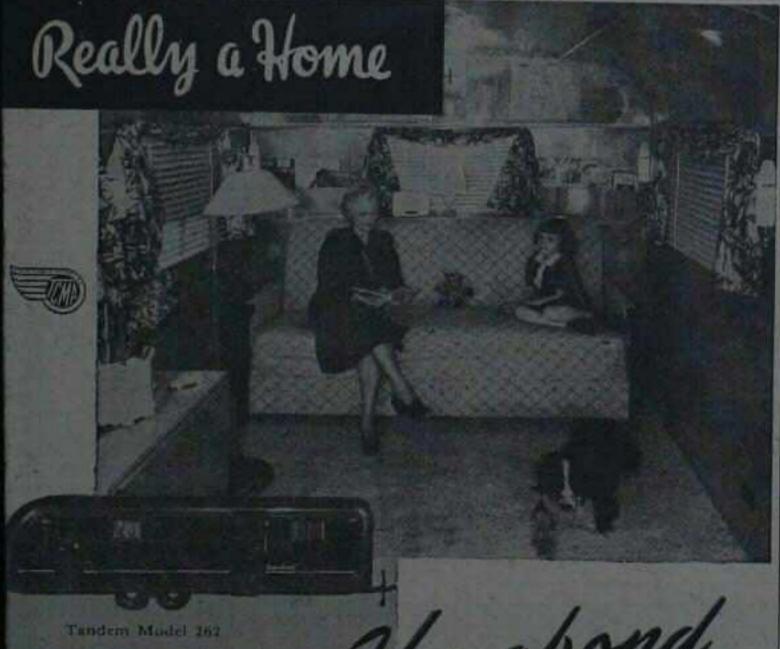
The coliseum commission is composed of three members of the board of supervisors, three representatives of the Sixth District Agricultural Association and three members of the recreation and parks commission.

Councilman Harold Harby, chairman of the council's recreation and parks committee, first proposed that only one member of the council be seated on the coliseum commission. But Councilman Ernest Debs urged the number be increased to three, declaring the people will have a stronger voice on the coliseum commission when they are represented by officials directly responsible to them.

## NEW IMPROVED

16-18-22 Foot Towers. Le Roi Power Units. Kiddle Aero Plane Swings.

> RIDE-HI MFG. CO. MURPHYSBORO, ILL.



agabond

Designed, constructed and styled as a most complete and livable home. Vagabond continues to be first choice among experienced trailerists.

Warm floors in winter, controlled power ventilation, full insulation and perfectly fitted doors and windows are just n few of the Vagabond features which will make you, too, one of the great family of happy Vagabond owners.

VAGABOND COACH MFG. CO. ox 98

New Hudson, Mich.

A new brochure, in color, gives you full information regarding the mechanical features and the appointments of the new Vagabond Tandem 262 and the new Model 232. Write for your copy today ... free for the asking.

## Exclusive DISTRIBUTORS

WANTED for

America's Newest— Most Beautiful-Most Practical



## The A. J. Stephens ALL-IN-ONE Combination BAR-With Refrigerated Walk-in Back Bar

Opportunity of a

Lifetime

LIVE Distributors

Earn up to

a year!

Act NOW!

While this OPPORTUNITY is still open

Designed and made exclusively A. J. Stephens & Co.

Patents pending

"New equipment that revolutionizes bar service!" Saves TIME, WORK, EXPENSE, Draws patronage . . . boosts profits.

Servicing of the bar is done inside the refrigerated back bar which COOLS and STORES 14 half-barrels of beer, 100 cases bottled beverages and bar supplies.

#### Outstanding Features

Include: Built-in walk-in cooler . . . visible reach-in bottled beverage compartments . . . direct draw beer dispenser stategically placed . . . back bar liquor display with glass shelves in attractive arrangement . . . greatly increased seating capacity at front bar . . . one compressor refrigerates entire unit.

#### A Big Waiting Market

The bar of the future . . . available now! This is the ideal bar equipment for small bars, taverns, cocktail lounges, as well as clubs, hotels, lodges, and even luxury liners. This new bar gives you, as distributor, an effective entree into this fertile equipment field.

#### National Advertising Campaign Now in Process

Special papers, magazines and direct mail will completely cover the buying field composed of taverns, fraternal organizations, bars, hotels, clubs . . . so that every potential buyer of this new equipment will know about it. And inquiries will be referred to distributors for closing.

Our company has, for years, supplied all types of custom-built interior fixtures and equipment for night clubs, faverns, hotels, restaurants in every State in the Union, equipment including tables, chairs, stools and booths. We provide a complete FREE planning and designing service.

Don't miss this opportunity to make big profits quickly! Write us TODAY! Tell us something about your background and the territory you can competently serve.

Kansas City 1, Missouri

## J. STEPHENS & COMPANY

Designers and Manufacturers of Custom-Built Fixtures and Equipment 2800-62 E. 14th Street



# Small Fry Are Big Shots

KEITH WALLING

General Manager, Alabama State Fair Authority

That's how they figure in Birmingham-city-owned amusement center -fairgrounds ups with kiddieland

CEVEN hard-boiled Birmingham business and professional men and three city commissioners these days stare in wide-eyed amazement at a colorful wonderland of dazzling delight for Birmingham youngsters -and almost wonder how it all came about. The lumber man, the investment banker, the newspaper editors, the lawyer, the meat packer and the county building superintendent who serve on the board of directors of the Alabama State Fair Authority. started out to help combat juvenile delinquency and to further the economic welfare of Alabama youth. They awoke from an active dream o' labor to find themselves guardians of a half-million-dollar entertainment

Kiddieland at Birmingham's Fair Park is but one chapter in the story of the new development of the Alabama State Fair properties after it was taken over by the City of Birmingham and placed in the hands of a seven-man board-civic leaders who serve without compensation, but who have devoted a world of imagination and energy for the benefit of Birmingham's young fry. Yet Kiddleland is the latest and at the moment the most spectacular of the improvements being made by the aggressive civic leadership of the South's big steel and iron city.

#### Sought Advice

Birmingham's Kiddieland is an unorthodox amusement park. And it was fashioned in a most unorthodox way. Not one of the men responsible for it had ever been in the amusement business.

amusement business, however, lent advice and aid to the amateur group which set out in enthusiastic fashion to provide a junior amusement park for the children of Alabama's largest city, a city that had been starved for this kind of entertainment since old East Lake Amusement Park closed some 20 years ago.

Today people come from all over Alabama to see the sights of Fair-Park's Kiddieland, ride the widely publicized miniature train, the Little Southerner, and take in the sights and thrills.

#### Started on Small Scale

About 10 months after Birmingham purchased the Alabama State Fair properties from R. H. McIntosh, J. C. McCaffery and Joe McDavid, Bedford Seale, the lumberman chairman of the new city fair park board, invited John Coleman, of Riverside Park, Indianapolis, to visit Birmingham and to advise on the possibilities for an

THE AUTHOR of this article is general manager of the Alabama State Fair Authority. He entered outdoor showbiz via newspapers and radio. A former Alabama and Tennessee newspaper editor and publisher, he once was secretary to Senator Lister Hill of Alabama. During the war he was with the Foreign Service Division of OWI.



amusement park. Coleman was en- older folk who might turn up their thusiastic over the prospects. And nose at a junior package deal in outother park men bore out his en- door entertainment. Now we are busy

We decided to go into the amusement park business in a small way, with the feeling that next year, or gether and call it Fair Park. It is year after next we might spread out growing that fast. with a full-fledged amusement park -provided a small park proved a more pre-natal concern and planning tinkle of the cash register. financial success.

Expansion Expected

There may be plenty of headaches in planning and bringing into life an amusement park-but it is lots of fun, too, and our board members were not exactly unexcited as plans began to shape for the creation of Kiddie- amusement park. land. We called it Kiddieland to keep

advertising that "Kiddieland is fun for all the family." Maybe next year we will have to drop Kiddieland alto-

than did Birmingham's Kiddieland, We had been thru one State fair, albeit many doctors of the amusement by De L'horbe, is a popular feature with a veteran fair man, R. H. McIn- world would have been shocked by that helps make Kiddieland one of tosh, leading the way and taking all the unscientific approach. After all, the most unusual projects of its kind the bumps. But an amusement park we didn't know anything about the in the country. Mary's little lamb, the wholesome recreation center and that up the zoo. Children pay 9 cents to plenty of grassy space, green trees, thrilling amusement devices and paint and electricity were some of the insurance man, looked over our miningredients that make a successful lature train some few weeks before

Chairman Seale appointed Vincent

mingham News, as chairman of subcommittee to plan and build th junior amusement park. Hal S. Whis ler, energetic superintendent of buildings for Jefferson County, and O. L. Ford, Southeastern manager of Armour & Company, were the other two members of the park committee. We went to work.

After two or three false starts that led into dark mazes of the planning stage, our committee finally decided that the park should be a super-duper kiddle park, with several major rides and attractions for adults.

William de L'horbe Jr., of National Amusement Devices, whose Century Flyer train became the Little Southerner, with an imposing railroad station, a half-mile of track and an extra long tunnel, supplied several ideas that were grabbed quickly.

#### Kid Zoo Popular

Kiddieland Park opened June 5 with a fanfare of newspaper and radio publicity. The crowds came. They liked our park. They have been coming back every day since, and the optimism of the men who envisioned the program has been justified-both No prince came into the world with by happy public reaction and by the

amusement business. We knew only three little pigs, brer fox, brer coon that Birmingham kiddies needed a and other woodland characters make see it-and they come back for more.

John L. Campbell, the Baltimore the opening of the park. He suggested Some of the best brains in the from disappointing teen-agers and Townsend, city editor of The Bir- build a station in return for the publicity.

### Promoted Train Ride

We went Campbell one better and invited the Southern Railway System to participate. The result was the Little Southerner, a replica of the crack streamliner of the same name. Southern Railway president, Ernest Norris, came down from Washington to take part in dedication ceremonies -and the whole Southern Railway System takes a keen pride in the little train.

A three-abreast Merry-Go-Round from Allan Herschell, a kiddie Ferris Wheel from National Amusement Devices Company, and airplane ride from Smith & Smith, a pony track with 12 ponies, a pony buggy ride, a jeep ride, a chair swing, a kiddle Merry-Go-Round, a toddler's airplane ride, were among the other features ready for opening day.

Bisch-Rocco's Flying Sknoler was See SMALL FRY ARE on page 150)



SOUTHERN RAILWAY SYSTEM'S President Emest Norris sits at the throttle of the Little Southerner at the opening of Fair Park's kiddieland, Birmingham. The little girl is Sandra Lee Green, granddaughter of Mayor Cooper Green. To the left, waving hat, is Bedford Seale, chairman of the Alabama State Fair Authority; William M. Spencer and Ervin Jackson, of the Fair Authority Board, and Eugene (Bull) Connor, city commissioner.



or carnivals, shows, circuses! Complete set f 26 different "alphabet" Signal Flags, nade originally for U. S. Navy battleships, ow released as war surplus. All brand new not in perfect condition—never used. None maller than 4' by 4'—many larger. Brit-set fast colors; fine, long-wearing bunting. Il different—no two flags alike! Each quipped with metal clasp for hanging.

#### 26 FLAGS FOR \$13.95!

der by mail today! Send check or money der ladd \$1.00 for postage and handling) order C. O. D. Immediate delivery. tisfaction guaranteed.

#### HUGH CLAY PAULK

9 Falmouth St., Boston 15, Mass., or 813 No. Kansas Ave., Topeka, Kansas.

### SNOWBALL CANDY APPLE SUPPLIES

"HIGHEST QUALITY AT LOWEST PRICES" WRITE FOR PRICES

KIRBY'S PRODUCTS

15 Fike Avenue NION, SOUTH CAROLINA

#### FLOSS MACHINE RIBBONS

Twelve for \$21.00 Six for \$12.00 One for \$3.00

SPECIAL FOR AUGUST

### Pennsy Celes Book Western, Hick Units

READING, Pa., July 24. - Sponsored events in Eastern Pennsylvania are going in heavily for Western and hillbilly attractions. The units are presented as free acts and are credited with boosting attendance at fire company doings and celebrations thruout this area.

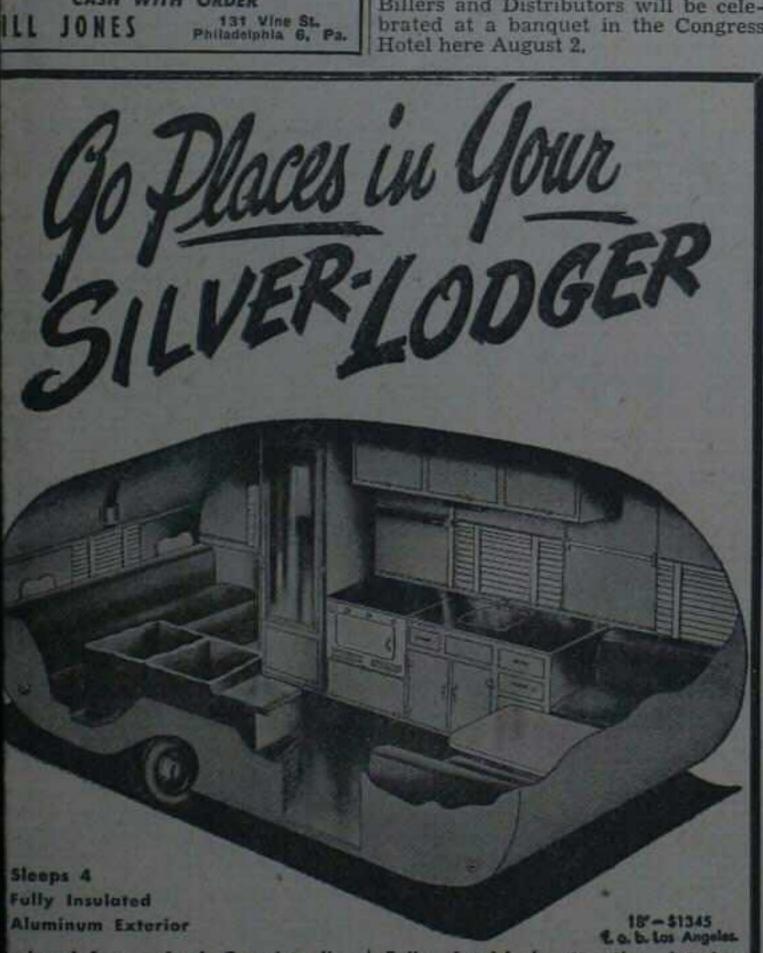
The Oley Fire Company Saturday (17) featured Asseba and Sabina with their folk show, featuring polka music of Ray Herring's band with Keturah. The same night saw Bernie and His Round-Up Gang at the Alsace Manor Fire Company carnival. The Reifton Fire Company carnival at Sante Fe Ranch featured Lawson's Original Bums. Rusty Keefer and His Tumble Weeds are holding forth at the Woodwill Fire Company Celebration in Hyde Park. Curley and His Pine Ridge Pioneers are at the Junior Fire Company carnival and the Prairie Rangers are appearing at the Penwyn Celebration in near-by Shillington.

Folk talent will also be offered next week at the 14th annual carnival of the Neptune Fire Company at near-by Richland. Dan Garber and his band, with variety acts added, will show for the Kenhorst Fire Company and the Liberty Fire Company.

The Socialist party picnic Sunday (18) at Socialist Park in Sinking Spring presented Shorty Long and His Sante Fe Rangers as a free attraction afternoon and evening.

#### Chi Billposters To Celebrate

CHICAGO, July 24 .- The 50th anniversary of Local No. 1 of the International Alliance of Billposters, Billers and Distributors will be celebrated at a banquet in the Congress Hotel here August 2.



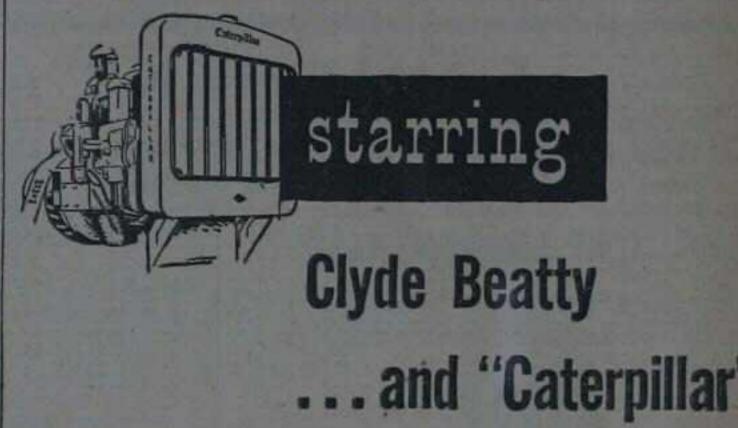
signed for comfort! Complete livility is expertly built into this versae, efficient trailer-home. Coxy ring room, close-off bedroom, well uipped kitchen with 50" ice box, on range, ample storage space.

Fully furnished attractive interior. Electric brakes, perfect balance. No swing-sway! See the Silver-Fleet by Main-Line, builders of "America's Greatest Trailer Coach Values." Write for free folder and dealer information.

CO. Dept. B Blvd., Los

Angeles 3, California The Home of the "Silver-Lask"



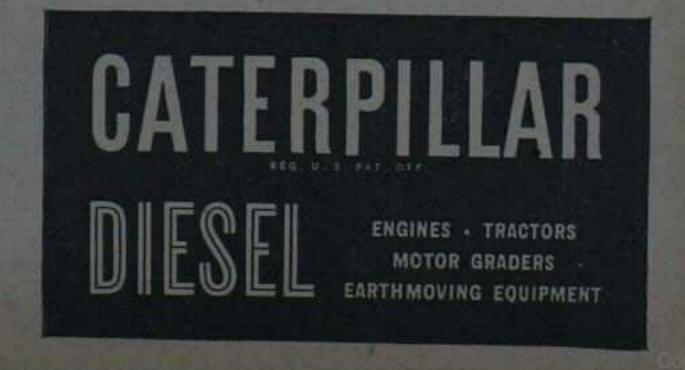


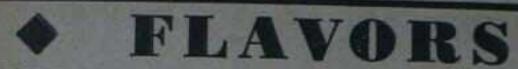
WHILE Clyde Beatty puts his cats through their snarling paces, two dependable "Caterpillar" Diesel Electric Sets provide double insurance against a blackout that could spell disaster. In fact, between the two they generate the juice that does everything from lighting the big top, side show and concession tents to operating the popcorn machines, electric grills and calliope.

In true "show must go on" tradition, both "Caterpillar" Diesel Electric Sets have noteworthy performance records. At the time this picture was taken, one had logged 10,740 hours on its hour meter-the other, 8043 hours. And both are still going strong.

To the circus or carnival owner looking for easy-tooperate, long-lived and economical power equipment, there's no better answer than "Caterpillar" Diesel Engines and Electric Sets. Compact and sturdy, self-contained and self-regulating, they make reliable road companions. And back of them, throughout the country, is a dealer set-up second to none for service.

CATERPILLAR TRACTOR CO. . PEORIA, ILLINOIS





FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS and DRINKS A Complete Line of Flavors, Certified Colors, Citric Acid, Paper Cups and Safety-Edge Tin Spoons,

WRITE FOR SAMPLES AND PRICES. All Flavors Guaranteed to Comply With Pure Food Lanz.

PURITY EXTRACT MFG. CC. St. Louis 6, Missouri

#### - JUICE MEN -

A natural for you, Grange-Ade Concentrated ready to use, JUST ADD COLD WATER. ONE gallen makes FIVE gallons. Price, \$2:50 per gallon delivered. Cost to you, 50 cents per gallon, finished drink. Send one dellar for one quart postpaid. It will make FIVE QUARTS OF THE FINEST ORANGE DRINK YOU EVER TASTED. Can also furnish five and ten-gallon Stainless Steel Orange Juice dispensers.

SPOTLIGHT JUICES, INC.

522 S. MAIN ST.

MEMPHIS, TENN.

IMMEDIATE DELIVERY ON

### ROLL TICKETS

Printed to Your Order

American Ticket Company 515 Greene Ave. Brooklyn 16, N. Y. Cont Room, Parking Checks, Raffle Books, Attendance Prize Cards, Flat and Roll Labels, etc. Stock Roll Tickets, \$20.00 per 100,000. Cash 100,000 \$28.00

10,000 ...\$10.00 20,000 ... 12.00 50,000 ... 18.00

Kindlan's Circle K Plays Lifesavers; Pittston Date Fair

PITTSTON, Pa., July 24.-After having five New England dates canceled, Gordon Kibbler, booker for E. F. Kindlan's Circle K Ranch Rodeo, brought the show into Bone Stadium, a new midget auto speedway here, for the second of two "lifesaving" dates in five weeks of layoffs, reports Harold I. Fraser, in charge of press. The first was the recent date at Lakewood Park, Mahoney City,

here Thursday (15) night to a gate superintendent of stock; Al Workle of 2,000 and the next night drew about 2,500. Saturday's matinee was trick roping; Roy Correll, trick ro played mostly to orphans from the ing, bulldogging, calf roping a Wilkes-Barre and Scranton industrial bronk busting; Jackie Owens, Mars school and the Pittston Parochial Merritt and Barbara Smith, ridir home, while the night offering drew Gordy Smith, bulldogging and bu about 800. For unexplained reasons riding; Johnny Dayton, bronk a the management canceled Sunday's bull riding; Barton's Liberty Horse matinee, altho weather was excellent Margie Merrill's Palomino jumper and there were 424 paid admissions and Zeke Lamont.

in the stand. Later a thundersho struck and the night show drew ab 200. Added features here were Flying Extellos and the Great I cannon act.

Fraser reports he was fired at he had Silver, trained Brahma b and a horse tie up traffic Wednesd (14) at the corner of Spruce a Washington streets in Scranton. T bull bellowed over WSCR's Sidewe Reporter show, he reported, papers carried good publicity.

Kibbler has booked the show und Jaycee auspices July 29-August in Roanoke, Va.

Personnel includes Lou Rudoly announcer; Bob Cobb, handling The show opened its four-day stand trained bull and whips; Earl Evatrick roping; Hub Hubbel, clown a

## EQUIPMENT AND SUPPLIES

JOHNSTON DIPPING CHOCOLATE FOR ICE CREAM BARS 5 GALLON DRUM, 48 Ib., \$17.50; PADDLES, BOX 600, 90c

CHOCOLATE SYRUP - MAKE YOUR OWN DIP GALLON, \$2.25; CASE 4 GALLONS, \$8.00

### SNOW CONE ALUMINUM CABINET

MADE TO FIT WITH ECHOLS SHAVER-PASSES PURE FOOD INSPECTION

#### SNOW CONE SUPPLIES

6-Oz. Printed "Snow Man" Vee Cups (case lots 5M only), \$17.00

6-Oz, Rolled Rim Vee Cups (plain) (case lots 5M only), \$15.00

Syrups, Concentrates, etc. We carry a full line of Snow Cone Supplies

#### SYRUP DISPENSER, \$4.50 EACH

I Gallon Capacity.
Heavy Vitreous
Crock with Push
Button Spigot. All
Fittings heavily
plated. Vented Rubber Gasket prevents
Arr-Lock Packed & to a Shipping Carton.
Shipping Weight—
14 lbs. Bottle not included.

#### **ECHOLS HIGH SPEED**



ELECTRIC WONZ SHAVER, Complete, \$60.00 Immediale Delivery

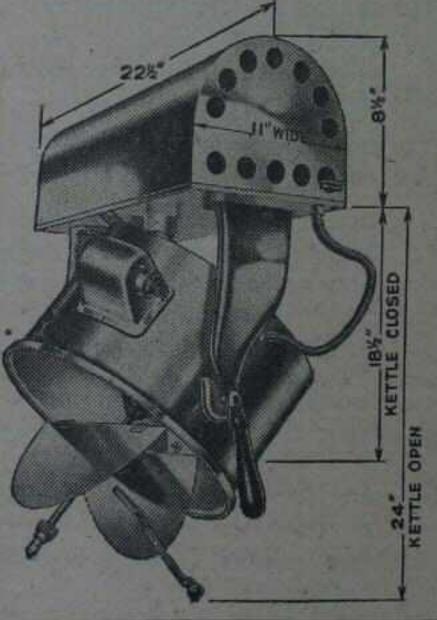
### WHOLESALE TYPE "JUMBO-GIANT" SEPARATE POPPING UNIT

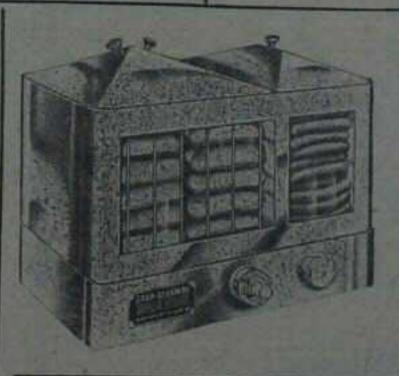
THERMOSTAT CONTROLLED

Built for either gas or electric heat. Capacity: 50 lbs. raw corn per hour for the gas model; 44 lbs. per hour for the electric model. Heavy cast deep aluminum kettle, 18" diameter. chromium plated kettle shell and motor housing. Approx. shipping weight, 140 lbs. Electric model, approx. 3500 watts. Cas models can be equipped for tank, bottled, natural or artificial gas. We recommend gas fuel wherever available.

View aside shows how kettle is emptied. Can be installed in any space 25" long by 28" wide. Easily installed by anyone. Approximate shipping wt., 140 lbs. Also splendid to mount in trailer. for Concession work.

9.00 IMMEDIATE SHIPMENTS





#### STAR STEAMRO COMBINATION HOT DOG STEAMER AND BUN WARMER

Compact, yet an unsually large capacity of 125 to 200 Frankfurters, and approximately 48 buns, depending upon the size. ELECTRIC OR BOTTLED GAS.

OR BOTTLED GAS.

SPECIFICATIONS: SOLID MONEL metal body, racks and trave—attractive, non-rusting. 3 lids for fast serving. Adjustable damper humidity control for bun compartment. Base of heavy stainless clad steel. 3-quart water reservoir with handy solid brass chrome plated drain valve. Size overall, 17×20×16" high. Veltage, 115. Wattage, 715 on "High." 358 on "Medium." 179 on "Low." Shipping weight, approx. 35 lbs.

\$69.00 Incl. Tax. F. O. B. St. Louis

#### NASHVILLE CANDY FLOSS MACHINES Immediate Delivery



## FLOSS SUPPLIES

FLOSS PAPERS, 4x12, 50 Wt., Kraft, \$5.00 per 5M FLOSS PAPERS, 4x12, 60 Wt., Kraft, \$6.00 per 5M

COLORS: Rasberine Red. 1 16., \$3.50; Orange, 1 1b., \$3.50; Green, 1 Ib., \$4.50

(All dry colors) VANILLIN FLAVOR: (Dry) 1 1b. Pack, \$3.50

WE CARRY PARTS FOR

CANDY FLOSS MACHINES

STREET AND INCOMPRESSION OF

#### CANDIED APPLE SUPPLIES

SKEWERS: 41/2x11/64, \$1.25 per M; case 10M bulk, \$10.00; 5 1/2 x 1/4, \$2.25 per M; case 10M, \$20.00

RED COLOR: Dry, 1-lb. Can, \$3.50

COATINGS: Shredded Coconut, 10-lb. pack, \$5.00 Granular Peanuts, 30 lb. pack, \$9.50

SETS QUICK: A hardening, no more sticky apples, 5-1b. pack, \$4.50

RECIPE FURNISHED

## POP-CORN AND SUPPLIES

Bags and Boxes: Samples on Request Coconut Oil, Regular Popping Oil at Lowest Prices Available

### 1948 COMET POP-CORN MACHINE

CAPACITY, \$10,00 PER HOUR Now \$247.50, Subject to Increase August 15th All Star Models Available for Immediate Delivery

All prices F. O. B. St. Louis, Mo.; subject to change without notice. A deposit with all orders; 1/3 amount of order; balance C. O. D. Please state how to ship; RY. EXPRESS, RY. FAST FREIGHT OR MOTOR TRUCK.

C. R. FRANK

NATIONAL DISTRIBUTOR EQUIPMENT AND SUPPLIES

2018-2020 OLIVE ST., ST. LOUIS 3, MO.

IMMEDIATE SHIPMENTS ON ALL SUPPLIES AND EQUIPMENT



PENNY PITCH **GAMES** 

Size 46x46", Price 542.50. Size 48x48", With 1 Jack Pot. 550.00. les 48x48", with 5 Jack Pots, \$55.00. ARK SPECIAL WHEELS 20" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Whoels, Price 527.50

BINGO GAMES

1/3 Daposit on All Orders.

SLACK MFG. CO. 116-122 W. Illinois St. CHICAGO, ILL.

18 MODEL INCLUDES MANY NEW IN-



WRITE FOR CATALOG, ETC U. S. RIDING DEVICES CORP. HARRY WITT 298 Junius St., Brooklyn, N. Y.

## CHEVROLET TRUCKS

For Showmen Only

Immediate Delivery - Some Models. Special General Motors Financing for Showmen,

TRUCKS — TRAILERS — BODIES

Standard Chevrolet Co. EAST ST. LOUIS, ILL.

## Ildebrando Zacchini, Circus Family Head, Succumbs at Tampa

TAMPA, July 24. - Ildebrando (Papa) Zacchini, 79, former European clown and circus owner and head of a clan of some 30 circus performers, died at the Centro Asturiano Hospital here July 17 after a brief illness.

Zacchini was the owner of the Olympic Circus in Europe where his seven sons received their circus training. While there is some dispute on this score, Zacchini is commonly credited with conceiving the idea of shooting a man from a cannon. They were brought to New York in 1929 with their cannon act as a feature of the Ringling Bros. and Barnum & Bailey Circus.

Ildebrando Zacchini and his family settled in Tampa, which they made their headquarters for the development of their cannon acts and the promotion of circus and carnival units. At the present time three of Zacchini's sons are on tour with cannon acts-Edmundo, with the Miss Victory unit; Bruno, with a double cannon, and Emmanuel, with a single.

Papa Zacchini lost a leg, thru infection, and has been inactive for several years, aside from supervising rehearsals at Tampa headquarters. Surviving are his widow, Maddalena; seven sons, Bruno, Hugo, Victor, Emmanuel, Edmundo, Mario and Tio, and two daughters, Mrs. Jolanda Cristini, of New York, and Mrs. Olga Mangeavacchi, of Tampa.

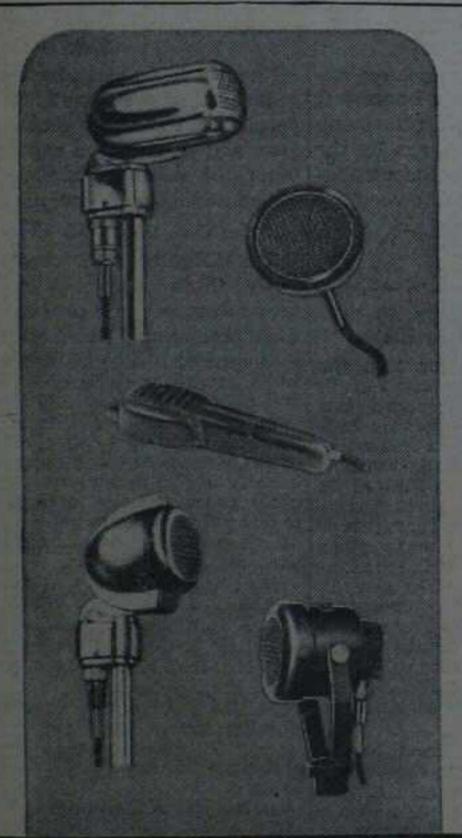
Funeral services were held Tuesday (20) morning at Our Lady of Perpetual Help Church, with burial in Myrtle Hill Cemetery, Tampa.

carry the load!



#### AVAILABLE

Now for Immediate Delivery-A full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment terms for you.



## New Beauty New Performance

The TURNER

Model 87 Velocity Microphone

cially for broadcast and recording where in voice or music. Level: 62 db below 1 highest quality reproduction is desired. volt/dyne/sy.cm. at high impedance. The Model 87 brings world famous Built-in 4-impedance output switch per-Turner dependability to the velocity mic- mits use with any 50, 200, 500, or high rophone field. Engineered with single impedance equipment, Equipped with element ribbon supported in high quality. Universal swivel mounting, 36" - 27 Alnico V magnet for maximum sensi- thread. Richly finished in gun-metal tivity. Shielding excludes hum pickups. gray with polished chromium screen. Bi-directional pickup pattern with smooth Complete with 20-ft. balanced line response within ±5 db from 80 to 10.000 shielded cable.

A great new microphone, designed espe- c.p.s. Ideal for the most exacting work

Ask your dealer

## THE TURNER COMPANY

· CEDAR RAPIDS, IOWA 924 17th STREET, N. E.



icrophones BY TURNER

Microphones licensed under U. S. patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated. Crystals licensed under potents of the Brush Development Compdny.

# Country Music Parks Grov

JOHNNY SIPPEL

Hillbilly and Western entertainers and fans cash in on oatune trend thru their own week-end park sites

JEWEST contenders for a ate during the week they utilize outplace in the ranks of established park operators are a group of hillbilly and Western music fans and entertainers, who have begun setting up sites which previously were merely country picnic parks, and are developing these locations into what will eventually become full-fledged amusement ing the day. It's been only during the parks. In a survey made by The past three post-war years that the Billboard, 15 such parks scattered thruout the country were uncovered and reports indicate that at least a similar number exist but have not been heard from. In addition, comment from major folk music acts and bookers indicate that more rustic musickers are eying with interest their own park operation.

Typical of such an operation is Buck Lake Ranch, located at Angola, Ind., about 25 miles north of Fort Ranch at Reeds Ferry, N. H., a 10-Wayne, Ind., opened last year by Harry and Eleanor Smythe, Fort an outdoor stage this park also has a Wayne radio executives and folk ranchhouse with a full-sized stage, music enthusiasts. Smythe took over the former picnic site and proceeded to build an outdoor amphitheater on the sides of a natural basin that lay within the park area. Benches which seat 5,000 spectators were erected. A covered stage, able to hold up to 30 performers, was added later to supplant an open-air stage.

#### Expanded Second Year

Smythes built an outdoor pavilion for North Smithfield, R. I., run by Charles square dances, enlarged their picnic V. Krylo, Earl Harris and Frank Snow, grounds, added fireplaces, plus a pony circle, riding horses, boating on a small lake contained within the area, and purchased their first piece of park equipment, a five-car miniature train, which they intend to use as the basis of a full-sized amusement park to be built over a period of years. The Smythes also operate a block of food concessions and novelty and Wheeling, W. Va., theatrical booker, curio shops called the Trading Post, which is constructed along pioneer day lises.

As the big lure for their week-end promotions the Smythes offer topnotch vaude revues, usually bulwarked by outstanding folk music stars, such as Eddy Arnold, Smiley Burnette, Bob Atcher, Elton Britt and Bradley Kincaide, often throwing in a ranchhouse for dining. a nitery and vaude favorite to spot-

door movies to pull crowds from within a radius of 200 miles.

#### Pa. Park Oldest

Folk music parks, according to veteran h.b. and Western entertainers, got their start in the New England States about 15 years ago, with a series of locations that featured picnic grounds with a rustic type show durfolk music parks have really mushroomed into small amusement parks that keep growing yearly.

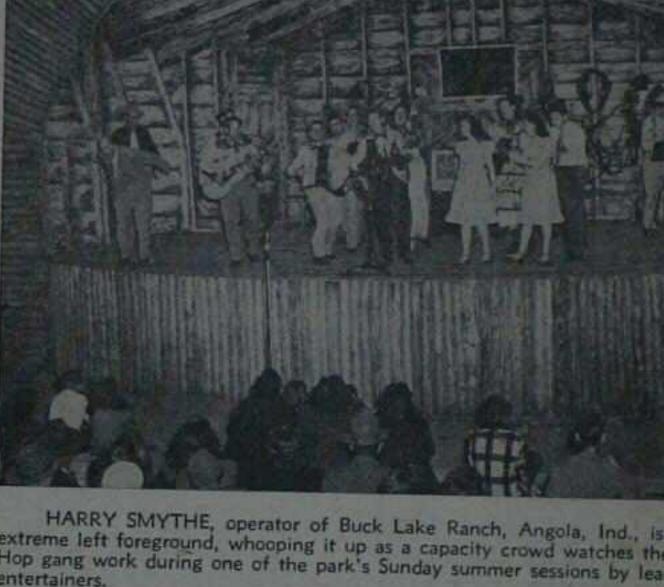
Oldest park uncovered by The Billboard survey was 12-year-old Ravine Park, Blairsville, Pa., operated by Mrs. Rose E. Palmer, who runs all day Sunday with picnies and continuous folk music shows. Other veteran park operators are Curtis L. and A. C. Bell, who head Lone Star year-old outdoor spot. In addition to operating only Sundays and holidays.

#### Two Eight-Year-Olds

Established eight years ago, Radio Park, near Wilmington, Del., is managed by Haley & Barnard Enterprises, Chester, Pa., which has only an outdoor stage set-up, with plans for a dance floor pending. This park boasts an airplane ride for adults and a series of kiddie rides. Another eight-After the first year of operation, the year-old park is Pine Crest Ranch, which has only an outdoor stage.

Post-war parks include Hillbilly Park, near Zanesville, O., managed by Eddie Ruton, which has a huge outdoor stage, a 40 by 75-foot covered dance floor, a pony circle, two miniature trains and horseshoe courts, now in its third year of operation; Golden Oaks Park, run by Gene Johnson, who took the Rogersville, Pa., site over two years ago; Musselman's Grove, Claysburg, Pa., operated by Doc Williams, a covered stage and picnic pavilion, plus two kiddie rides in its two-year history; Bar M Ranch, East Bloomfield, N. Y., run by Max Raney, a covered stage and theater seating area, a barn for dancing and

Other spots which were uncovered light the shows. When they do oper- by the survey but about which addi-



HARRY SMYTHE, operator of Buck Lake Ranch, Angola, Ind., is pictured extreme left foreground, whooping it up as a capacity crowd watches the Hoosie Hop gang work during one of the park's Sunday summer sessions by leading following entertainers.

clude Mount Gretna, near Lancaster, to lure anywhere from 5,500 to 10,00 Pa., operated by Art Woods; Harmony Ranch, Chagrin Falls, O., run by the WGAR, Cleveland, Range Riders; Pioneer Park, Pierpont, O., owned by the additional park equipment. Blaine Smith and Dale B. Cole; Moxahala Park, Zanesville, O., and Cowboy Park, located in the San Fernando Valley outside Los Angeles cially those who are entertainen by Tex Terry, movie cowboy.

#### Acuff Put 200G Into His

An important development in the folk music park field is Roy Acuff's Dunbar Cave Park, purchased this year by the Columbia Records balladeer. Located near Clarksville, Tenn., it is strangely enough the first rustic music park ever operated in the South, where folk music is strongest, and its first year of operation is being watched closely by many other of prospective clientele when playing major folk artists south of the Mason-Dixon line. Acuff, who has already invested \$200,000 in the operation that includes an open-air amphitheater, dance hall in the mouth of the cave and boating accommodations, intends to make it a full-fledged amusement park, as well as a Southern resort center.

Promise of these folk music parks developing into amusement parks is shown in the reaction noted in The Billboard questionnaires, with 10 out of 11 park ops, who don't currently own much or any park equipment, noting that they are definitely interested in more rides and concessions for the future. These parks potentially appear as if they could make Swartz, folk music fan, who once the grade, at least financially, as operated Clown Park, Harrisburg, even the parks which haven't been Pa., has now moved to Indian Echo operating for five years show good Cave Park, Hummelstown, Pa., where crowd pull in their folk music stage- he intends to reopen no later than shows and square dancing. At admis- 1950. All the prospective ops, when sion prices ranging from 15 to 25 queried, said they intended to expand cents for children to 30 to 90 cents into full park operation.

tional information was lacking in- for adults, these parks have been abl people as their top crowd for las year and might have captured mor week-end vacationists had they ha

#### Use Own Shows To Plug 'Em

The hillbilly park owners, espe themselves, are also able to cut down their promotional nut a good deal, it that each of them reported they have radio programs daily on at least one station in the area, making it pos sible for them to get free publicit for their week-end operation via their own air shots. In addition, the park usually utilize outstanding units from other radio stations in their vicinity making it possible to get a larger area such regional favorites.

Hint that other h.b. and Western artists are emerging into the following music field comes from outstanding regional favorites like Eddie Sosby and His Radio Rangers, KFAB, Lincoln, Neb., veterans, who are looking for a site and are experimenting with Sunday dates at near-by picnic parks Buddy Starcher, veteran h.b. emsec and singer, opened July 4 at Baker's Park, Falls Mills, W. Va., which I near his WPDX, Clarksburg, W. Va. radio outlet.

The Georgia Crackers, RCA Victor recording artists out of WHKC, Columbus, O., report they intend to lease a site for 1949 operation. Ed



STANDING ROOM ONLY as country music fans gather on week-ends to dance to the music of Ray Acuff's hillbilly combination in the mouth of Dunbar Cave, where Acuff has constructed a ballroom in conjunction with his Clarksville, Tenn., park.





#### NOTICE, CONCESSIONAIRES

MODEL BERT'S AUTOMATIC ICE VING MACHINE for Snow Copes now able. Entirely automatic, with push-button mi. Machine delivers clean, fine snow in mr. This money maker will be demonstrated on at Cotton Bowl Roller Rink, Fair Park, if you can't call, write or wire

BERT'S SNOW CONE MACHINES
PARK
We also bandle Snow Supplies

## C-Cruise Readies New Kiddie Ride

WEST SALEM, Ore., July 24.— Tom Armstrong, sales manager for the C-Cruise Corporation, reveals the development of a new kiddle ride to be called Little Skipper.

The ride resembles, on a smaller scale, the major C-Cruise. Skedded to hit the market early in August, it will have a capacity of 24, with each of six boats holding a maximum of four passengers.

The Little Skipper has a diameter of 16 feet, operates on a single rail, and will simulate the motions of small boats moving across choppy waters.

Since it will weigh only about a ton, the ride can be transported on a pick-up truck or single small trailer, Armstrong said.

#### Building Program Underway For Alturas Rodeo Aug. 14-15

ALTURAS, Calif., July 24.—The newly organized Alturas Livestock and Rodeo Association is making plans for a rodeo here August 14-15.

The group has razed the old buildings on the rodeo grounds and new
ones are being built, it was announced. Chutes have been moved
to a spot nearer the grandstand. A
half-mile track has been built and
five races are slated each day of the
rodeo.

#### Rogers for L. A. Rodeo

LOS ANGELES, July 24.—Roy Rogers; his horse, Trigger, and Dale Evans, his screen leading lady who in private life is Mrs. Rogers, will headline the sheriff's championship rodeo at the Memorial Coliseum here August 22.

# Kiddie Boats SPLASH HIT



BRING LIFE TO YOUR MIDWAY AND PROFIT TO YOUR OFFICE

GROWN-UPS ADMIRE IT
YOU'LL BE PROUD OF IT
GUARANTEED VALUE

- SIMPLE ATTRACTIVE
- ERE IS WHY . . .

ALL STEEL BOATS

10. 4 CANVAS JANK

UBULAR TANK FRAME

Aluminum Covered, 20 Ft. in Diameter)

ASOLINE POWERED (ONE BOAT)

BOATS, 4 TO 5 KIDDIES EACH

- DURABLE ECONOMICAL

• 800 WATT FLOOD LIGHT CLUSTER

- . 3 MINUTE RIDE CYCLE
- . PORTABILITY-ONE 14 FOOT TRAILER
- · ATTRACTIVELY PAINTED
- ONE MAN OPERATION

AVAILABLE TWO WEEKS AFTER RECEIPT OF ORDER

RANK HRUBETZ & CO.

Front & Shipping Sts. Salem, Oregon



We have special prices on carloads of other concession equipment and supplies here at POPCORN VILLAGE, including the New Viking DeLuxe Popcorn Machine, Super and Silver Star Popcorn Machines, the Nashville Candy Floss Machine, Approved Corn Storage Cribs, Concession Trailers, Polar Pete Ice Ball Machine, Snow King Ice Shavers, Wagner Syrup Dispensers, and the low-priced Crock Dispensers. We are also handling the Drincolator Drink Dispensers . . . and still give 20% discount on all Coleman equipment.

Sim Bevins

## BLEVINS POPCORN CO.

NOW IN AMERICA'S MOST MODERN POPCORN PLANT!

NOW AVAILABLE!

## Portable Adult Streamliner



36 Adult Capacity, 1/5 Scale Miniature Streamline Train. Loads on 28 Ft. Semi. Up and down in 4 hours.

WRITE . WIRE . PHONE

CARTER-MOREHART ENTERPRISES, INC.

6620 McKINLEY AVE.

LOS ANGELES 1, CALIF.

PLEASANT 2-2119

# Cobra Bite Fatal To Grace O. Wiley At Her Snake Zoo

LONG BEACH, Calif., July 24.—
Bitten on a finger by a six-foot Indian cobra, Mrs. Grace Olive Wiley, 64. herpetologist, known to show people thruout the country, died an hour and a half later in a hospital here Tuesday (20).

The accident occurred at her snake zoo at near-by Cypress, Calif., while she was trying to persuade the reptile to arch its neck for a photographer.

Mrs. Wiley furnished deadly snakes for motion pictures, carnivals and circuses. She had tamed king cobras, puff adders, black snakes, corals and almost every type of poisonous snake.

She outlived her own mortality table, inasmuch as she had estimated that cobra venom would kill in 20 minutes. She also had said she would prefer death from a snake bite to "any other way."

A widow, Mrs. Wiley had been curator of reptiles at a Minneapolis museum and Brookfield Zoo in Chicago before she moved to California in 1937. She leaves her mother and a sister, both of whom reside here.

#### Cyclist Flash Rogers Hurt

PHILADELPHIA, July 24.-Joseph (Flash) Rogers, 29-year-old stunt cyclist, was seriously injured Tuesday (20) when his motorcycle stunt failed at Yellow Jacket Speedway here. Rogers was top man in a leapfrog stunt in which he was to race off a ramp, travel 50 feet thru the air, and land on a receiving ramp while another cyclist passed beneath him on the track. He missed the 18-inch wide receiving ramp and plunged to the ground with his motorcycle falling on top of him. He was treated at a local hospital for cuts, shock and bruises.

#### THE NEW D-140 ELI POWER UNIT

An III.I Power Unit is the universal choice of Rade Man who know true values. It will deliver years of economical, dependable power service on the handest jobs, with



with just ordinary care. in on ELI Power Engl

D-140 Hill Power Unit is 25 h.p.; amplipment for any ride. Mounted on all-stellmak arranged for V-belt drive, ready to a to work for you. In stock ready for immed

ELI BRIDGE COMPANY

Builders of Depandable Products

BOO Case Avenue Jacksonville, Illine

## SHOCK YOU?



YOUR OWN—with a versal Lighting Plant. all the electricity you at LESS than city Models to carry up to bulbs—BUILT for traishows. Lightweight, pact, reliable—pays for in short order. Write for literature.

Universa LIGHTING PLINE

UNIVERSAL MOTOR COMPAN 426 Universal Drive . Oshkosh, Wiscons

## FOR SALE

HELIUM • HELIUM CYLINDERS
HELIUM REGULATORS

Immediate Delivery

F. O. B. Phoenix, Ariz. or Houston, Texas.

### DYE OXYGEN COMPANY

PHOENIX, ARIZ.

P. O. Box 2344

Phone: 2-2611

# FOR DEPENDABLE EQUIPMENT . . SEE CONCESSION SUPPLY COMPANY

A breakdown during a rush period can mean a great loss to the day's receipts. When you buy new equipment for your concession business be sure that you buy dependable merchandise. Buy from Concession Supply Company, leaders in the field since the days of the old hand operated floss machines. Concession Supply offers a complete line of floss machines, popcorn poppers, waffle molds and candy pullers that are designed for dependable service with no breakdowns. All are backed by Concession's 44 years of manufacturing experience. Order today. Immediate shipment on 25% with order, balance on delivery, F.O.B. Toledo.



Model 111 floss machines — Single spinnerhead, \$227.50; double spinnerhead, \$245.00. Single bands and ribbons, \$5.00 each. Double bands, \$15.00 each. Headquarters for all floss machine repairs and replacement parts. We manufacture the original single and double bands, ribbons, etc.



Wante or Rosecake Molds—Original round, six-sided or scalloped molds, complete with handles—\$2.50 each.

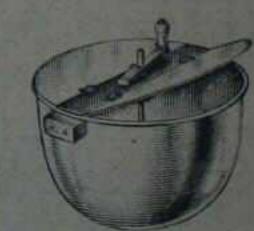


Eight Quart Popper—Solid aluminum
—only geared 8-quart popper on the
market—\$12,00.



Model 120 Floss Machine—Finest machine on the market with all latest improvements in ease of operation and dependability. Includes rheostats for heat and motor regulation. Can be enuioned for D.C. operation. Buy today at \$275.00.





Super Kettle—All aluminum 35-quart popper—537.50.



Saratoga — Lowest priced all-aluminum popper on market of equal capacity and quality, 12-quart capacity—\$20.00 each.

Candy Puller—Built for 5-lb. batch. Can be overloaded 50%. Rurs all day for an electrical cost of 10e. A real money maker at only \$150.00.

## CONCESSION SUPPLY COMPANY

3916 SECOR RD.

Phone: Kingswood 2408

TOLEDO 6, OHIO

#### HIGH PRESSURE HYDRAULIC PUMP FOR HOME, SHOP AND FARM USE



Committy begin pressure pump.
The it for any true of lights!
Pumping jub. Will pump 400
pol. per hour at 3750 R.P.M.
Providing piston type design prodidus 1000 lbs. per square inchinterest. Self-priming. Standard thread & meh intake and
dry ferrer purts. With its mell
sphings shaft—just sold pulley
and power and pun're ready to go.

HAS HUNDREDS OF USES

SOUTHWEST AERO SUPPLY, Dept. BB7 South Houston, Texas

## POP CORN CONES

IN ATTRACTIVE COLORS America's finest pop corn container

Sold by jobbers from Coast to Coast

BRITZIUS MFG. CO.

Dover, Minn.

#### VOLTAGE BOOSTER

pra for itself in one day's operation. Will have 1500-watt load. Operates on 115 Volt. AC well with a 10% or 20% boost. Simple to fate, next and compact. Weight, 18 lbs. The im on your candy machines, popout machines, many uses. Make this low-priced efficient of the property of the content of the content

\$15.00 Each. \$5.00 deposit on C. O. D.'s ene if this does not cover your application. W. R. DORSETT

## Beam Attracts 6,200 In Bridgeport, Conn.

BRIDGEPORT, Conn., July 24 .- B. Ward Beam's Dare Devils, in for a one-nighter at Candlelight Stadium Friday (16), shattered all attendance records for any attraction ever to play the spot. The auto thrill show drew 6,200 with an estimated several thousand turned away.

This was Beam's first Bridgeport appearance and the success of the date indicated that a two or threeday stand would have been in order. Publicity was excellent with press and radio outlets co-operating. Billing was heavy.

General admission was \$1.20 for adults and 60 cents for children, Reserved seats were \$1.80 for adults and \$1.20 for children.

#### Yuba-Sutter Horsemen Set Rodeo for July 31-Aug. 1

MARYSVILLE, Calif., July 24 .-The Yuba-Sutter Horsemen's Association will sponsor a California Centennial Rodeo here July 31-August 1, in the Peach Bowl Stadium.

The rodeo will be staged under Rodeo Cowboy Association rules. Robert Barmby, of Sacramento, has contracted to furnish the stock.

#### Charter Issued

LITTLE ROCK, July 24.-Secretary of State has issued a charter to Westmar, Inc., of West Memphis, which proposes to operate theaters, | vaudeville houses, airdromes and parks. Authorized capital stock is \$100,000, with \$1,000 paid in. Edwin P. Sapinsley, Herbert Kohn and M. A. Lightman Jr., of Memphis, were listed

## COMPACT in size . . . But GREAT in Action!

CADET MODEL 51

This low-priced counter model. completely finished in beautitul stainless steel, is the answer to insufficient space. The Cadet Model is compact, yet holds on amazingly large amount of popped corn. Speedy and dependable, it offers a tastier product which quarantees increased profits. Same quality workmanship as is found in Cretors' larger models. Automatic Heat Control for Popper is available.



Size: 18" 224" x28" high. Capacity: \$8 to \$10 popped corn per hour

#### FEATURES

- Stainless Steel Construction
- · Hinged Rear Door Forms Convenient Shelf
- · Electric Element Heats Popped Corn and Keeps II Hot
- o Perforated Separator for Removing Unpopped Kernels
- O Papper Case Electrically, Lighted
- · Convenient Cash Drawer

Also Available-Giant Models, 41, 42, 48 . . . Super 60 . . . Hollywood 48



Since 1885

602 W. Cermak Rd.

## IT'S NEW

## IT'S AMAZING

## IT'S DIFFERENT JEW HOBBY KIDDLE R

10 CALLOPING PLASTIC HORSES

20' DIAMETER

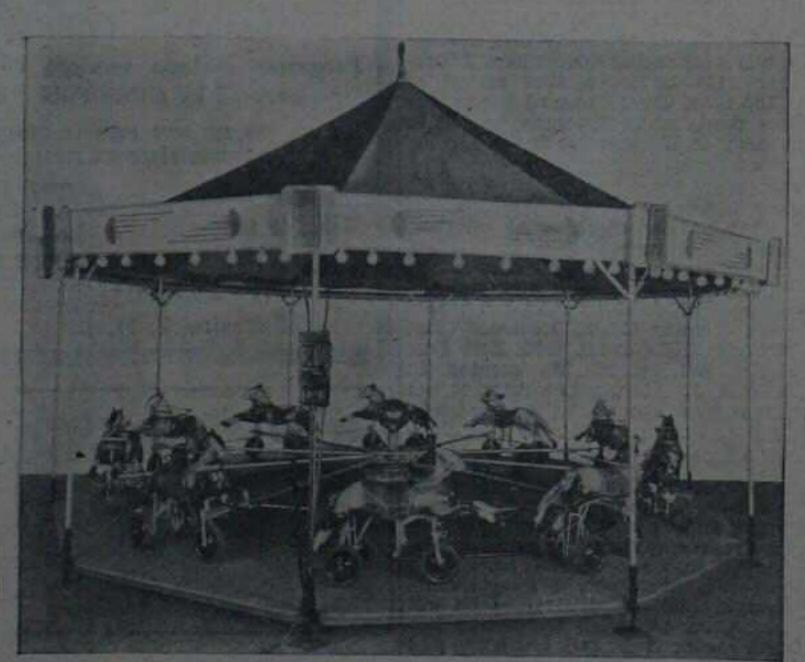
80 LIGHTS

WITH OR WITHOUT TOP

TOP CAN BE ADDED ANY TIME

LOADS ON 1/2-TON TRUCK

PROMPT DELIVERY



A PROVEN MONEY-MAKER

ATTRACTIVE AND COMPACT

EASILY AND QUICKLY PUT UP OR TAKEN DOWN

NOTHING LIKE IT

DON'T WAIT

ORDER NOW

COMPLETE YOUR KIDDIELAND WITH THIS RIDE OF THE YEAR-WRITE, WIRE OR PHONE FACTORY DIRECT

JORDAN ENTERPRISES, INC.

LAPEER, MICHIGAN

PHONE: 640 M-667-640 I





. . . costs less than substitutes because Seazo keeps indefinitely . . . won't go rancid in the container . . . and pops corn that stays fresh longer.

• For those states where colored oil is not sold -use SIMKO brand.

By the makers of POPSIT PLUST

COCONUT OIL **POPCORN** SEASONING

Simonin of Philadelphia

## Speed Round-Up

Binnie Leads at Playland

COUNCIL BLUFFS, Ia.-George Binnie is leading driver in the midget races at the new Playland Park here. A three-car crash, involving Johnny Woods, Kansas City, and Don Ross and Jimmy Summers, Omaha, marred July 17 races.

Brewer Takes Honors

HUNTINGTON BEACH, Calif. -Frank Brewer captured the main event at the midget auto race card here Monday (19) before a crowd of 4,500. Allan Heath was second and Roger Ward third. Brewer also nabbed the trophy dash while the semi-main went to Noel Coath.

Minyard Rally Wins

EL MONTE, Calif. - Moving up from eighth starting position, Hal Minyard won the 30-lap SCMA midget auto feature here Sunday (18) before 3,011 fans. It was the first appearance of midgets on the quartermile dirt oval. Minyard was trailed to the wire by Speed Boardman and Jerry Curry. Bill Leroy copped the semi-main, and trophy dash honors went to Boardman. Heat winners were Leroy, Joe DeHart and Curry.

Tipton Hot-Rod Victor

CULVER CITY, Calif.-Archie Tipton throttled off with featured hotrod racing honors here Friday (16) by flashing to the wire in front of Bob Livesay and Dick Vinyard. Vinyard won the trophy dash while Yam Oka took the semi-main in other spins.

12,500 See Garson Win

LOS ANGELES-Joe Garson throttled his midget racer around the new banked-board Coliseum track here Friday (16) to win the featured event ahead of Manuel Ayulo and Fletcher Pierce before a crowd of 12,500. In the semi-main, Mac Hellings took the winner's spot, while Ed Haddad copped the trophy dash. Heat winners were Bob Hornbrook, Ayulo, Garson, Pierce, Speck Friedman and John Tolan.

Bailey, Coleman Share

HUNTINGTON BEACH, Calif. -Jack Bailey and Pete Coleman divided motorcycle racing honors here Thursday (15) before a slim crowd of 1,100 fans. Bailey bagged the handicap final, while Coleman toured to victory in the scratch final.

Slinker Hurt in Crash

OAKLAND, Calif. - Al Slinker, local midget racing driver, lost control of his car in the semi-main of the Friday (16) race card and suffered injuries when the car crashed into a wall. Tommy Cheek, Redwood City, won the main event, with Earl Em-mons, Artesia, N. M., coming in second. Jim Davis, Los Angeles, set a new track record in the time trials.

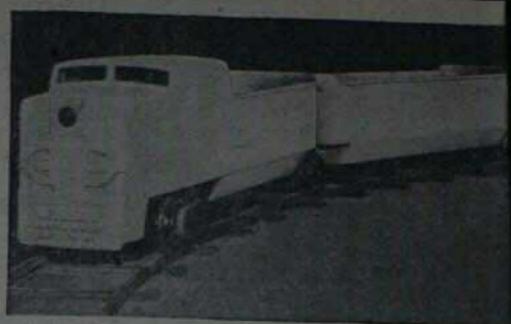
New Track for Lebanon, Ore.

LEBANON, Ore .- Nearing completion here is one of the Pacific Northwest's finest race tracks. It will feature rodeos, quarter horse racing and midget auto races. The track is a half-mile oval with a quarter-mile straight track added. Grandstand will seat 3,000. A rodeo tentatively has been arranged for fall, but horse and midget auto racing probably will have to wait for spring.

Andres in First Win

GARDENA, Calif. - Roy Andres won his first main event of the season at Carrell Speedway here Wednesday (14) when he headed Win Young and Bert Brundage to the finish line

WILLIAMS PRECISION BUILT STREAM-LINED TRAINS



The most beautiful and practical miniature rallroads made. Can be set up in one-half he Locomotive and car bodies of polished 24 ST aluminum, strong as steel, one-third the weigh Our rides are not an experiment. We have built miniature railroads over 20 ye Write for illustrated circulars of portable electric and gasoline engine driven mod

Priced from \$1,750.00

WILLIAMS AMESEMENT DEVICE CO.

2820 N. SPEER BLVD.

DENVER 11, COL

## TICKETS

SPECIAL PRINTED ROLL TICKETS . . . 10,000 . . \$ 9.55 OR FOLDED MACHINE TICKETS . . . 100,000 . . \$28.00

Subject to Change Without Notice

RESERVED SEAT COUPON TICKETS GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES

## STOCK TICKETS FOR IMMEDIATE SHIPMENT

WRITE FOR SAMPLES AND PRICES

New York Office-1564 Broadway, Palace Theatre Bldg. Plaza 7-1426 (Shamokin-Phone: 1467)

NATIONAL TICKET SHAMOKIN, PA.

# 3 KANUKIS

FOR ALL OCCASIONS FAIRS - PARKS - CELEBRATIONS

Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond

WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS.

Available at all times to serve the public.

ALEX ZARRILLO

Manufacturer of

Highest Type and NEPTUNE FIREWORKS superb quality

181 Heckel St. Belleville 7, N. J. Belleville 2-3733

Established 1890



A traffict's Dream of Traffer Couch perfectly See these new ROLLOHOMES at your nearest deal

ROLLOHOME TRAILER COACH CO. Marshfield, Wis.



While They Last 2 Year Guarantee

Made by H. V. Bright Co. TICKET REGISTER INDUSTRIES Chicago B. Illinois

# WATER BOAT RIDES — QUICK DELIVERY — REAL FLASH





Children and adults love to ride. Hauled on trailer. Sets up in less than one hour in 35 ft. circle. Built rugged for years of hard service.

One person can operate it from ticket box. Send one dollar for large photos and complete description. Priced from \$1,800.00 complete.



## SUNSHINE MFG. CO.

105 E. Chelsea St.

MEMBER TAMPA CHAMBER OF COMMERCE

Tampa, Fla.

## WALKY-KOFFEE Co., Inc.

809 Central Bldg. - Wichita 2, Kansas

PRESENTS

Its Sensational New Portable Vending Unit

#### "THE WALKY-TERIA"

his all-aluminum machine may be pre-heated electrically to 250°; has thermostatic control.

or vending of super hot dogs in buns, chili in paper containers, etc. May also be used for a cream bars and soft drinks.

"THE BEST MONEY-MAKER ON THE MARKET"



NEW - IMPROVED

### LITTLE DIPPER

The Only
PORTABLE MINIATURE
ROLLER COASTER

Available For IMMEDIATE DELIVERY

## BRADLEY & KAYE

AMUSEMENT CO.

8506 Beverly Blvd. Los Angeles 36, Calif.

minimum minimu

## ORANGE FRUIT SYRUP (PULPY)

For still water drinks

\$1.30 Per Gallon, F. O. B. New York City
Packed 4 Gal. to Carton. Send Check With Order
HELCO ENTERPRISES, INC.

204 FRANKLIN ST. CAnal 6-5877 NEW YORK 13

## FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

EIGHT CAR ORTABLE RIDE STATIONARY & ELEVATED PARK RIDE

NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

in the 20-lap motorcycle feature before 4,916 fans. Bud Hogan bagged the semi-wind-up, with Andres copping the trophy dash.

#### Machine Wins Hot Rod

SACRAMENTO—Beb Machin, Alameda, Calif., piloted his roadster to a featured victory in the hot-rod races at Hughes Stadium here Friday (16). George Mahalas was second and Ed Huntington placed third. Two crack-ups involving half a dozen cars marred the card, but none of the drivers was injured seriously.

#### Two in Row for Elder

SACRAMENTO — Edgar Elder, Fresno, made it two in a row at the midget auto races at Hughes Stadium here Monday (12) as he sped to a triumph over Chuck Stevenson and Marvin Burke in the feature event. About 4,000 fans watched the contest. Johnny Baldwin won the semi-main and Johnny Boyd copped trophy dash honors.

#### Livingston Vancouver Victor

VANCOUVER—Four thousand fans at Digney Speedway Wednesday night (14) saw Gordon Livingston, Portland, Ore., win the 40-lap main event two lengths ahead of Shorty Templeman, of Seattle, in record time of 10, 14; 15 (old time 10, 17; 05).

During the Australian pursuit gallop two Vancouver cars tangled to bring the crowd to its feet as they piled into the fence at the east end. The drivers, Bill Jenkins and Alf Vozza, were unhurt but both cars damaged. Quite a donnybrook emerged thru an announcement that the speedway will present hot rods each Saturday night. Midget men want nothing to do with the rodmen, but Promoter Andy Digney announced that matters were strictly under control and both midgets and hot rods will alternate for the balance of the season.

#### 4,200 See Hanks Win

finally crashed the winner's circle at the Lincoln-Washington Boulevard midget auto racing oval by capturing the feature contest Tuesday (20) before a crowd of 4,220. Allan Heath was second and Roger Ward third. Andy Linden bagged the semi-main, while Bill Brereton won the trophy dash.

#### Hogan Cycle Victor

ROSCOE, Calif.—Bud Hogan outdistanced the field in the main motorcycle race at 5-H Speedway here Tuesday (20), and also nabbed the trophy dash. Chuck Blasney was second and Floyde Emde third in the feature contest. Ray Tanner got the checkered flag first in the semimain.

#### Figaro Tops Stock Field

GARDENA, Calif. — Lou Figaro piloted his Kaiser into the lead on the 27th lap and held it to the finish to capture the 125-lap stock car race before 9,414 fans at Carrell Speedway here Tuesday (20). The cars, stock except for the removal of mufflers, air cleaners and fans, averaged around 40 miles per hour for the 62.5-mile grind. Andy Linden was second and Allan Heath third. Bill Taylor won the 30-lap consolation event and Troy Ruttman copped the trophy dash.

#### Congdon Posts First Win

SPOKANE—Russ Congdon, Tacoma, overtook Bob Covey, Spokane, on the fifth lap and staved off threats by Bob Verbeck thruout the remaining 35 laps to win his first Class A main event at the midget auto track here Saturday night (17) before 3,500 fans. His time for the feature was 10 minutes, 31.78 seconds. Bob Britton, Seattle, came (See SPEED ROUND-UP on page 70)



SEASONING SRECIALISTS TO THE NATION

Simonin of Philadelphia

## Steel Shortage "ESCO" TROPICAL DRINKS DRINK DISPENSING EQUIPMENT



\* FASTER SERVICE \* TREMENDOUS PROFITS \* NO BOTTLES TO HANDLE

**FLAVORS** ORANGE GRAPE PINEAPPLE COCONUT PAPAYA



51014

## TROPICAL DRINK STANDS

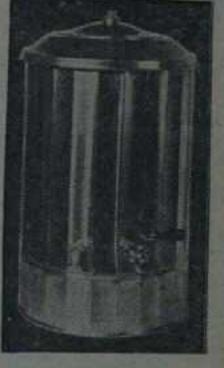
are the biggest money makers. You can build a reputation with "ESCO" frush fruit drinks. With the equipment shown here you can set up a Frankfurter-Drink Stand and at a very small cost. We will be pleased to help you get started.

## SALES INCREASE 100%

Ico and Labor Savers . Made of Stainless Steel Throughout . Completely Cork Insulated . All Units Are Portable . Frankfurter Griddles and Dispensers Are Available in Various Sizes.



WRITE OR WIRE FOR MORE INFORMATION

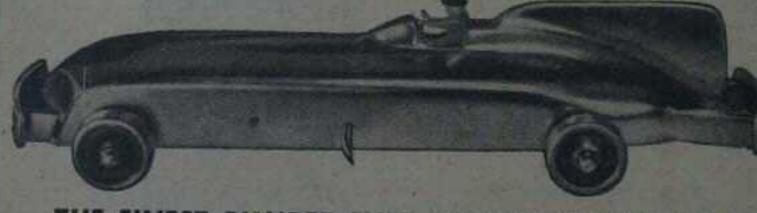


K1118

1790 First Ave. W. Kestenbaum, In Telephone: 

EVANS?

STREAMLINED THUNDERBOLT BUMP RACER



THE FINEST BUMPER EVER OFFERED THE TRADE!

No overhead wires. Ball-bearing wheels. Highly nickelplated. Indestructible. Weight, 18 pounds. Complete with Bumper Post.

Write for Complete Catalog CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC. H. C. EVANS & CO. 1528 W. ADAMS ST., CHICAGO 7, ILL.

FIREWORKS - SIGNAL FLARES

SURPLUS BUT GUARANTEED PERFECT - PRICED FOR QUICK SALE

Lot consists of approximately 5000 AAF Signal Flares, designed for use by airmen as a distress signal. Now available at a fraction of original acquisition cost. Lot consists of approximately 5000 AAF "Red Star Parachute Places," orginizally used by airmen as a distress signal. These flares about 14 inches long by 1 % inch dismeter are similar to a shotzon shell. They are discharged from a special pistol and explode high in the air where they burn with spectacular brilliance as they slowly fleat down on a parachute. Pistols also are available for these flares.

Also included in the lot are regular "red light" hand flares, 13 % inches long which burn with a brilliant red glare for ten minutes. You can buy all or any part of this merchandisc. Prices will be queted based on quantity you can use.

\$2.00 Deposit Brings Sample Via Express State Quantity You Can Use When Writing For Prices.

AERO INSTRUMENT CO., Municipal Airport, Houston 17, Texas

# Hits Ride Mfrs.

SALEM, Ore., July 24.-Unless the international situation eases and the government can curtail or slow its armament program, the amusement ride industry will be pressed for material to fulfill ride commitments and may not be able to accept future orders.

That's the opinion of Salem's three ride manufacturers, the Eyerly Aircraft Company, Frank Hrubetz Amusement Company, and the C-Cruise Corporation. All three believe they have enough steel on hand to take care of this season's scheduled production, but the shortage is alarming. Steel companies report no relief is in sight.

The Eyerly firm markets the Flyo-Plane, Rolloplane, Octopus and the new Rock-o-Plane, while Hrubetz puts out the Spitfire, the Hi-Ball and the new kiddle boat ride. C-Cruise corporation manufactures the C-Cruise and a new kiddle ride, the Little Skipper.

#### N. J. Aviation Commission Puts Ban on Air Circuses

TRENTON, N. J., July 24 .- The New Jersey Aviation Commission has announced its intention to ban air circuses which it claims result in too many accidents and promiscuous and irresponsible flying.

Robert L. Copsey, aviation director, said that properly planned shows of an educational nature and demonstrations that would require no waiver of air traffic regulations would be better for all concerned

## CLOSING OUT SAL

Popcorn Machines an Peanut Roasters

BURCH \$400.00, now \$200.00 CRETORS \$300.00, now \$150,00 ADVANCE \$250.00, now \$125.00 15 5-1b. Hour ROASTER, \$119.50 25-lb, Hour ROASTER, \$195,00 100-lb. Hour ROASTER, \$250.00

All Coleman Tanks, Burners and Plunts 25% off. Send for Circul

### POPPERS SUPPLY

P. O. Pox 838

#### U. S. SURPLUS! NEW! SHATTERPRO ALL PURPOSE STEEL BOTTLE

Use for Liquids, Gases or Chemicals, etc. May also be used as an Air Pressure Tank

Formerly used by AAF for oxygen stor. You can use it now as an air pressure to for inflating tires, operating horns, air moto etc. May also be used as a buby or float for water supply storage on boats, trails and trucks. Ideal as shipping container gases, chemicals, etc. Bottle is non-shatt. able with working pressure up to 500 ths and weighs only 5 lbs, when empty. Intervolume, 500 cu in tapprox 9 cts. I. H. In. pipe thread at each end. Approx at this low price Stainless steel. \$"
each \$3.95. Regular steel, each.

F. O. B. Heuston, Mail orders prompt filled. Send check or money order. Satisfaction guaranteed.

AERO PARIS SUPPLY, Dept. BB

## EXCEPTIONAL OPPORTUNITY

Limited number of 'Polar Pete' Snow Cone Machines, used as salesmen's demonstrators and factory test, at DRASTICALLY REDUCED PRICES.

#### **NEW MACHINE GUARANTEE**

These machines are like new-factory reconditioned to give new machine performance. But because they were used we are offering a very substantial saving to those interested in a real bargain.



WRITE, WIRE OR PHONE FOR DETAILS

LIMITED QUANTITY - FIRST COME FIRST SERVED

Note: Operators have reported their new Polar Pete' Snow Cone Machines completely paid for themselves in 10 days' operation! You Can Make PROFITS with Polar Pete Snow

## MULTIPLE PRODUCTS CORP.

3612 CEDAR SPRINGS

Cones.

DALLAS, TEXAS

## an Cleef Reports Miss Leers, Former R-B Performer, in Need

Editor's Note: The following tter was received by The Billand and is self-explanatory:

ar Sir:

nd. Luisita Leers. Unquestion-Leers's past career as a star perat aerial gymnast was the succesre that this rather serious peris a very admirable one in charac-

fiss Leers has, as a war victim, ured considerable hardship for a



## DUCE Your Expenses Live in a KOZY COACH

people! — Here's a complete, conveni-perfectly weather-proofed home on wheels, ter or summer, a KOZY COACH is de-ful living quarters — ample room for four, eat, hot water, electric refrigeration.

E Catalog shows 63 luxury features, floor etc. Write us, or see nearest dealer. Prices risingly low. Buy on easy payment plan.

aty lights inside and out, neon signs, 

MT. VERNON, OHIO

nutrition, she has been in the hospital more than once. Her state of health has been improving. The food that my wife and I have been sending to her and her parents has been a factor am writing in behalf of a dear in helping to withstand the shortages of food that have so seriously underyou are well acquainted with mined her health. But I know she needs more food than I alone can mer with Ringling Bros. and Bar- provide. Right now she could resume a & Bailey Circus. This truly her career as a circus performer by having an operation on her arm. But to Lillian Leitzel with the Big the specialists refuse to operate until w and for nearly a decade was a she can improve her physical state ured artist. If you knew her in with more nourishment. She parson, I am confident you were ticularly needs dextrose, vegetable fats, cocoa, powdered milk and eggs, brown rice, sugar and some canned meats.

I feel confident that more than a few of the readers of the circus section of The Billboard would welcome the opportunity to assist this great performer and wonderful person by sending her some much-needed food articles. Miss Leers had many admirers thruout the nation when she was a star with the Ringling-Barnum show. I know that none know of her present whereabouts and distress.

I would greatly appreciate your inserting a notice in The Billboard calling attention to the fact that Luisita Leers is in need of food. All food packages to her should be addressed as follows:

Miss Luisita Leers Helenenstrasse 1 (20B) Branschweig, Germany (British Zone)

It is advisable that all packages be marked 'unsolicited gift' by the sender.

I am leaving Wednesday, July 14, on a trip to England with our Olympic group. I am serving as the trainer for the U.S. weightlifting team. It will be the first week in September by the time I arrive back in York. All mail received here in the near future will be forwarded on to me. I hope if possible to arrange to visit Miss Leers before returning. Send food directly to Miss Leers at the address given in this letter but any mail to me regarding her will reach me at the address below.

Sincerely yours, Ray Van Cleef, Associate Editor Strength and Health, 51 North Broad Street, York, Pa."



Model K-Kiss Wrapping Machines Hildreth Pulling Machines

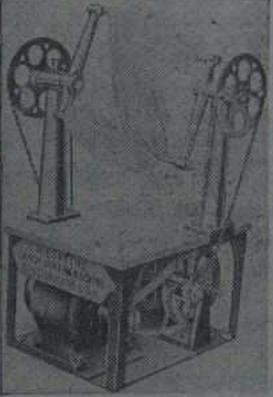
REBUILT AND GUARANTEED WRITE, WIRE, PHONE FOR DETAILS AND PRICES

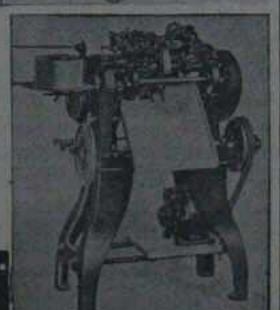
We Have the World's Largest Stock of Candy Machinery

Send for your capy of our illustrated catalog

ATTRACTIVE PRICES PAID FOR YOUR SURPLUS EQUIPMENT

NEW YORK 12, N.Y.







The ark was mighty important to Noah in his day, and so is the C-CRUISE to you now! If the old patriarch were around today, it's a lead-pipe cinch he'd say "GET ABOARD the C-CRUISE" for UNBEATABLE PROFITS! It's here to stay.

Safe, sound and sensible, yet with zip and zowie in every dip and whirl, the C-CRUISE makes Mom and Pop younger and sets the youngsters a-tingle. They all come back for more. It's the fascination of the undulating, up-and-downand-rocky motion that turns the trick. This was developed by the C-CRUISE Corporation after prolonged scientific research for a rib-tickling ride that would simulate a small boat moving rapidly through or over choppy waters. Get in on the payoff!

Clever Design - Robust Frame - Ideal Size - Smooth Running - Easily Portable

#### SPECIFICATIONS

Passenger capacity - 40. Four boats and four tubs, or eight of each type, all smartly decorated. Gas or electric driven. Weight under nine tons.

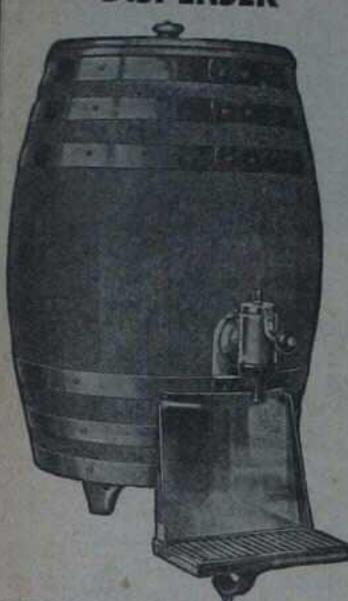
Write, wire or telephone for complete details...now!

## C-CRUISE CORPORATION

Seventh & Murlark Ave. WEST SALEM, OREGON



## Amazing-New-Improved DISPENSER



PACKAGED CARBONATOR - New. lightweight, low-cost operation. Weighs just one-third of old-style carbonators. SUPER-STRENGTH ROOT BEER CON-CENTRATE - Each gallon makes 140 gallons delicious root beer beverage. DISTRIBUTORS WANTED for Florida,

California and Texas.

Write now for prices and literature.

OHIO CHEMICAL PRODUCTS CO.

National Distributors 1111 Dougherty, N. W. Canton 3, Ohio

## THE MAKERS OF. wality Show Canvag

#### Flameproofed Canvas in All Colors

Guaranteed to pass all Underwriter's Laboratories, Inc., tests

Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications.

Arthur E. Campfield .mz 45 W 54th STREET NEW YORK 19 N Y Phone Plaza 7-8039

WILLIAM MITCHELL-ARTHUR E. CAMPFIELD-HENRY HEIL Vice Pres Gen Mgr. Preudent Secretary-Treasure

## SAVE WITH SURPLUS GENERATOR SETS

21/2 to 175 KW All Types of Hardware

Oldham and Sutherland Junction City, Ky.



Canvas Company

NEW ADDRESS B16 E. 18th St. Kansas City 6, Mo. HARRY SOMMERVILLE

## Campfield Tried Most Showbiz Before Housing It Under Canvas

"I was the worst actor in the world. before, then and now," he insists.

Arthur Hill got him a job with the Sells-Floto Circus when he was stranded in Denver, but he was worn out and quit in a few weeks because his berth was right over the bar in the privilege car. "I never got to bed until the bar closed at 3 and I had to get up at 4," Arthur remembers with a yawn.

Heading east, Arthur joined up with Bennie Krause's show, then went with Harry Hunter and later as agent for Keen and Shippy. He next joined Jimmy Sullivan as general agent.

"Jimmie had just broken into the business and if you wanted him you could always find him riding on the Merry-Go-Round," Arthur says.

#### Toured With Burlesque

For nine winters Arthur was with William A, Campbell's Rose Sydell's London Belles. During other cold seasons he toured with Hurtig & Seamon's Bowery Burlesque and units put out by Fennessey Enterprises, Cincinnati. He worked for Charles Frohman and Maude Adams on a 53week tour of one-nighters.

After talking with Max Kunkelly, a revered tentmaker, Arthur decided to go into the canvas business. He was successively with Martin, Baker-Lockwood and Ernest Chandler as show for several years. field representative before forming

his own company this year with William Mitchell, an old-timer in the trade, as vice-president, and Henry Heil as secretary-treasurer.

The firm has offices at 145 West 54th Street, New York, in a neighborhood where Gothamites would ordinarily expect to find an expensive gin mill, complete with floorshow.

Back when he entered the carnival business Arthur remembers that there were only about four organized shows. It was in those days that committees offered the guarantee to get the shows to visit. Only shows were featured then, with maybe a ride or two added for variety.

#### First Concession

"The first concession I ever saw, except for some confetti (novelty) stands, was a knife rack operated by Sam Solomon," Arthur says. A concessionaire lived a hard life in those days. When one came on, the showmen would object so tremendously that he would have to leave. Times sure have changed!"

Arthur was with Capt. John Sheesley who, he says, had the finest show staff ever assembled. It was there that he first met the late Bill Fleming, whom he labels one of the greatest general agents of all time.

One of Arthur's happiest experiences in the carnival business was with Frank West. He agented the

Arthur met the present Mrs. Camp-

## The TILT-A-WHIRL Ride

A July and August Delivery Date Now Available

WIRE OR CALL FOR PARTICULARS

SELLNER MFG. CO. Faribault, Minnesota

## TENTS

ANYTHING IN CANVAS

Tents—Concession, Gypsy, Camping, flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.

TENTCO CANVAS, INC.

130 GREENE STREET

Phone: Walker 5-1299

NEW YORK 12, N. Y.

CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.

Individually designed by Jimmy Morrissey. Beautiful furtrous colors.

Write—Wire—Phone

300 E. 9TH ST. (Phone: Harrison 6867)

KANSAS CITY, MO.

### TENTS

All Sizes-NEW AND USED-All Styles.

BRIGHT FLAME-PROOF FABRICS-Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

## SHOW TENTS

FLAMEPROOF FABRICS

HOGSHIRE TENT & AWNING MFG. CO., INC. 2401 HAMPTON BLVD. Phone: 2-4777 NORFOLK 8. VA.

MILDEWPROOF

MICHIGAN SALVAGE

Following finished sizes, complete with Greimmets and Rope, Made of approx. 2 ez. material. Green or Khaki.

o Satisfaction Guaranteed. Prompt Delivery.
"If it's Made of Canvas, We Make IL"
25% Deposit—Balance C. C. D.

CARNIVAL, CONCESSION, CIRCU. Prompt delivery any type tents to t

Tents of Royal Blue, For Green and Khaki Dyed Flameproofed. Red, Blue Orange for trim.

Write Today

Hoopers Flameproofing Compoun "SID" T. JESSOP GEO. W. JOHNS

#### UNITED STATES TENT & AWNING C

Chicago's Big Tent House Since 1870



#### GOVERNMENT SURPLUS Like New!

40x40 Round End .... 40x60 Round End Tops Only-Loss Walls and Poles.

WATER STORAGE TANK 5" high, 12" diam. Capacity

"Glass Cloth" rubber coated Brand New-Complete Orig. Cust-Over 5300 TENT STOVES (burn wood or coal) \$6.50 E

R. LAACKE COMPANY 1025 W.-Walnut St. - Milwaukee S, Wis

Tents for Rent

#### All sizes. Wide selection of materials. Finest craftsmanship. Write for details PEDRIA TENT & AWNING CO. 613 Franklin Street . Pearin, Illinois

"AMERICA'S FINEST SHOW CANVAS" 12x16 GABLE END CONCESSION TENT, 5' AWNINGS, CORNERS ON 4 SIDES. GREEN FLAMEPROOFED. IMMEDIATE DELIVERY!

## Tents-Side Show Banners

The Best Flameproofed Fabric Available.

e Royal files

BERNIE MENDELSON-CHARLES DRIVER

O. Henry Tent & Awning (o 4862 N. CLARK ST. CHICAGO

### NEW TENTS

All sizes. Wide selection of materials. Finesf craftsmanship. Write for details.

SOUTH BEND AWNING CO.

1124 Mishawako Ave., South Bend 15, Ind.

D. M. KERR MFG. CO.

1954 W. GRAND AVENUE CHICAGO 22, ILLINOIS



## STRO FORECASTS

CONFECTIONERS SUPPLY CO.

104 Newton St., Los Angeles 21, Calif.

All Readings Complete for 1948

Crystal Balls; Imported and in three sizes; 2%; 3 inch; 39/16; 16. Write for prices. Sheets, 8 1/2 x14, Typewritten. Per M. . \$5.00 coldfish Pamphiet, 8 1/2 x11, 12 Signs, Quantity. Each AT IS WRITTEN IN THE STARS. Folding okiet, 12 P. 3x5. Contains all 12 Analyses. ry Well Written, \$5.00 per 100; sample 10¢ ECAST AND ANALYSIS, 10-p., Fancy

#### DREAM BOOK

SIMMONS & est Jackson Blvd. CHICA Send for Wholesale Prices CHICAGO 4, ILL.

ROLL

field prior to the disasterous Mexican tour when they were on the same show. She was touring with her husband, Capt. John Sarco, a famous showman of the day. Many years later Captain Sarco and Arthur's first wife died within a short time of each other-at the time, unknown to the two families, which had had very little contact during the intervening years.

#### Friendly Guy

Arthur, whose appearance belies his occupation since it might more properly be identified with the distinguished gentlemen pictured in the Calvert ads (but he doesn't drink), has spent his life winning friends and influencing people. The man's adeptness along these lines could provide enough material to make the popular tome authored by Dale Carnegie look like a pamphlet. He has been tagged "a very nice guy" in a business where the word is frequently grudgingly given.

He takes his membership in the National Showmen's Association seriously and is a pillar of strength, refusing to yield on vital issues when he feels he is right. He'd make a corking honest politician-the kind that would make awfully dull copy for the Westbrook Peglers.

Life holds a full share of laughter, for Arthur also chuckles easily, even when he recalls the theft of one of his two suits when the daily menu was beans and to draw a buck out of the office wagon was tantamount to floating a world bank. And the times he peddled hand-carved Mexican canes in New Orleans to make a stake, or promoted and sold space in his architectural folders of which no town could support more than one,

Arthur's life these days is rather leisurely despite presiding over a new business. He and Mrs. Campfield week-end in the Pocono Mountains (not in a tent) where he has attained the status of a squire in the local community.

The rest of the time Arthur plugs the sale of canvas-in all colors and fireproofed - ranging from horse troughs to big tops. He has an advantage with his customers in that all of them know he's had plenty of experience in getting 'em up and down.

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

SPECIALLY PRINTED •

INDIANAPOLIS 2, IND.

## Portable Public Address System

#### 18 WATT PEAK, MODEL RA-155 WILL FIT ALL YOUR NEEDS!

Audience coverage up to 3,000 people, area coverage up to 10,000 sq. ft. For indoor or outdoor use, Carnivals, halfs, sporting events.

• Coverage of attractive, sturdily built, leatherette

Covered carrying case.

Heavy magnet 12" P.M. Speaker, no distortion.

Turner crystal mike—velvet chrome stand; or
available with floor stand if required for additional \$3.50.

• RA-15 Raparco Amplifier, featuring Mike and Phono Input. 2 separate Bass and Treble Tone Controls. 6 Tubes. Frequency Response 30-17000 Cyc, + 1/2 DB.

This high fidelity range gives excellent results when the amplifier is used with FM tuners or

#### PRICE COMPLETE \$64.50

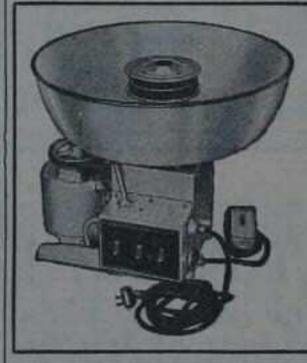
We can supply amplifier units to accommodate any situation; mobile, portable or fixed, any output range. Send for our catalog.



Radio Parts Company, 614 RANDOLPH ST., CHICAGO 6, ILL.

# Help Solve Storage-Housing Problems COMPLETE with POLES and PINS

Shipping Weight \* Regular Value \$500 \$7 6 5.00 F.O.B. Appr. 600 Lbs. 2437 SOUTH WABASH AVENUE CHICAGO 16. - ILLINOIS



#### 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. FREE parts given with each machine.

## Electric Candy Floss Machine Co.

202 Twelfth Ave., So.

Nashville 4, Tenn.

## CONCESSION TRAILERS

This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

AMUSEMENT

82 Orchard St. Mt. Clemens, Mich.

## ATTENTION, ALL CUSTARD OPERATORS

Advertising in the Billboard Since 1905

WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00 price : for any wording desired. For each change of wording and color add \$3.75.

ange of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

"VANILLA WHIP"

line, complete, prepared mix for Custard Machines. Just add water. No muss, other supplies needed. Brings repeat business because it is an excellent, uniform duct. Vanilla Whip sold with a money back guarantee. 20 pounds of Vanilla ip makes 10 gallons of good mix. Plenty of overun. No after taste.

250-Lb. Drum at .33 per pound

100-Lb. Drum at .34 per pound

IMMEDIATE DELIVERY

Wire, Call or Write Distributed By

GENERAL EQUIPMENT SALES, INC.

S. WEST ST.

Telephone: Riley 7137

## Snow Cones ★ Popcorn ★ Candy Floss ★ Candy Apples

Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.

ED MEDAL PRODUCTS CO 318 E. THIRD STREET CINCINNATI 2, OHIO

## SMITH & SMITH

RIDES FOR CARNIVALS AND PARKS

Makers of Chairplane, Kiddle Airplane Swing, Kiddle Chairplane, Ocean Wave, Write, wire, phone for catalogue, price, delivery date.

SMITH & SMITH, Springville, N. Y.

#### PLACE YOUR ORDERS

For the original "TAYLOR MADE" dolls, cats, bottles and tops. All painted in flashy colors and have good wool. Your choice of thirty-five styles. Send for your catalogue today. All made in the original

DAYLOR GAME SHOP

COLUMBIA CITY, IND. MRS. ORPHA SHEPHERD, Owner and Operator PROFITS

GALORE!

\$5 to \$50 Daily

Earnings!

Get in the Popcorn

CLEAN UP!

Where can you make more money than in selling Popcorn! Every-body loves it—roung and old. The Popcorn stand is always awarming with customers. And it's almost all clear profit. Popcorn carries for recovery in all the control of the

earns top money in any carnival.

And here's the opportunity of your life to get in it.

POPPER ON THE

MARKET PAYS FOR

ITSELF IN A FEW

WEEKS!

Popcorn is low in price—easy to met—numr market unlimited, Bil-

lions of bacs are sold yearly. Get jour machine today and start new to cash in on this tremendous

SALESMEN

Write for

PROPOSITION

PRICED

LOWEST



#### DOES WORK OF \$500 MACHINE! TURNS OUT 100 BAGS AN HOUR

POPS A BATCH IN 3 MINUTES Simplicity is one thing you will like about the EXUEL. No trick mechanisms whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 5 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn

popping thru the screen cover attracts the crowd. FULLY QUARANTEED

Among the 31 features—beautiful New Gray Metallic finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Occupies small space, 17x17x26" high, Weight, 30 lbs. Easily moved. Uses less current, only 990 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year-and many more features too numerous to mention here.

#### EXCEL MIFG. CORP.

Dept. B-7-3148

MUNCIE, INDIANA

## Speed Round-Up

(Continued from page 65) from last place to capture the Class B event in six minutes, 35.32 seconds. Don Farmer, Los Angeles, took the 10-lap trophy dash in two minutes 16.22 seconds.

Zeke Noses Out Tappet

BRIDGEPORT, Conn. - Johnny Zeke captured the 25-lap midget feature at Candelight Stadium Monday (19) in one of the closest races of the season. He nosed out Ted Tappet, who has dominated many races at the local track. Flemke finished third.

Luptow Surprise Winner

LEBANON, O .- Frankie Luptow, Detroit pilot, turned in a major up-Business Now and set when he bested Deb Snyder, Kent, O., in the 15-lap feature race of the dirt track card at the raceway Sunday (18). Approximately 5,000 fans viewed the seven-event, sprint-type program, which was the first sanctioned by the IMCA in Ohio for nearly 20 years. The card also marked the Ohio debut of National Speedways (Gaylord White-Al Sweeney), who sponsored the event.

Crash Kills Lewis Caldwell

COLUMBIA, S. C .- Lewis Caldwell, Greenville, S. C., 20-year-old motorcycle racer, was killed at Columbia Speedway Saturday (17). He received a fractured skull, chest injuries and a broken leg. Alec Swing, Lexington, N. C., won the five-mile

Tappet Wins Conn. Feature WEST HAVEN, Conn.-Ted Tappet won the 25-lap midget feature at the Speedway Thursday night (15).

#### Attractively Printed POPCORN BOXES 5c Size .....\$ 5.1 10c Size ..... 25c Size ..... 16,5 PEANUT OIL 5-gal. can .....\$16.50 COCONUT OIL "Prices Subject to Change Without Notice." KONTNEY CARTON CO P. O. Box 402

### Frozen Custard Machin CONCESSION TRAILERS

GREEN BAY, WIS.

Act at Once-Investigate Today! Write for latest free catalogue. Frank Thomas

GENERAL EQUIPMENT SALES, 814-824 South West Street Indianapolis 2, Indiana

## TIPP WHIPS

Are the Best! Catalogue Ready THE TIPP NOVELTY CO 242 NO. 6TH STREET, TIPP CITY, OF

NEW and USED POPCORN - PEANUT - SNOW BALL JUICER - NUT - FRENCH FRY and

TAFFY MACHINES NEW CANDY FLOSS MACHINES, \$225 Precision built, ball bearings, 24" stains steel pan, switches mount on top of cound double spinner head, fused.

131 Vine St., Philadelphia 6.

### LOOK!

## PARKER DOES IT AGAIN!

YES! We are the first to announce a flat cut of 10%. This is in keeping with our policy of always being out front and always giving the best for the least.

### A FLAT 10% REDUCTION IS EFFECTIVE THIS DATE AND RETROACTIVE ON ALL CONTRACTS DELIV-ERED OR YET TO BE DELIVERED THIS SEASON!

Prompt delivery on 2-abreast 34 ft. Price \$7.987.00. The smallest practical adult machine. 20 metal horses, 2 finely decorated and upholstered chariots, fluorescent lighting, decorated inside scenery.

3-abreast, \$9.167.00. 30 metal horses, 2 chariots. Kiddie Merry-Go-Round, 32 ft., metal ponies, \$4,925.00.

GET YOUR ORDER IN TODAY.

## C. W. PARKER AMUSEMENT COMPANY

World's Largest Manufacturer of **Amusement Devices** 

#### LEAVENWORTH, KANSAS

P.S .- Order that set of Metal Horses now to bring your machine up to date. They fit any make. Phone, 1455.

PRINTED TO YOUR ORDER

ROLL - FOLDED - CASH WITH ORDER - SAVE

Minimum Orace Each Warding. Price or Galer 10,000 Tickets COLLINSVILLE 10,000 Early Additional 10,000 Same Other \$8.50 

## Crystal Coach Sr

1948 MODEL

Other models from \$695 up.

#### TWO SUPER SPECIALS

Senior model CRYSTAL COACH, 71/2 ft. wide by 12 ft. long with plexiglas windows. Equipped complete with overhead popper, warming counter for popped corn, carmelcorn cocker complete with cooling counter, and serving counters on both sides, fluorescent lighting, exhaust fan, etc. Price. \$2,631.00, plus tax. Delivered free of charge in Midwestern states.

ROLL-O-MART Model, 5 ft. wide x 10long. Restaurant type ("grab joint Equipped with canopy type winds panels, 6-case Coca-Cola ice box, mi storage ice box, Orange Crush dispense bottled gas grill. Cary coffee make giant size hot dog steamer, 42-guile water storage tank, galley pump, wo basin, fluorescent lights, exhaust fo etc. Price, \$2,380.00 plus tax, Del ered anywhere in the Midwest free charge.

Generous trade-in allowance on any used concession trail

The Calumet Coach Co.

#### TO NEW ENGLAND, COMING EAST OHIO, W. VA., PENNA.

WE WANT YOUR BUSINESS

Popcorn-Seasoning-Salt-Boxes-Bags-Cones-Warmers-Star and Page Poppers-S Cone Machines - Cups - Syrup Concentrates - Candy Floss Paper - Candy Apple 510

FAST SERVICE - UNIFORMLY TOP QUALITY - ECONOMY Don't stock big loads-we will ship your current needs to meet you at each new locati

THEATRE CANDY CO., INC.

215 STUART ST. BOSTON, MASS.

415 VAN BRAAM ST. PITTSBURGH, PA.

# HORSHOWBYS

The Billboard

nch Thrill Show Last Rites Held Week-End Click ru Mass., Conn.

INGFIELD, Mass., July 24.lastern unit of Jimmie Lynch's Dodgers rang up a big weekere Sunday (18) and in Hart-Conn., Saturday (17).

arday night four i the org at-LYNCH THRILL 'R on page 85)

#### CHROME METAL VERED ADMISSION SIGNS



Complete with 5 opaque plastic inserts. Additional cards for any change of price. 80¢ each .....

\$5.95



#### CHANGE RACK

ctical . . . Speedy . . . Efficient change-making easy. Mahogany finish. and durable. 8 1/2 " high by \$2.05



Reflector Bulb.

AT YOUR DEALER OR DIRECT.

CIATED TICKET REGISTER COMPANY, Inc. New York 15, N. Y.



ECHOLS ICE SHAVING MACHINE 11h Motor \$80.00

With Stand \$65.00 \$15.00 Deposit on C. O. D. S. T. ECHOLS St. Louis 18, Mo.

## TIPP BATONS

Are the Best! Catalogue Ready HE TIPP NOVELTY CO. NO. 6TH STREET, TIPP CITY, OHIO

#### FOR SALE

Tent Tops, good condition, flameproof, terproof and mildewproof, \$95.00.

Main Awning & Tent Co. Cincinnati, O. in St.

## In Chicago for Frank D. Shean CHICAGO, July 24 .- A large dele-

gation of friends, former business associates and members of the Showmen's League of America attended services here Tuesday (20) for Frank D. (Doc) Shean, veteran showman who died in Norfolk July 16. Services were conducted by the SLA and burial was in Showmen's Rest, SLA's plot in Woodlawn Cemetery.

Shean, at the time of his death, was manager of Casino Park, Virginia Beach, Va., general manager of the recently organized Agricade Fair-(See Last Rites Held on page 151)

### Sun Sr., Grossman Injured in Plane Crash at Saskatoon

SASKATOON, Sask., July 24.-Gus Sun Sr., 80-year-old founder of the booking agency bearing his name, sustained a broken nose, and Irving H. Grossman, his Midwest rep, suffered bruises and scratches when the latter's personal plane struck an airport ditch here last week. The plane was demolished when Grossman tried to land on the airport's grass, as the runway, then undergoing repairs, was blocked by cars and trucks.

After treatment at a hospital here, Sun and Grossman continued the tour of the Canadian Class B fair circuit, for which the Sun office is supplying the grandstand attractions. Sun headquarters in Springfield, O., while Grossman works out of Des Moines,

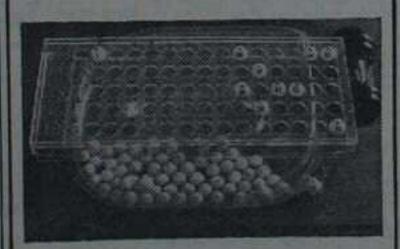
#### Four-Day Redondo Beach Fiesta Proves Success

REDONDO BEACH, Calif., July 24. -Annual fiesta here opened Thursday (15) for a four-day run that was highly successful, according to the event's officials. No estimate of attendance was given.

The celebration featured street dancing, fireworks and swim contests. A cross - channel - and - return Catalina Island-Redondo Beach water ski race climaxed the program Sunday (18).

## NEW LOOK

NO HIDDEN PARTS



Pat. Pend.

Manufactured and Distributed by

V. E. SUPPLY CO. 282 W. Market St., Akron, Ohio

See larger ad on Page 144

### Lew Dufour Pays Tribute to Shean

ST. LOUIS, July 24.-Lew Dufour, for several years associated with the late Frank D. Shean when the Dufour & Rogers Enterprises were operating at world's fairs and expositions, wired the following tribute to The Billboard following Shean's death in Norfolk July 15:

"Doc was a good man, a kindly man, a friendly man, one possessing character. His word was trustworthy. He was dependable, helpful and thoughtful of his fellow man. Doc was a gentleman. He was a lovable, devoted husband, who brought happiness and sunshine to his home, his friends and wherever he traveled. We who are left behind will miss his charming personality, his noble and kind deeds.

"Frances Shean has lost a dear, devoted husband; the show world a grand showman, and I a very, very dear friend."

Dufour is connected with the RKO organization in this city.

#### Wildwood To Pinch Vendors

WILDWOOD, N. J., July 24 .- Police have been ordered to arrest anyone vending merchandise on local beaches. City Clerk R. Leonard Byrne said that all such sales are banned by a local ordinance. The matter has been in dispute since Vice-Chancellor Vincent Hanonmann. ing which permits veterans to peddle on the beaches.

## **Expect Upped** Takes for 2d Half of Year

#### Hopes Are on Fairs

(Continued from page 3) will spend freely for solid outdoor entertainment fare.

At still dates this year, carnival attendance, except when hit by weather, generally has held up to 1947. The fall-off in receipts is due primarily to a lessening of per capita spending, particularly in and around industrial centers, where the mounting cost of living has been felt more acutely than in the country.

On the whole, circuses have been doing better than all right, tho they are running below last year's attendance. There have been thinner matinees, but night patronage has held up. The Ringling circus enjoyed phenomenal business in its indoor stand in New York and Boston. The Big One's attendance, however, did level off as it began its cross-country trek.

#### Parks Optimistic

The amusement park business offers a mixed picture. On the East Coast early attendance was hurt by rain. Elsewhere park operators are not complaining about their general busiof Atlantic City, handed down a rul- ness, most allowing that it is slightly below last year but insisting that,

(See Outdoor Biz on page 151)



HOMIX PRODUCTS, INC.

Manufacturers of Toto Mix 165 Broadway, New York 6, N. Y

MEED

PROOF!

Order

20 lb.

trial shipment

USE THE

COUPON

NOWI

### CUSTARD OPERATORS AGREE ... it's the GREATEST DISCOVERY IN A DECADE!

Saves labor, space. Ingredients approved by Health Department, High Over-Run, 33¢ per pound or \$82.50 per barrel of 250 pounds net, delivered. Plus butterfat required in accordance with State laws.

-									2	40	)D	T	D	A	MC		-		V		: D	v	
	City			-		• •		-	-	-				Sta	le							-	
A	lddi	ess .																					
0	)rga	nizati	on																				
		Name																					
1	Yes, thipr	1 wa neni, lose \$	nt presented	h fo	of ck o	TO S G	TO'	1 0	Past f fi rde	nish r.	lzed	F	reez	ing , ar	M d a	is.	S	end h at	m \$8	0	20.00	lb.	-



### JIIUKI KANUL VALLEKI

Ever popular Short Range Shooting Gallery uses paper targets. There are many varieties of them, therefore you can always offer your customers new and interesting propositions. Can be operated with either merchandise or cash prizes. Gallery is instantly ready for operation and can easily be pulled by a passenger car. Write today for catalog of all types of galleries, rifles, ammunition and

AMUSEMENT CO.

Mt. Clemens, Mich.

Platonic Love-the gun you did not know was loaded. STOCK TICKETS .... \$ 1.00 Monufacturers of Fifty Rolls ... 20,00

ROLLS 2,000 EACH.

Double Coupens.

Double Prices.

No C. O. D. Orders.

Size: Single Tkt. 1x2"

Of Every Description

THE TOLEDO TICKET COMPANY

SPECIAL PRINTED

### 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.)

Admiration: Coalgate, Okla. Alamo Expo.: Cassville, Mo. American Beauty: (Fair) Macon, Mo.; (Fair)
Mt. Pleasant, Ia., Aug. 2-6.
American Midway: (Fair) Bedford, Ia.; (Fair) Corning Aug. 2-6. American United: Pasco, Wash., 26-Aug. 1. Anderson Greater: Eagan, Tenn. A. M. P.: Alderson, W. Va.; Summersville Aug. Ayotte, Clarence N.: Hart, Mich. Badger State: Henderson, Minn.; Waseca Aug.

Baker's United: Noblesville, Ind.; Fowler Aug. B. & C. Expo.; Ticonderoga, N. Y. Beam's Attrs.: Avonmore, Pa-

Becht, Lee: New Carlisle, O.
Bee's Old Reliable; Harrodsburg, Ky.
Bernard & Barry (Riverdale Park) Toronto,
Ont., Can., 22-24; (Earlscourt Park) Toronto Big Pour Am. Co.: Lake Zurich, III.
Blue Grass: Spencer, Ind.; Cayuga Aug. 2-7.
Bogle & Reese: Herington, Kan.

Boone Valley: Pomeroy, Ia., 29-31; (Pair) Avoca Aug. 2-5. Borderland: Sinton, Tex.; Robstown Aug. 2-7. Berup's United: Inka, Miss. Boston: Salem, Mass.; Winthrop Aug. 2-7.
Bright Lights Expo.: (Junction Park) Rochester, Pa.; Farrell Aug. 2-7.
Brownie Am.: Arcadia, Kan.

Buffalo: Sherman, N. Y. Bullock Am. Co.: Ameagle, W. Va. Burdick's Greater: Eden, Tex. B. & V.: Owego, N. Y. California: Presno, Calif.

Capell Bros.: Chandler, Okla.; Yale Aug. 2-7. Capital City: Vanceburg, Ky. Caravella Am.: Barnesboro, Pa.

Carr, Lawrence: Franklin, N. H.
Casey, E. J., No. 1: (Pair) Swan River, Man.,
Can., 29-31; The Pas Aug. 2-5.
Casey, E. J., No. 2: Sloux Lookout, Ont., Can.,
30-31; Schreiber Aug. 3: Geraldton 5-7. Callett Greater: Tabor, Ia., 27-29; Meadville, Mo., 31-Aug. 2.

Cavalcade of Amusements: Kalamazoo, Mich.; Hammond, Ind., Aug. 2-7. Central States: Jewell, Kan., 26-28; Lincoln

29-31; (Fair) Hoxie Aug. 2-6.
Cetlin & Wilson; Youngstown, O.
Collins, Wm. T.: (Fair) Wadens, Minn., 26-29;
Minneapolis 30-Aug. 1; (Fair) Rochester 3-8.
Cherokee Am. Co.: Frankfort, Kan.; Lebanon Aug. 2-7.

Coleman Bros.: Troy, N. Y. Coleman's State Side: Black Oak (P. O. Gary).

Collins Bros.: Atwood, Kan.
Columbia: Milo, Me.; Greenville Aug. 2-7.
Continental: Schroon Lake, N. Y.
County Pair: Blue Hill, Neb., 28-30; Scotia Aug. 2-3.

Crafts Expo.; Redding, Calif., 27-Aug. 1. Crafts 20 Big: Richmond, Calif., 27-Aug. 1. Craig, Harry: Blackwell, Okia.; Lawton Aug.

Crystal Expo.: Wytheville, Va. Cumberland Valley: (Colored Fair) Murfrees-

Del-Mar: Dunbar, Pa. De Luxe: Westport, Conn.; Ware, Mass., Aug.

Denton, Johnny J.: Lexington, Ky. Dick's Greater: Mt. Holly, N. J. Dickerson: Nichols, S. C.
Dixieland: Doe Run, Ga.; Lenox Aug. 2-7.
Dobson's United: New Richmond, Wis., 26-29; Prescott 30-Aug. 1.

Douglas Greater: Bremerton, Wash. Down River Am. Co.: River Rouge, Mich., 27-

Dowland, Floyd: Sturgeon Bay, Wis. Drago Am.: Fairmount, Ind.; Flora Aug. 2-7. Dudley, D. S.: Seymour, Tex.

#### WANTED FOR BAILEY BROS.' CIRCUS

High class Frozen Contard Machine with own power plant. Privilege reasonable. Also fast stepping Program Man, Novelty Man for Menagerie, Berth and Cookhouse. Side Show People, Punch, other Useful People., Contact:

#### FRANK ELLIS

Bob Stevens

Colorado Springs, 28; Pueblo, 29; Waltenburg, 30; Rocky Ford, 31; La Junta, 1; Lamar, 2; all Colorado.

## WANTED PHONE MEN

Labor Festival U.P.C. and paper 25% plus 5% bonus. Work sober 8 to 5, five days week. Too hot for limbsters. If you can sell, this is a sweet one. Don't come until notified. Wire now, give two references, pay your own.

CIO LABOR FESTIVAL 8151/2 Congress, Houston, Texas

Elliott, L. W., Am. Co.: Whitmore Lake, Mich. Emsheff: Delayan, Wis., 31-Aug. 1; Round Lake, Ill., 5-8. Endy Bros.: (Pair) Harrington, Del. Ferris: Warsaw, N. Y. Fidler's United: Madison, Wis.; Jefferson Aug. Florida Am. Co.: Marion, Ind. Prancis, John: Green Lake, Wis.: West Bend Aug. 2-7, Franklin, Don: Winters, Tex.; San Angelo Aug. 2-7. Prazer, Sam: Bartley, Neb., 26-28; Eustis 29-31; Arneld Aug. 4-7. Frear's United: Council Bluffs, Ia. Garden State: (Fair) Himberton, Pa.; (Pair)

Hackettstown, N. J., Aug. 2-7.

Gem City: (Pair) Monroe, Wis.

Gentsch, J. A.: Hernando, Miss.

Globe: Harrisville, R. I.; Northbridge, Mass., Aug. 2-7. Gold Bond: Benson, Minn., 26-28; Ortonville 30-Aug. 3; Camby 5-8. Golden Gate: Predonia, Ky.; Eddyville Aug. 2-7. Golden Rule: Saxton, Pa.; Shade Gap Aug. Golden West: Vacaville, Calif.; Oroville Aug. Gooding Am. Co., No. 1: (Pair) Washington C. H., O. Gooding Am. Co., No. 2: (Pair) North Vernon, Ind. Gooding Am. Co., No. 3: Butler, Pa. Gooding Am. Co., No. 4: (Fair) Proctorville, O. Gooding Am. Co., No. 5: South Bend, Ind. Gooding Am. Co., No. 6: Strongsville, O. Gooding American Expo.: (Fair) Mt. Vernon, O. Gooding Park Attra .: (Pair) Rocky River, O. Gooding Greater: Decatur, Ind. Graceland Greater: Roseville, O. Gra-Loy: Waynesdale, Ind.; Whitestown Aug. Granite State, No. 1; East Providence, R. L. Grants Am.: Cechranton, Pa. Great Sutton: Belle Plaine, In., 26-28; Toledo 29-31.

> To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Greater Rainbow: Fairmont, Neb., 29-30; Ulysses 31-Aug. 1. Greater United: Littlefield, Tex. Groves Greater: Baten Rouge, La. Gulf Coast: Montgomery City, Mo. Hale's: Grinnell, Ia. Hames, Bill: McKinney, Tex. Happy Attrs.: Columbus, O.; Woodsfield Aug. Happyland: Owesso, Mich.; Wayne Aug. 2-8. Harris United: Shawnee, Okla. Harrison Greater: Winchester, Va. Hartsock Bros.: Labelle, Mo. Haywood: Flagler, Colo. Heller's Acme: Marcus Hook, Pa. Hennies Bros.: Milwaukee, Wis.
Henson, J. L.: Edwardsville, Ill.
Heth, L. J.: Madisonville, Ky.; Central City
Aug. 2-7. Cumberland Valley: (Colored Fair) Manager 2-7.

boro, Tenn.; (Pair) Alexandria Aug. 2-7.

Cunningham's: Toronto, O.

Curl. W. S.: Bethel, O.; Hagerstown, Ind., Aug.

Hottle, Buff: (Fair) Harrisburg, Ill., 26-30;

(Fair) Benton Aug. 2-6.

(Fair) Benton Aug. 2-6. Howard Bros.: Lucasville, O. Imperial Expo.: Beardstown, Ill. Imperial: (Fair) Macomb, Ill.; Taylorville Aug. Jayhawk Am. Co.: Orrick, Mo. J. & B.: Luray, Va. Johnny's United: Dunkirk, Ind.; Ossian Aug.

> Jollytime: Wilkes-Barre, Pa.
> Jones, Johnny J., Expo.: Salem, Ill.; Muncle,
> Ind., Aug. 2-7. J. P. M.: Danielson, Conn. Kaus, W. C.: Plymouth, Pa. Kilgore: Hamilton, Tex.; McGregor Aug. 2-7. Kirkwood, Joseph T.: Washington, D. C. Kuntz Bros.: Greenwood Lake, N. Y. LaCross: Colebrook, N. H.

> Lamb, L. B.: Donnellson, Ia.
>
> Lamb, L. B.: Donnellson, Ia.
>
> Lane, Sammy, Am. Co.: Licking, Mo., 26-28;
>
> Raymondville 30-31; Birch Tree Aug. 2-7.
>
> Lawrence Greater: Bradford, Pa.
>
> Lee United: Unionville, Mich., 27-28; Otisville

Leeright, J. R.: Minneapolis, Kan., 26-28; Clyde 29-31. Lewis, Ted: Odgensburg, N. J.; Boonton Aug. Lone Star; La Porte, Ind.; New Carlisle Aug.

Lottridge, Harry: Smithers, W. Va.; Marmet Aug. 2-7. Magic Empire: Portville, Ind.; (Fair) Centerville Aug. 2-7.

Magic Valley Am. Co.: Ignacio, Colo., 28-Aug. 1.

Aug. 1.

Maine Am.: Belfast, Me.

Majestic Greater, No. 2 Unit: McKeesport, Pa.;

Coopersville, Mich., Aug. 2-7.

Manning, Ross: Rumford, Me.

Marks, John H.: Pawtucket, R. I.

McCall, Jim: Macon, Ga.

McKee, John: Charlevoix, Mich.; Elk Rapids

Aug. 2-4; Kalkaska 5-8.

Merit: Buzzards Bay, Mass.

Merriam & Robinson: Sheffield, Is.

Merry Midway: Jamestown, Ind.; Greentown

Aug. 2-7.

Aug. 2-7.
Merryland: Beulah, Mich.
Miami Valley: Oak Hill, O.
Midway of Mirth: Mason City, Ill. Midway: Prairie Farm, Win., 27-Aug. 1: Connerville 2-3. Midwest: Joseph, Ore., 27-Aug. 1; Weiser, Idaho

Mid-Western Expo.: Moulton, In.; Agency Aug. 2-7. Mighty Hoosier State: Madison, Ind.; Latenta, Ey., Aug. 2-7.

Dumont: Trenton, N. J.; Washington Aug. 2-7. | Mighty Page; Newport, Tenn.
Dupree, Jimmie: LaJara, Colo., 28-Aug. 2. | Model: Knexville, In.
Dyer's Greater; Galva, Ill.; Marengo, Ia., Aug. | Model Shows of Canada; Sudbury, Ont., Can.,

Modernistic: Pruitland, Md.; Ridgely Aug. 2-7. Moore's Modern; (Pair) Paris, Ill., 25-30;

Farmer City Aug. 1-6.

Mound City, No. 1: Believille, Ill.

Murray Am. Co.: Potomac, Ill., 26-28; Piper
City 29-31; (Fair) Lafayette Aug. 2-6. Nelson, George W.: New Virginia, Ia., 28-30. Nessler's: Palmyra, III.: Chillicothe Aug. 2-7. Noian, Larry: Concordia, Kan., 28-28; (Fair) Barnes 29-31. Northwestern Amusement: Toledo, O.: Liberty

Center Aug. 2-7.
Ohio Valley: Milford, Ind.: Peru Aug. 3-7.
Olson Greater: Ambrose, N. D., 26-28; Westby,

Mont., 29-31.
Omar's Greater: Pittsburg, Kan.
O'Neal Attrs.: Garyville, La.; Luther Aug. 2-8.
Orange Blossom: Mechanicsburg, O.; Dunkirk Aug. 4-7.

Page Bros.: Franklin, Tenn.
Page, J. J.: Logan, W. Va.
Palace Amusements: Syracuse, Colo.
Palmetto Expo.: Blacksburg, S. C. Paul's Am .: Westville, Okla .; Crane, Mo., Aug.

Peerless Celebration: Duncanville, Pa. Penn Am. Co.; Berwick, Pa.; Wormleysburg Aug. 2-7. Penn Premier: Palconer, N. Y.; Batavia Aug.

Peppers All-State: Elizabethtown, Ky. Perry, Jack J.: York, Pa.
Pike Am.: Seymour, Mo.: Humansville Aug. 2-7.
Pine State: Tullahoma, Tenn.
Pioneer: Benton, Pa.: Mansfield Aug. 2-7.
Playland United: Berkley, Mich.; Lake Orion

Playtime Am.: Conimicut, R. L. Playtime Am., No. 2: Provincetown, Mass. Powelson Greater: Berea, O.; West Lafavette Aug. 4-7.

Prell's Broadway: Hicksville, L. I., N. Y. Queen City: Lore City. O. Raierty, James: Jacksonville, N. C.
Raines Am. Co.: Jenny Lind, Ark.; (Pair)
Hatfield Aug. 5-7.
Reid, King: Saranac Lake, N. Y.; Boonville
Aug. 2-7.

Robertson Bros.: Richmond, Ky,
Rockwell, Mike: Kinsley, Kan.
Rogers Bros.: Carver, Minn., J1-Aug. 1; Olivia
2-4; Howard Lake 5-8.
Rosers Greater (Pain) Rosersort, Ind.: (Pain)

Rogers Greater: (Pair) Rockport, Ind.; (Pair) Boonville Aug. 2-7. Rosen, H. B.; Hillsboro, O. Rosen, H. B.: Hillsboro, C.
Royal American: (Fair) Regina, Sask., Can.
Royal Crown: Logansport, Ind.
Royal Expo.: Cheverly, Md.
Rumble Am. Co.: Farmersburg, Ind.
Rupe's Midway for Fun: Victoria, Kan.
Schafer: Hillsboro, Tex.; Hico Aug. 2-7.
Scott's Am. Co.: Ellaville, Ga.
Scotty's United: Lohrville, Ia.; Buffalo Center
Aug. 5-6.

Aug. 5-6. Shan Broz.: Bradshaw, W. Va. Slebrand Bros.: Minot, N. D. Silver Slipper: Owingsville, Ky. Silver States, No. 1; Millard, Neb., 26-28; Elk-

Silver States, No. 2: Battle Creek, In., 29-31; Pacific Junction Aug. 5-7. Skerbeck: Manistique, Mich.; Houghton Aug.

Smith Am. Co.: Carthage, Tex.; Pittsburg Aug. 2-7. Smith, Casey: Hammon, Okla. Smith, George Clyde: Mt. Pleasant, Pa.; Scalp Level Aug. 2-7. Snapp Greater: Slinger, Wis.; Cedarburg Aug.

Southern Valley: Pocahentas, Ark.; Mansfield,
Mo., Aug. 2-7.
Srader, M. A.: Russell, Kan.
Standard Am. Co.: La Fayette, Tenn.
Star Am. Co.: Melbourne, Ark.
Starbler, Greater, Holsonole, Pa Steblar Greater: Holsopple, Pa. Stephens, C. A.: Ineger, W. Va. Stipe's: (Rice & Lawson Sts.) St. Paul, Minn., 26-Aug. 3.

Strates, James E.: Rochester, N. Y.; (Pair) Clearfield, Pa., Aug. 2-7.

Stumbo, Fred R.: Green Forest, Ark. Sunflower State: (Fair) Lenora, Han. Sunset Am. Co.: (Fair) Thirf River Palls, Minn., 28-Aug. 5. Tatham Bros.: Deer Creek, Ill., 26-27; Gardner

Tatham Bros.: Deer Creek, III., 26-27; Gardner
29-30; (Pair) Milford Aug. 1-5.
Texas: Ralls, Tex.
Thomas Am.: Cicero, Ind.
Thomas Joyland: Lawrenceburg, Ind.
Thompson Bres., Unit No. 2: Cloudersport, Pa.:
Hastings Aug. 2-7.
Tidwell, T. J.: Borger, Tex.
Tip Top: Hayward, Wis.
Tivoli Expe.: Boone, Ia.
Tri-City Rides: Cordova, III., 26-28; Buckley
29-30; Preston, Ia., Aug. 3-7.
Turner Bros.: (Pair) Urbans, III.
20th Century: Downs, Kan.
Twin City: Grant City, Mo.
Utah Expo.: Grand Junction, Colo.
United Expc.: Mt. Olive, III.
United States: Sabraton, W. Va.: Davis Aug.

United States; Sabraton, W. Va.; Davis Aug.

Veterans United: Westside, Is., 26-28; Lehr-ville 29-31; Madrid Aug. 2-4. Victory Expo.: Moberly, Mo. Victory United: Armour, S. D., 26-29; Plankin-ton 29-31.

ton 29-31.

Virginia Greater: Cambridge, Md.

Wade, W. G., No. 1: (Pair) Ithnea, Mich.;

(Pair) Hastings Aug. 3-7.

Wade, W. G., No. 2: (Pair) Cassopolis, Mich.;

Greenville Aug. 3-7.

Wallace Bros. of Canada: (Pair) Bed Deer,

Alta., Can., 28-31; (Pair) North Battleford,

Sask., Aug. 2-4; (Pair) Prince Albert 5-7.

Wallace Bros.; Georgetown, Ry.

Wallace, I. K.; Cuba, N. Y.

Wallace & Murray: Bluefield, W. Va.

W. E. Attro.; Lynnville, Tenn.

West Coast: Eastside, Ore.; Springfield Aug.

2-7.

Whalen & Riley: Beaver, Okla. Wheeler, Eddie L.; Benton, Tenn.; Copperhill Aug. 2-7. White, Art: Reynoldsville, Pa.; East Butler

Aug. 2-7. White's Rides: White Pine, Tenn. White Star Attrs.: Porest, O. Williams Am. Co.: Clinchport, Va. Wilson Greater: Toocle, Utah. Wilson's Famous: Le Harpe, Ill., 25-30; (Pair) Lewistown Aug. 3-6.

## Rhode Island Sp Draw Hefty Cro

PROVIDENCE, July 24 .- Be sorts and amusement parks area registered high attendance over the past week-end.

The South County district Green Hill to Bonnet Shore invaded Sunday (18) by crowd mated at 75,000, with heaviest Scarborough State Beach, Nar sett, which drew 27,000 b equaling the record turnout of

Beaches from Watch Hill eas to Charleston were overrun crowd estimated at 60,000, will Misquamicut Beach section dr more than 35,000.

East Provid nce's fun spot, cent Park, als) reported a good and brisk bus' ess. Boasting th Roller Coasts in Rhode Islan addition to se eral other major this park features shore dinners er skating and dancing.

Recently opened Rocky Point at Warwick Neck, also offers m ous rides and games, plus free a tions. Current free act is the C Kirks.

#### Pearse To Draft Long-Re Plan for Hutchinson,

RALEIGH, N. C., July 24 .-Pearse, fairgrounds designerneer, announced at his home that he has signed to prepare a range building and development for Kansas State Fair, Hutchis The plan, he said, is to provid anticipated needs of the nex years.

Pearse returned here this from Hutchinson, where he pleted negotiations with fair office

Wolf Greater: Spring Valley, Minn., Hopkins 30-Aug. 1; (Fair) Kasson Aug Wolfe Am.: Amherst, Va. World of Mirth: Lewisten, Me. World of Pleasure: Warren, O. World of Today: Waterloo, Ia.; Pari Minn., Aug. 4-7. Young's Am.; Hanover, III.; Eric Aug. | Ziegler: Everett, Wash.

## Circus Route

2160 Patterson St., Cincinnati 22,

Beatty, Clyde: Wankesba, Wis., 27; Burling 28; S. Beloit, Ill., 29; De Kalb 30; San 31; Rock Island Aug. 1.

Bailey Bros.: Colorado Springs, Colo., Pueblo 29; Walsenburg 30; Rocky Ford La Junta Aug. 1; Lamar 2.

Cole Bros.: Galesburg, Ill., 27; Quincy Jacksonville 20; Litchfield 30; Matteon Cole, James M.: Lowville, N. Y., 27; Pur 38; Fulton 29; Cazenovia 30; Sherbourns Datley Bros.: Centerville, Ia., 27; Ottumville Newton 29; Iowa City 36; Vinton 31; Gould, Jay: Gilman, Ill., 28-29; Nekomis 39; Palmyra Aug. 1-3; [Pair) Brownstown 6; Hunt Bros.: Lakewood, N. J., 29; Kelly, Al G., & Miller Bros.: Founton, 16; 27; Red Lake Falls 28; Warren 29; Graf N. D., 30; Hallock, Minn., 31.

King Bros.: Freehold, N. J., 27; Hadden 22; Camden 29; Cape May 30; Bridgets, Annapolis, Md., Aug. 2.

Mills Bros.: Auburn, N. Y., 27; Byracus Cortland 29; Ithaca 30; Elmira 31; Walang 2; Hinghamton 3; Eidney 4; Oncom Norwich 6; Oueida 7.

Polack Bros. (Eastern): (Athletic Field) Matthe, 31-Aug. 2; (Pairgrounds) Jackson Polack Bros. (Western): (Peabody States Polack Bros. (Western): (Peabody States Santa Barbara, Calif., 27-20; (Hi Access Santa Barbara, Calif., 27-20; (Hi Access Santa Cruz 3-4.

Etingilng Bros. and Barnum & Baffer: Matthesia Barbara, Calif., 27-20; (Hi Access Santa Cruz 3-4.

Etingilng Bros. and Barnum & Baffer: Matthesia Barbara, Calif., 27-20; (Hi Access Santa Cruz 3-4.

Santa Cruz 3-4. Wiz., 27; La Crosse 26; Minucapolis, M 29-10; St. Paul 31; Mankato Aug. 1; Palis, S. D., 2; Sieux City, Ia., 3; Dodge 4; Des Moines 5; Omaha, Net Lincoln 7.

### Misc. Routes

2160 Patterson St. Cincinnoti 22

Bradley & Benson Hillbilly Jambores: Glas-Lewis, Bud, Radio Roadshow: Brockville, 28; Brackenridge 29-30. McKennon, Joe, Stageshow: Amarillo,

26-Aug. 7.
Plunkett's Stageshow: Hemingford, Neb-31; Bridgeport Aug. 2-4; Scotisbluff 3-Slout Show: Manchester, Mich. 26-31; Or

Ind., Aug. 2-7, --

for full information and prices on

Popping Corn oxes . Cocoanut Oil Corn Syrup Seasoning • Cones Popcorn Machines

have everything necessary put you in the popcorn busis. All you need are the four

INC.

LBERT N. DUKER, President

JICK, DEPENDABLE SERVICE **SINCE 1903** 

SALES OFFICE 519 Broadway, New York 19 Circle 7-4343

PLANT

11 Jay Street, New York 13 WAlker 5-5359

# Golden Yellow

(Formerly Called "Nucol")

added to seasoning, so that when poporn is kettle-popped it comes popular is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES, Cost very small, for it coes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be unsiled on receipt of 10¢ cash or stamps to cover handling expense.

KEM COMPANY 2301 N. 11th St.



Kernel Prunty Says:

Keep your good humat during those rush periods" By using

RUSH HOUR POPCORN

When in Need at the Fallowing-

PEANUTS PEANUT ROASTERS (With Warmer)

POPCORN MACHINES, OILS, TONS, CONES, BAGS, ETC.

Price list of full line of supplies sent upon request.

ITY SEED & GRAIN CO.

-Papearn Processors-St. Louis 2. Mo.

# OOTING GALLERIES

es for Eastern and Western Type Galleries. 1927. WRITE FOR CIRCULAR.

W. TERRENING OCEAN PARK, CALIF. BUILT BETTER . . .

TO LAST LONGER ...

Made by the

makers of

KIDDIE AUTO RIDE

KIDDIE

MERRY-GO-ROUND

MOON ROCKET

LOOPER

MURRICANE

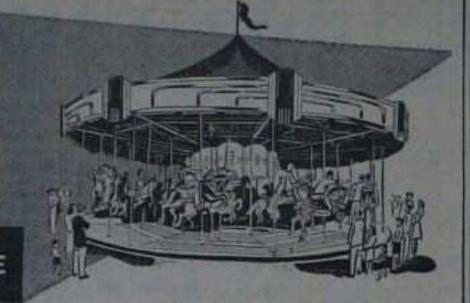
CATERPILLAR

WATER SCOOTER

and other famous

riding devices

WITH LESS MAINTENANCE



# ALLAN HERSCHELL MERRY-GO-ROUNDS

More Allan Herschell Merry-Go-Rounds are in use today than any other make. Many have been in service for 35 years, and are still going strong!

There's a reason for such outstanding popularity and performance, of course. And the reason is simply that they are built better. Allan Herschell takes no easy "short-cuts." You get the best in engineering skill, materials and workmanship. It pays to insist on Allan Herschell.

AH Merry-Go-Rounds are available in 36, 40 and 45 ft. sizes, two, three and four abreast. Write, wire or phone for complete specifications, prices and delivery schedule.

# ALLAN HERSCHELL COMPANY, Inc. NORTH TONAWANDA, NEW YORK

World's largest manufacturers of amusement rides

# ROCK-O-PLANE

The New Eyerly Ride

Consistently grossing more than other units on first tryout. Price, specifications and delivery information on request.

EYERLY AIRCRAFT CO.

Salem, Oregon

# Popcorn Profits Doubled with CRETORS auxiliary **GIANT MODEL 41**

A fast, trouble-free papper that pops corn direct in the seasoning and sait. Pops two pounds of raw corn each popping, giving about 13 bushels of pupped corn pur hour. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.

HEADQUARTERS FOR

**PURDUE HYBRID** S. A. CORN

Immediate delivery on Cocoanut Oil, Peanut Oil, Salt, Boxes



POPPERS BOY PRODUCTS CO.

60 E. 13TH ST. CHICAGO 5

Used Everywhere for Over 30 Years

# PRINTED TO YOUR ORDER

CKELO. SHAMOKIN, PA. Send Cash with Order, Stock Tickets, \$20.00 per 100,000.

100,000

### 20,000 ..... 10.25 50,000 ..... 15.75

# BACK OF EVERY

(Automatic-Electrically Operated)

(Machine Listed Underwriters' Lab.)

30 YEARS' EXPERIENCE in coin-operated machines

Compare These Features

PRICE \$189.50 F.O.B. Los Angeles



- \* Beautiful Baked **Enamel Finish**
- \* Sturdy Steel Cabinet
- \* 991/2% Slug Proof
- \* Low Electric Consumption
- \* Can Be Filled Without Operator Calling
- \* Easy To Service and Clean
- \* 16"x16" Wide, 62" High
- \* 67 Lbs. Approx. Net Weight Practical—Dependable

LIMITED TERRITORIES AVAILABLE Write for Name of Your Nearest Distributor

### NORSOAMERICA

356 So. Broadway, Los Angeles 13, Calif. MAdison 6-3746 Cable Address: NOSOAM



### Model No. 4ET (Electric)

A large motor-driven machine with an unusual reputation for speed and durability. Will handle all coins. Automatically locks after each count of 20, 25, 30, 40 or 50 coins or will count indefinitely into a bag. Register can be reset to zero.



Adjustable for pennies, nickels, dimes, quarters or halves. Can be set to lock automatically when 20, 25, 30, 40 or 50 coins have been counted or will count indefinitely into a bag. An operator can count and package 400 coins a minute or count 2,000 coins into a bag. Register can be reset to zero.

We will gladly send you material on our RAPID COIN ASSORTER and our catalogue on moneyhandling supplies and equipment.

We are the largest makers of COLORED tubular coin wrappers.

COIN COUNTER COMPANY 143rd St. & Wales Ave., New York 54, N. Y.

### ALABAMA

Anniston-Calhoun Co. Fair. Sept. 7-11, Athens-Limestone Co. Fair Asan. Week of Sept. 20. W. I. Dobbins. Athens-Limestone Co. Colored Pair. Sept. 27-Oct. 2. Maxie Allen. Atmore-Escambia Co. Fair. Oct. 8-9. Attalla-Etowah Co. Pair Assn. Week of Sept. 27. Riley L. Hamby. Birmingham-Alabama State Pair. Oct. 4-9.

R. H. McIntosh. Dothan-Houston Co. Tri-State Pair. Oct. 25-30. Mrs. L. J. Lunsford. Plorence-North Ala, State Fair, Sept. 20-25,

C. H. Jackson. Huntsville-Madison Co. Fair, Sept. 20-25. Marie Dickson. Jasper-Walker Co. Pair Assn. Sept. 20-25.

James D. Dickson. Lexington-Lexington Fair Asan, Oct. 7-9. C. P. McMeans, Laverne-Crenshaw Co. Fair Assn., Oct. 11-16.

### ARIZONA

Duncan-Greenlee Co. Pair. Oct. 15-16. Stanley W. Coon. Holbrook-Navajo Co. Fair Asan. Sept. 17-19. John H. Miller. Prescott-Yavapai Co. Fair. Sept. 36-Oct. 3. Enfford-Graham Co. Fair. Oct. 28-39. Col. E. D. Householder.

### ARKANSAS

Arkndelphin-Clark Co. Fair. Sept. 9-11. A. T. Goodlow. Ashdown-Little River Co. Fair Assn. Sept. 16-18. C. M. Lamkin. Bentonville-Benton Co. Fair Assn. Sept. 28-Oct. 1. Arthur Smith.

Benton-Saline Co. Fair Asan. Sept. 13-18. Milt Scott. Biytheville-Northeast Ark. District Pair. Sept. 21-26. Robt. E. Blaylock.

Booneville-Logan Co. Livestock Show & Pair. Sept. 16-18. George E. Lusk Jr. Clarksville-Johnson Co. Pair Assn. Sept. 27-Oct. 2. Lucile Miller.

Danville-Yell Co. Free Pair Asen. Oct. 13-16. J. B. Briggs. De Queen -Sevier Co. Pair Assn. Sept. 23-25. Ralph B. Kite. El Dorado-Union Co. Livestock Assn. Sept.

27-Oct. 2. Julius Miller. Eudora-Chicot Co. Pair. Sept. 20-22. W. H. Payetteville-Washington Co. Fair Assn. Sept. 15-18. James W. Holder.

Fort Smith-Ark.-Okla. Livestock Expo. Sept. 19-25. A. D. Murphy. Greenwood-Sebastian Co. Free Fair Assn. Sept. 9-11. Earl Pryor. Hamburg-Ashley Co. Fair Assn. Sept. 23-25.

Tom Durham. Hampton-Calhoun Co. Fair Assn. Sept. 23-25. L. A. Primm. Harrisburg-Poinsett Co. Pair Asan. Sept. 22-

25. Edward S. Maddox. Hatfield-Hatfield Fair Assn. Aug. 5-7. Mrs. Merced-35th District Agri. Fair Assn. Sept. Hazen-Prairie Co. Fair. Sept. 16-18. W. H.

Heber Springs-Cleburne Co. Fair Assn. Sept. 24-25. Oscar Patchell. Hope Third Agrl. Dist. Livestock Show Assn. Sept. 20-25. Chas. A. Armitage.

Imbeden-Lawrence Co. Fair Assn. Sept. 30-Oct. 2. Austin Stovall. Jasper-Newton Co. Fair Assn. Sept. 23-25. Iris Fern Spencer. Little Rock-Arkansas Livestock Show. Oct.

4-10. Clyde E. Byrd. Lonoke-Lonoke Co. Fair. Sept. 30-Oct. 2. J. Magnolia-Columbia Co. Fair. Last week in Sept. W. L. Jameson Jr.

McGehee-Desha Co. Fair Assn. Sept. 27-Oct. 2, A. C. Isch. Mena-Polk Co. Fair Assn. Sept. 13-18. Richard Barham. Monticello-Drew Co. Fair. Sept 16-18. Richard Lee. Morrilton-Conway Co. Fair. Sept. 16-18. E.

M. Coleman. Mount Ida-Montgomery Co. Fair Assn. Sept. 20-25. Cleo Ray. Mulberry-Crawford Co. Fair Assn. Sept. 13-18. T. J. House.

Newport-Jackson Co. Fair, Sept. 23-25. P. L. Ozark-Franklin Co. Fair Assn. Sept. 16-18. J. M. Hopper.

Paris-Logan Co. Pree Pair Asan. Sept. 27-Oct. 2. Arnold B. Sikes. Paragould-Greene Co. Fair. Sept. 13-18. Earl E. Eirk.

Perryville-Perry Co. Pair Assn. Sept. 30- Susanville-Lassen Co. Pair. Aug. 17-22. A.

P. O. Box 911

### 1948 FAIR DATES TRADE SERVICE PE ATURE

Piggott-Clay Co. Fair Asen. Sept. 36-Oct. 2. | Tulare-Tulare-Kings Co. Pair Asen. Sept. Pocahontas—Randolph Co. Pair. Week-end of Sept. 12. A. C. DeCierk. Prescott—Nevada Co. Fair Assn. Sept. 15-16. J. A. Craig Jr. Russellville-Pope Co. Fair Assn. Sept. 21-25. W. B. Langford. Siloam Springs Tri-County Pair. Sept. 29-Oct. I. Robt. Henry. Sparkman - Dallas Co, Pair, Sept. 15-17. James Taylor. Waldron-Scott Co. Pair Asan, Sept. 30-Oct. 2. Norman Goodner. Wynne-Cross Co. Pair. Sept. 2-4. Roy

### CALIFORNIA

Urler.

Anderson-Shasta Co. District Fair, Sept. 9-12, Dudley V. Saeltzer. Phoenix-Arizona State Fair. Nov. 5-14. Paul Antioch-Contra Costa Co. Pair. Sept. 24-26. Norman D. Sundborg. Auburn-20th District Agrl. Assn. Sept. 24-26, L. F. Morgan. Bikersfield-Kern Co. Fair, Sept. 28-Oct. 3, Lee Clark, Boonville-Mendocino Co. Pair. Oct. 1-3. H. J. June. Caruthers—Caruthers District Pair. Oct. 14-16. James L. Edmonson. Cedarville-Modec Co. Fair. Aug. 27-29. John C. Smitt. Column-Column Co. Harvest Featival. Sept. 23-26. Wm. S. Randall. Crescent City-Del Norte Co. Pair, Aug. 20-22, R. B. McClure. Ferndale-Humboldt Co. Pair, Aug. 10-15. Dr. Jos. N. D. Hindley. Fresno-Fresno District Fair, Oct. 5-10. Tom A. Dodge. Grass Valley-Nevada Co. Pair. Aug. 26-29. Loyle Preeman. Gridley-Butte Co. Pair. Sept. 16-19. Joseph E. Whitaker. Hanford-Kings Co. Patr. Oct. 13-16. Norman H. Helt. Hayfork-Trinity Co. Pair. Aug. 28-29. J. D. Berry. Hemet-46th District Agrl. Assn. Oct. 6-10. Fred M. Bruderlin. Jacob M. Leonard.

Hollister-33d District Agrl. Assn. Oct. 8-10. Lakeport-49th District Agri. Assn. Sept. 4-6. C. P. Lewis.

Lancaster-Antelope Valley Fair. Sept. 9-12. D. R. Jaqua. McArthur—Shasta Co. Inter-Mountain Pair, Sept. 4-6. George Ingram. Madera—Madera District Fair. Sept. 30-Oct. 3. J. T. O'Shaughnessy, Mariposa - Mariposa Co. Pair. Sept. 4-6. Dale

K. Campbell. 14-19. W. C. Woxberg. Monterey Monterey Co. Fair. Sept. 23-26. Fred S. McCargar.

Napa--25th District Agrl, Fair. Aug. 12-15. Lowell J. Edington. Griand-Glenn Co. Fair. Sept. 15-19. J. W. Bequette. Paso Robles-16th District Agrl. Assn. Sept. 16-19. Lawrence W. Lewin.

Placerville-El Dorado Co. Fair Assn Sept. 10-12, Robt, K. Woodward. Plymouth-Amader Co. Pair. Aug. 27-29. Wentworth Lynch.

Pomona—Los Angelea Co. Fair Asen. Sept.

17-Oct. 3. C. B. Afflerbaugh.

Quincy-Plumas Co. Pair Assn. Aug. 13-15. Martin W. Sword.

Red Bluff-Tehama Co. Fair. Sept. 24-26.

George P. Blake.

Roseville-Placer Co. Pair Assn. Aug. 19-22. Tom J. Pugh.

Sacramento-California State Pair. Sept. 2-12. E. P. Green. San Fernando-51st District Agrl. Asen. Aug. 27-29. Henry C. Coles.

San Francisco-Grand Natl. Livestock Expo., Horac Show & Rodeo, Oct. 29-Nov. 7. Carl L. Garrison. San Jose-Santa Clara Co. Fair Asin. Sept. 13-19. Russell E. Pettit.

San Mateo-San Mateo Co. Pair Assn. Aug 12-22. Norvell Gillespie.
Santa Rosa—Sonoma Co. Pair Assn. July 30-Aug. 7. Weslie Jamison.
Sonora—Mother Lode Pair. Sept. 15-18. Mrs.

Frances M. Graham.
Stockton—San Joaquin Co. Pair. Aug. 21-29.
E. G. Vollmann.

Texarkana, Ark.-Tex.

Paramount Fireworks Co.

Presenting the Finest in Display Fireworks

FAIR SECRETARIES

Write Today for Our Fireworks Folder No. 2-A

IT INCLUDES

A DIFFERENT SHOW EACH NIGHT

THE SERVICES OF OUR EXPERT OPERATORS

PUBLIC AND PROPERTY LIABILITY INSURANCE

NO CHARGE FOR ANY DISPLAY RAINED OUT

POSTER ADVERTISING AND NEWSPAPER COPY

ANIMATED COMICS, FLORAL FANTASIES, PATRIOTIC

● PROGRAM NO. 2-A COSTS LESS THAN MOST FREE ACTS

FRED HERRIN JR., General Manager

SPECTACLES, BEAUTIFUL AND NOISY AERIAL BOMBS

21-26. A. J. Elliott. Turlock-38th District Agrl. Assn. Aug. 5-15. W. P. Hollingsworth. Ukiah-12th District Agrl. Assn. Aug. 20-22. W. C. Peters. Ventura-Ventura Co. Pair. Oct. 6-10. Robt. E. Stuart Watsonville-Santa Cruz Co. Fair. Sept. 30-Oct. 2. E. P. Johnson. Yreka-Siskiyou Co. Pair. Sept. 4-6. Edward

COLORADO Akron-Washington Co. Pair-Rodeo. Aug. 16-18. Brandt Wenig. Alamosa-San Luis Valley Pair, Sept. 16-18. Robt. E. McGee. Brighten-Adams Co. Junier Pair. Aug. 17-18. Don Young. Brush-Morgan Co. Junior Pair. Aug. 12-13. Jack French. Burlington-Kit Carson Co. Pair. Aug. 17-19. Harley Bhoades. Calhan-El Paso Co. Fair. Second week in Sept. A. L. Pelper. Castle Rock-Douglas Co. Pair. Sept. 11-12. Chas. E. Kirk. Craig-Moffat Co. Pair. Sept. 9-10. Walter

J. Gregory.

Del Norte—San Luis Valley Livestock Fair.

Oct. 21-23. Dean Hammond.

Sant. 2-8. Poht. D. Denver-Denver Fair, Sept. 7-9. Robt. D. Buck, 125 Municipal Bidg. Durango-San Juan Basin Fair. Oct. 1-3. Fred Ereager. Eads-Kiewa Co. Free Pair. Sept. 9-11. C. E.

Hightower. Greeley-Weld Co. Junior Pair. Aug. 10-12. Chas. P. Lane. Hayden-Routt Co. Pair Assn. Sept. 2-4. George J. Rober.

Holyoke-Phillips Co. Pair. Sept. 2-4. George J. Rober. Hotchkiss-Delta Co. Pair & Rodeo. Sept. 8-11. Mark Clay. Rugo-Lincoln Co. Free Fair & Rodeo. Aug. 19-21. Robert Igou.

Juleaburg-Sedwick Co. Fair. Aug. 16-18. Don. W. Acott. Klowa-Elbert Co. Pair Assn. Aug. 12-13. J. Stringer. Kremmling-Middle Park Fair Asan. Sept. 24-25. Mike H. Hinman. LaVeta-Huerfano Co. 4-H Fair. Aug. 19-20.

Chas, Boyd. Littleton-Arapahoe Co. Pair Assn. Aug. 11-15. U. C. Thomas. Longmont-Boulder Co. Pair Assn. Aug. 19-22. T. G. Thompson,

Loveland-Larimer Co. Fair-Rodeo. Aug. 16-18. Paul L. Olinger. Montrose-Montrose Fair & Rodeo, Aug. 18-20. Richard Randall. Pueblo-Colorado State Fair. Aug. 23-27. Frank H. Means.

Rifle—Garneld Co. Pair-Rodeo Asan. Sept. 4-6. James W. Hybarger. Rocky Ford—Arkansas Valley Pair Asan. Aug. 31-Sept. Z. W. H. Kittle.

Sterling-Logan Co. Fair & Roundup. Aug.

12-14. H. E. McKenzie.

Trinidad-Las Animas Co. 4-H Fair, Sept. 4-6. Verne Stewart, Yuma-Yuma Co. Fair Assn. Aug. 10-12, L. E. Burley-Cassta Co. Fair & Roden. Aug.

### CONNECTICUT

Avon-Hartford Co. 4-H Pair. Sept. 3-4. Barbara George, Collinaville, Conn. Berlin-Berlin Grange Pair. Sept. 17-18. Mrs. Emma Suprenant. Bethlehem-Bethlehem Fair. Sept. 11-12, Mrs.

Frank Devine, Waterbury, Conn. Brooklyn-Windham Co. Pair. Sept. 16-19. Mrs. H. Freeman Strunk. Chester-Chester Agrl. Soc. Aug. 28-29. Wm. G. Stark. Danbury-Danbury Fair. Oct. 2-10. John W.

Durham Durham Agrl. Pair Assn. (Durham Fair). Sept. 24-25. John A. Jackson. Durham Middlesex Co. 4-H Fair Assn. Aug. 27-28. Lillian E. Lawler, Higganum, Conn. Goshen-Goshen Agri. Soc. Sept. 5-6. Edward

N. Randall. Guilford-Guilford Agrl. Soc. Sept. 29. Marie E. Griswold.

Haddam Neck-Haddam Neck Fair Assn. Sept. 6. Leonard J. Selden, R. D. 1. E. Hampton, Harwinton-Harwinton Pair. Oct. 2-3. Merle H. Plankett, R. P. D. 2, Torrington. yme-Lyme Grange Pair Assn. Aug. 25, Mrs. Reginald W. Stark.

Madison-Puture Parmers' Pair, Sept. 18. Raymond Jennings.

Raymond Jennings.

Mariborough—Mariborough Grange Fair. Aug.

28. Mrs. Howard B. Lord.

Mansfield—Echo Grange Fair. Sept. 18. Pred
Rosebrooks, Willimantic, Conn.

Meriden—Meriden Grange Pair. Sept. 16-17.

Mrs. Bertha B. Tinkham, S. Meriden.

Monroe—Fairfield Co. 4-H Fair. Aug. 27-28.

Mrs. Rosemary Potenniana, R. D. 4, Danbury.

North Haven—North Haven Pair Assn. Sept.

10-12. Laura T. Bartiett.

North Stonington—New London Co. 4-H Pair.

Sept. J-4. Marjorie E. Bullard, Norwich.

Orange—New Haven Co. 4-H Pair Assn. Aug.

20-21. Beverly C. Yale, Meriden, Conn.

20-21. Beverly C. Yale, Meriden, Conn.
Riverton-Union Agri. Soc. Oct. 12. Grace
D. Seymour, R. D. 2. Winsted, Conn.
Rocky Hill-Rocky Hill Grange Fair. Sept.
10-11. Derothy B. Herrick.
Somers-Union Agri. Soc. Sept. 29. B. R.
Grant Melross. Conn.

Grant, Melrose, Conn. Stafford Springs-Stafford Pair. Sept. 30-Oct.

3. C. D. Benton. Vernon-Tolland Co. 4-H Fair. Sept. 3-4. Ellen M. Abbe, R. D., Hazardville, Conn. Wallingford-Wallingford Grange Fair. Sept. 11. Plora E. Hough

Wapping - Wapping Pair. Sept. 11. Mrs. Barbara Potterton, Manchester, Conn. Woodstock - Woodstock Agri. Sec. Sept. 2-6. Donald B. Williams, R. 3, Putnam, Conn.

DELAWARE

Harrington-Kent & Sussex Co. Fair. July 26-31. Ernest Raughley.

FLORIDA

Crestview—Legion Harvest Pair.
H. A. King.
DePuniak Springs—Walton Co.
No. 5-13. Basil E. Moore.
Pensacola—Pensacola Interstate
18-23. J. E. Frenkel.
Tallahassee—Leon Co. Pair Assn.
Lloyd Rhoden.

### GEORGIA

Adel-Cook Co. Pair. Oct. 4-9. J. T. Oct. 25. O. C. Johnson Athens—Athens Agri, Pair. Oct. H. Williams. Atlanta—Southeastern Pair Assn.

Mike Benton. Augusta-Exchange Club Pair Cet. O. McGalice.

Bainbridge - Decatur Co. Pair. E. Rich.

Canton-Cherokee Co. Pair Assn.

O. E. Morgan Jr.
Cartersville—Barton Co. Legion Fa.
20-25. V. H. Waldrop.
Cedartown—Northwest Ga. Pair As
11-16. Thomas Adamsson. Columbus-Chattahoochee Valley Ex

Columbus—Chattahoochee Vancy En 11-16. F. L. Jenkins. Conyers—Rockdale Co. Fair. Sept. : A. C. Ellington. Cordele—Central Georgia Pair. On J. D. Rainey. Decatur—DeKalb Harvest Festival. 25. Dr. C. C. Von Gremp. Eastman—Dodge Co. Legion Fair. O

R. T. Ragan. Extenton-Putnam Co. Fair. Oct. 4-9. Lawrence.

Elberton-Elberton Pair. Sept. 27-0-V. Hulme. Gainesville-Northeast Ga. Pair Ass.

27-Oct. 2. H. H. Adderholdt. Hawkinsville—Pulaski Co. Fair Assn. 30. Roger H. Lawson. Jackson—Butts Co. Fair Assn. Oc

W. M. Redman. La Payette-Walker Co. Pair Assn. Oct. 4. W. E. McKeown.

Lawrenceville-Gwinnett Co. Pair. Soct. 2. P. V. Kelly.

Macon-Georgia State Fair. Oct. 19

Ross Jordan.

Madison—Am. Legion Morgan Co. Pair 20-25. J. H. Turner. Manchester—Tri-County Pair. Sept. 2. Welby Grimth. Milledgeville—Middle Georgia Pair. V. Oct. 11. P. Paisley Davis. Monroe—Walton Co. Legion Pair. Oct. H. H. Shores.

Quitman-Brooks Co. Pair Assn. Oct. J. P. Bass. Sandersville-Washington Co. Fair. 16. D. E. McMaster.

Sparts-Hancock Co. Fair. Sept. 27-J. David Dyer. Summerville-Chattonga Co. Fair Assn. week in Oct. Hubert Gilkerson.

Swainsboro-Emanuel Co. Fair. Oct. Earl M. Varner. Valdosta-South Georgia Pair. Nov. 8-K. Wilkinson

Wayerers-Dixle Pair, Oct. 18-23. Linte ins, Chamber of Commerce.

### IDAHO

Blackfoot-Eastern Idaho State Pair. 14-18. Ival H. Wartchow. Boise-Western Idaho State Pair. Au W. L. Hendrix

Saul H. Clark. Cambridge-Washington Co. Fair Assa week in Sept. Buck Howland. Cocur d'Alene-Kootenni Co. Pair. Se 25. C. W. Neider.

Downey-Marsh Valley Fair & Rodes. 3-4. B. M. Almend. Emmett-Gem Co. Fair, Aug. 28-21. Johnnnesen.

Piler-Twin Palls Co. Fair & Roden. 31-Sept. 3. Thomas Parks. Gooding-Gooding Co. Pair & Rodes
19-21. Lieurn Lucke.
Grace-Bannock Co. Pair. Aug. 13-14.
D. Petty, Swan Lake, Idaho.
Grangeville-Idaho Co. Pair. Sept.

Wesley H. Jenkins. Homedale Owykee Co. Pair.

Erma Parker. Jerome Jerome Co. Pair Assn. Sept. Chan, Andress.

Lava Hot Springs—Bannock Co. Pair.

27-28. Wm. D. Petty, Swan Lake, Sca
Lewiston—Lewiston Round-Up & Pair.

16-12. Joe M. Skok.

Malad City—Oneida Co. Pair. SepiK. V. Hanson.

Montpeller—Bear Lake Co. Pair. Aug. J.

H. G. Nuckols.

Moscow-Latah Co, Patr. Sept. 23-24. Orofino-Clearwater Co. Pair. Sept. 24-3 Preston-Franklin Co. Pair. Aug. 21-38.

L. Roberts. Ririe-Jefferson Co. Patr. Sept. 10-11.

Saint Maries—Benewah Co. Pair Assa. 16-18. R. Loren Kambitsch. Weiser—Weiser Round-Up Assa. Aug Claude Wade.

### HLINOIS

Albien-Edwards Co. Agri. Pair Ann. 24-27. Loy L. Thread. Aledo Mercer Co. Agri. Soc. Aug. 31-5

Aledo Mercer Co. Agril. Soc. Ang. 31-5
John W. McHard.
Altamont Effingham Co. Pair Assn.
13. Mart Alwert.
Anna Southern III. Pair Assn. Ang.
Glendale Hudgens.
Antioch Lake Co. Pair Assn. Aug. 7-18
Elsbury, Gurnee, Ill.
Arthur Moultrie-Douglas Co. Pair Assn.
18-14. H. E. Hood.
Augusta Community Livestock Assn.
Sept. J. H. K. Cunningham.
Belleville—St. Clair Co. Pair Assn. July 2
George Gerken.

George Gerken.
Belvidere-Northern III. Pair Assn. Acc.
Mrs. Prieds Spencer.

Benton-Pranklin Co. Pair. Aug. 1-6
E. Martin
Bloomington-McLean Co. Fair. Aug.
Jack Stevenson.

(See FAIR DATES on page 1

# H BLDGS. AT DALLAS EXPO

# ok County te Primes avy Flack

e Boards, Radio, Press

AGO, July 24. - The Cook Fair, which bows here August an 11-day run, is primed to a powerful publicity barrage ng August 1, officials revealed. ng then, a heavy schedule of ivertisements and radio annents will break thru the -Mills Advertising Agency, of , and the outdoor advertising m will be in full swing.

ang outdoor advertising drive ed. Two hundred and sixty boards have been contracted. e 60 will be used for the J. Jones Exposition, which on the midway; a like number Crosby water show, to be I in Soldier Field, and the er on the fair in general.

Street Banners, Too

dition to the 24s, the fair has for 180 three-sheet panels on the elevated railway plat-3,000 streetcar and bus cards treet banners, which will be d across elevated railways at tersections. In addition, 2,000 of paper will be posted on routes.

out 1,500 window cards and 4,000 sheets of paper in the i county, Ralph Lockett, the eneral agent, announced here. nes show also will supply or 60 of the 24-sheet boards of the 3-sheet boards con-

for by the fair. Kearns and Jack Foster, of Kearns and Associates, local y org, have been at work on s publicity for several months. August 5, press headquarters established at the Stevens Besides Kearns and Foster, Rose, of the Jones show, and C. Muldowney, president. ner, on behalf of the Crosby flacking the event.

Hit Women's Angle

Y. R. Beasley, superintendent women's department of the State Fair, Tampa, for many scheduled to arrive here next head women's activities.

ty will be tossed shortly after ival, with the fair guesting per and radio women editors

umnists.

# . I. Dathe, Former Tim. Prexy, Dies off, Muldowney said.

NUM, Minn., July 24.—A. H. 58, president of the Minnesota air Association in 1943 and ied in a Moose Lake, Minn., Monday (19) after a long Funeral services were held riday (23), with burial in

athe was a board member for rs. For many years he was ry of the Carlton County Fair booker. um. Since 1910 he has owned erated a general store in Barsurviving are his widow, Lula, ree sons, Lloyd, Donald and

Two electrically operated displays of outstanding attractions and reof the New York Department of Agri- is secretary. culture and Markets will tour 15 fairs in the State this season, C. Chester DuMond, commissioner, announces.

J. Burleigh Cheney has been elected chairman of a special commission which will raise funds for the erection of a Rhode Island Building on the Avenue of States at the Eastern States Exposition, Springfield, Mass. The State will match bond purchases 50G Face Lifting up to \$50,000.

For the second year in a row the Topsfield (Mass.) Fair will feature harness horse racing under lights with pari-mutuel betting. A 10-act grandstand show has been inked thru Al Martin, Boston booker.

A committee on attractions and night show, consisting of former governor of Ohio Myers Y. Cooper, George K. Foster, Clarence A. Peters and Lawrence P. Lake, has been set up for this year's Carthage Fair, Carthage, O., Cooper announced last week. Foster is committee chairman.

The Three Bee Puppeteers, free act, have been signed for the Sacramento County Fair, Galt, Calif. The Puppeteers recently played a successful date at the San Diego County Fair at Del Mar under sponsorship.

Dates of Lycoming County Fair, Hughesville, Pa., have been changed Johnny J. Jones Exposition from September 13-18 to October 4-9, following Bloomsburg, Pa. Don Pysher, Williamsport, Pa., formerly with James M. Cole Circus, has been appointed general manager to promote a program calling for booking

# Rhode Island State Sets Show Features

KINGSTON, R. I., July 24 .- A com-State Fair, August 28-September 6,

ions, will devote their full first two days. The State Fair Circus, presenting talent booked thru Al Martin, Boston, will be featured grandstand fare eight nights and seven days. Jimmie Lynch and His Death and Sen. Tom Stewart. Dodgers will appear Labor Day.

> have been awarded the midway contract. Additional rides are to be individuals playing ball at the fairadded for this date, Muldowney said. The entire plant is being painted to

complete refurbishing of the grounds. Stock car races presented each Wednesday night by Bob Sall, promoter, are proving popular with Refurbishing Nears End vacationists in this area, and paying

### Lou Blackmon's Rodeo Inked for New York State

NEW YORK, July 24,-Lou Blackmon's Diamond B Ranch Rodeo has been booked for the New York State half-mile track has been moved 50 e becoming fair board presi- on a limited scale this year under the provide a large paddock area. Moddirectorship of Bligh Dodds, it was announced by George A. Hamid, local the exhibition hall.

would include Mickey Sullivan's band, be presented daily in the Coliseum, which is now being refurbished.

which will depict many of the services newal of horse racing. Elton B. Edkin

Jim Carey, agricultural fairs representative with the New York State Department of Agriculture and Markets, told a radio audience recently that there was a strong likelihood that the State's 49 county and town fairs would this year smash all previous attendance records.

# For Weymouth

provements under way at the Weymouth fairgrounds will cost an esti- Fair Park. mated \$50,000. The work is under the direction of Milton Danziger, general manager, who took over his post July 1.

The renovation program includes the rebuilding and extension of the cattle barn, installation of a chain link fence around the entire grounds and the grandstand area, new gate controls, road improvements and decorations. All work is scheduled for completion by the August 15 opening.

A George A. Hamid show will be presented in front of the grandstand each afternoon and evening. Eli M. Lagasse, Haverhill, Mass., carnival operator, has the midway contract.

The half-mile track has been reeach weekday thruout the fair.

week of 4-H Club activity, an extensive goat exhibit, improved poultry department and the presentation of eight-story building. exhibits in a large tent.

### Congress Okays Fire Claim By Tenn. Annual Vs. Army

GALLATIN, Tenn., July 24.—A bill granting Sumner County Colored Agricultural Fair Association \$5,650 for pleted program for Rhode Island loss of its grandstand by fire, allegedly caused by the discarded cigawas announced this week by James rette of a soldier on maneuvers here in August, 1943, has been passed by A horse show will be featured the Congress and awaits the signature of President Truman, Edward V. Anthony Sr., association secretary, has been advised. The bill was pushed thru Congress by Rep. Albert Gore

Claim officials refused to honor the R. H. Minor's Garden State Shows association's claim because it was impossible to identify either the unit or grounds prior to the fire. The fair had been without a grandstand from 1943 until last year, when a new one was erected.

# At Northampton, Mass.

NORTHAMPTON, Mass., July 24. -Extensive renovations are nearing completion at the Northampton Fair which will run September 5 thru 11. A new fence encircling the grounds has been completed and painted. The ern decorations have been added to

Ox and horse drawing contests, Hamid said other entertainment automobile thrill shows, racing and grandstand entertainment are all on plus several novelty acts. Shows will the program. Bicycles will be given to a lucky boy and girl on Children's

# Say They'll Be Up Sept. 1

Total cost tops \$2,000,000 - Cotton Bowl's seating capacity hiked to 67,435

DALLAS, July 24.—In preparation for the 63d annual exposition of the State Fair of Texas, October 9-24, work is being rushed to completion on two of Dallas's largest building projects-the \$1,280,000 extension to the Cotton Bowl and construction of WEYMOUTH, Mass., July 24.-Im- the new \$800,000 Automobile, Aviation and Recreation Building at State

> Despite strikes and other problems which have confronted builders in recent months, both projects will be definitely ready for the fair's opening day, according to W. H. Hitzelberger, executive vice-president and general manager.

> A huge second deck is being added to the west side of the Cotton Bowl. This, with the conversion of approximately 1,200 of the old space-consuming box seats into regular seats, will increase the capacity of the bowl from 45,195 to 67,435.

Rising above and overlooking the second deck will be three additional tiers of the new press box. These graded in preparation for the pari- tiers will contain 182 press seats, six mutuel racing which will be held broadcast booths, two coaches' booths 20 photographers' stations, and the Agricultural features include a full public address booth. Top tier is called the seventh floor, but the structure actually rises to the height of an

### Strikes Slow Work

Work stoppage by two AFL building trades unions-cement finishers and common laborers-halted construction on both the Cotton Bowl and the Automobile, Aviation and Recreation Building for a few days in July but this delay will be overcome by overtime work, Hitzelberger said.

Extension of the Cotton Bowl was financed by sale of \$1,200,000 in Cotton Bowl bonds to 2,500 business firms and individuals in the Southwest. Each bondholder has the option to purchase one ticket for each football game, or any other exhibition in the Bowl for which reserved seats are sold, for each \$100 purchase of bonds.

The Automobile, Aviation and Recreation Building is 750 feet long, 112 feet wide, 35 feet high, and contains 84,000 square feet. So vast is the building that three big square dances may be held at once-one in the cen-(See RUSH BUILDING on page 84)

# Mass. Fairs Draw 1,131,957 in Year

BOSTON, July 24.—Massachusetts' 157 fairs were attended by 1,131,957 during the fiscal year ended June 30. This was an increase of 410,261 over the previous year, according to a Fair, Syracuse, which will be revived feet back from the grandstand to report issued by the Department of Agriculture.

> A total of \$57,150.51 was awarded in agricultural exhibit premiums. Of this amount the fairs contributed \$38,326.36 and the Agricultural Department \$18,824.15.

> The State's contribution of prize money to annuals will be at least doubled this year, the report said.

# Calgary Ropes 'Em In!

HERB DOTTEN

Action-packed, Wild West-flavored pro pulls folks from far and wide-top lu offered by Stampede's own chuck wagon



TP in Calgary, they fashioned comes from the U. S., principally, result - the Calgary Stampede ington, Montana and Idaho. and Exhibition-is an amazingly good fit. In fact, the Stampede long has been one of the world's Stampede's formula—one of its own tariff—in view of the 25-cent front continues to mount.

The 1948 edition, to illustrate, was the most successful on many counts. Not the least of these was attendance -a walloping turnstile tally of 376,-983, which eclipsed all previous records for the 63-year-old event.

### Strong Pull From U. S.

That attendance is remarkable inasmuch as it represents more than three times the population of the city of Calgary. It is doubly impressive because the area immediately adjacent to the city is sparsely settled, judging by general standards.

The answer lies in patronage from people who come great distances and who remain thruout part, if not all, of Stampede week. Some 15 per cent presented by Thearle-Duffield Fireof the attendance, it is estimated, works Company, also of Chicago.

the suit to fit the cloth. The incidentally, from California, Wash-

### Surefire Formula

To pull from great distances, the outstanding spectacles. What's devising-proves surefire. In brief, gate-is, indeed, reasonable: \$1.50 and particularly notable, however, is it's give 'em an abundance of action \$1 in the 8,800-capacity grandstand that its stature and pulling power for their money. And, the word "action" in this instance is used both literally and figuratively.

Topping in crowd-lure all of the action-packed events on the program are the celebrated chuck wagon races, events which the Stampede made famous-and vice versa. These thrilling races are offered each of the six nights, beginning at 7:30, in front of the grandstand.

On its own, the hour-long program of chuck wagon events is more than worth the price of admission. But the colorful, thrill-packed wagon races comprise but a part of the night show. They are followed by a revue and acts, booked this year thru Ernie Young of Chicago, and on three nights by a sock fireworks show, this year

SPILLS AND THRILLS GALORE are offered by the Stampede's celeb. chuck wagon races. Picture above shows two horses going down as they out of the figure 8.

The night show runs on an average | The runners contribute their no of slightly under three hours, and the quota of action. and 50 cents in the 6,200-capacity uncovered bleachers.

The afternoon grandstand shows also run long but they, too, are crammed with action. In fact, the matinee dish is really a two-for-one program. It combines a full-fledged rodeo of the "hell for leather" variety and a complete running horse race program, with pari-mutuels. events come thick and fast, sometimes simultaneously, with only rare lullsand those only of momentary duration. Admission to the grandstand in the afternoon goes at \$1.25 and \$1 and each team. The barrels are spo 50 cents for the bleachers.

### The Real McCoy

There is nothing synthetic about the grandstand and track offerings. The rodeo events and the chuck wagon races are fraught with danger.

The piece de resistance is the nowned chuck wagon races. have been on the Stampede profor about 20 years. And each they have grown, drawing more tries and pulling more people.

Credit for the chuck wagon goes to Jack Dillon, who died spring after many years as arens rector, and to Guy Wendick, S pede manager back in the '20's. races were their brain child; they troduced and nurtured them.

### How They Run Em

The set-up for the chuck wa races is simple. Only props are barrels and a range-type stove two to a team, with the sets of I rels set close together, barely s cient for the teams to describe ure 8's around them without ning into other teams. Moreover, barrels are so set that the fast-mos wagons must be guided carefully avoid knocking over a barrel in scribing the figure.

The plan of the race sounds I ple. The idea is for one of the outriders with each team to place the stove on the rack bell the wagon as it starts up. Then, wagon, drawn by a four-horse his describes an 8. From out of the ure, the wagon moves out onto track and proceeds to race around Meanwhile, the outriders catch with it, the idea being for the riders to finish with their respect wagon.

There is plenty of action and scheduled thrills. Once the wor given, four teams, each pulled by horses and accompanied by four riders, take off. That means a of 32 horses, dashing wildly an in the midst of eight barrels. action is further heightened by success or failure of one of the riders to get the stove into the of his wagon.

Plenty of Tangles Needless to say, the result of wild scramble presents a thri



KEEN COMPETITION MARKS the chuck wagon races. A driver is shown above, characteristically straining to bring his wagon home first. Note the outrider in the background.



THE FOLLOWING FAIRS WILL BE PLAYING GEORGE A. HAMID REVUES AND WILL BE DRAWING GREATER CROWDS AND LARGER REVENUE IN 1948:

110	•	-	_
	•	• 1	
			-

July 19....Selingsgrove, Pa. 27....Harrington, Del.

Aug. 1...Steel Pier

9....Gouverneur, N. Y. 16....Skowhegan, Maine

22....3 Rivers, Que. 30....Essex Junction, Vt.

Sept. 6...Schaghticoke, N. Y.

13...Reading, Pa.

20....Rochester, N. H. 26....Trenton, N. J.

Oct. 4.... Charlotte, N. C. 11.... Sparlanburg, S. C.

18....Raleigh, N. C. 25....Orangeburg, S. C.

### SHOW TIME

July 27....Fredericton, N. B. Ca.

Aug. 2....Presque Isle, Maine

9....Bangor, Maine 16....Middletown, W. Y.

23....Malone, N. Y. 29....Sfeel Pier

Sept. 6....Dunkirk, N. Y.

13....Morris, W. Y.

20...Shelby, N. C. Oct. 4...Winston-Salem, N. C.

> 11.... Greensboro, N. C. 18.... Columbia, S. C.

25.... Augusta, Ga.

### GRANDSTAND FOLLIES

July 25....Steel Pier

Aug. 2....Batavia, N. Y.

10...Bedford, Pa.

15 ... Elmira, N. Y.

23.... Offawa, Ont.

30....Sherbrooke, Que.

Sept. 6....Rutland, Vt.

42 Index Out

13....London, Ont.

20....Allentown, Pa.

Oct. 4...Richmond, Va.

### IDEAL REVUE

July 18....Steel Pier

26.... Owego, N. Y.

Aug. 11 .... Valleyfield, Que.

17....Lowville, N. Y.

24.... Vernon, N. Y.

30....Staunton, Va.

Sept. 6....Bath, N. Y.

13....Rutherfordion, M. C.

20.... Hagerstown, Md.

27....Petersburg, Va.

Oct. 4....Frederick, Md.

11.... Wilson, N. C.

. . . and to the hundreds of other clients that are using Hamid acts, circuses, thrill shows and smaller revues to make 1948 an all-time record, the George A. Hamid organization extends sincerest appreciation.

EXPERIENCE PROVES GREAT REVUES DRAW GREAT CROWDS—ASK THOSE WHO USE HAMID ATTRACTIONS

EY FIGURE

Great

GEORGEA. HAMID, Juc.

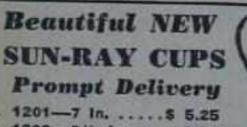
10 Rockefeller Plaza; New York, N.Y.

KEY FIGURE

Still
Greater

1948





W. Randolph St. - Chicago

1202-8 /2 In. ... 7.50 1203-10 1/2 In. . . 9.75 1204-121/2 In. .. 12.75 1205-15 % In. . . 16.75 1206-18 % In. . . 21.75

Write for Free Illustrated Circular of our complete line of Trophies, Medals, Plaques and other quality awards.

EDWIN W. LANE CO. Dept. BB, 32 W. Randolph St. Chicago 1, Illinois

### COSTUME BARGAINS MID-SUMMER CLEARANCE We Need Room - You Need

Costumes. Let's get together! Your expenses to Chicago will be saved on the bargains you will find. Chorus Wardrobe and Singles.

SORRY, NO MAIL ORDERS ACCEPTED LESTER, LTD.

14 W. Lake St., Chicago, III.

# "SEARCHLIGHTS"

60-Inch-Trailer Mounted 18-Inch-Stationary

PARTS . LENS . CARBONS GEORGE M. TROTTER

2 N. Fairview, Upper Darby, Pa.

Phone: Sunset 8983

Peoria Shows How!

# Everyone Chips In To Give City Much-Needed Amusement Center

THE Peoria story is one of at events at the gardens. These books, old-fashioned civic co-operation geared to present-day methods. In 1940 the Illinois city had a population of 105,000. The war sent that figure into the limbo of the past, and post-war plant expansion transformed the city into a thriving, seam-busting manufacturing center.

In the rapid upsurge, there were more than the usual growing pains. The city had perhaps more than its share of labor disturbances. Too, the speedy plant expansion and the mushrooming housing developments accented the city's shortcomings.

### Lack Facilities

Not the least of these was the palpable lack of facilities for adequate outdoor recreation and entertainment. It was believed by some that there was a correlation between this lack and with the frequency and severity of labor difficulties.

There were several civic-minded leaders who were acutely aware of the need for recreation and facilities. They decided to do something about it. They considered a project first to have a fair. Then, upon mulling that one closely, they figured a fair itself was not enough, that there should be a year-round amusement center offering the necessary facilities for the presentation of all kinds of entertainment and recreation, indoors as well as outdoors.

A planning organization developed into a working organization. A. N. Ekstrand, a Boy Scout official in Wisconsin, who had been associated with the Wisconsin State Fair, was secured to serve as the paid spearhead in a drive to bring the plan into being.

### 320G From Gifts

Formal plans were drafted. A public relations campaign was initiated. Support was rounded up. A moneyraising campaign was begun.

Plans called for a 160-acre site, with a grandstand to seat 8,800, two race tracks-a half-mile all-weather oval and a quarter-mile for midget auto race cars. Plans also called for exhibition buildings and eventually for a coliseum to be designed for year-round activities of various kinds.

The money - raising campaign brought results. Outright gifts, ranging from \$100 to \$50,000 from industrial firms thruout Central Illinois, yielded a total of \$320,000.

### Sell Advance Tickets

tions, a drive was pushed to sell books installed. Barring disappointments on

containing \$12.50 of tickets, were sold at \$10 each during an intensive campaign. At the close of the drive a total of 24,109 books had been sold.

A potent feature of the advance ticket sale was a tie-in whereby industrial plants set up pay-roll deduction plans thru which employees could pay for these tickets at 50 cents per week. Of the total number of books sold some 9,000 were disposed of thru the deduction plan.

During all of the money-raising a strong public relations campaign was pushed.

### Project Gets Publicity

The biggest publicity-getter proved to be a huge earth-moving project. This came in the spring of this year after the exposition had acquired its 160-acre site near here. Into this campaign exposition backers welded all the vital ingredients of a solidly based civic venture.

Labor leaders, sold on the value of the amusement center; manufacturing concerns, who essay it highly for its possibilities in making for more contented employees; the rank and file of the workers themselves and various civic organizations and civicminded individuals, were tied up in a project smartly and dramatically

figures, some 150 earth-moving pieces of equipment and some 1,150 volunteer workers participated to level and grade the site for the amusement center. All equipment and labor were donated.

It was a 48-hour project, worked around the clock over a week-end, to the accompaniment of many showmanlike touches, such as the supervision by a high-ranking U. S. army engineer; the glow of a battery of high-powered floodlights at night, the feeding of volunteer workers by still other volunteers recruited from churches, service clubs and civic organizations. Not the least of the touches were religious services, both Catholic and Protestant, held for the

the project served to spotlight the community shoulder-to-shoulder aspect of the amusement center. Too, it inspired other contributions, such as fencing for the entire area, donated by a wire-fencing manufacturer of the area.

At the present time footings and In addition to these outright dona- pilings for the grandstand are being of coupons exchangeable for tickets steel, officials believe the stand will

### Labor Kicks In

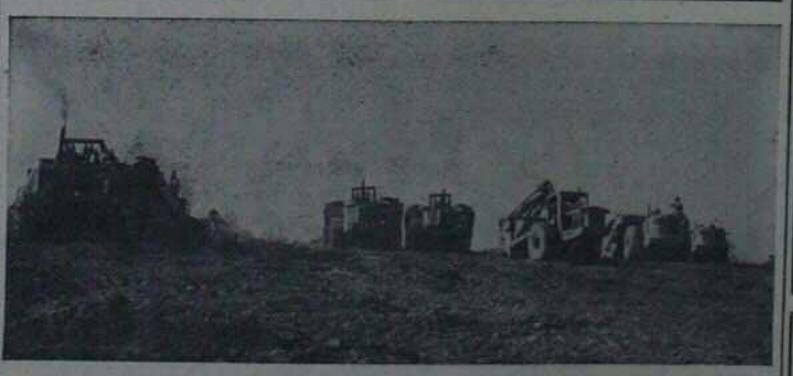
labelled "Operation Earthworm."

In this, according to exposition

benefit of the workers on Sunday.

### Hope to Open in Fall

In addition to saving much money,



"OPERATION EARTH-MOVER" was a dramatic demonstration and a practical project. It leveled and graded the site for the new year-round amusement center at Peoria, III., and focused attention on the civic-sponsored campaign to create the funspot. Shown above are a few of the many pieces of earth-moving equipment in action during the project.

be completed in time for the be opened formally this fall stage attraction in front of the

The plant is expected to flow a lusty thing next year. By is expected, buildings and planned facilities will be in ope

Then, it is expected, Peoria last will have filled its need-th for a plant adapted to the pre tion of ice shows, major events, musical productions, horse races, auto racing, rodeos trade shows and other activitie

Meanwhile, interest continue thru skillful public relations. tion continues vested in a bo directors which embraces 33 Officers are president, J. V. director of purchasing, Hiram ! & Sons, Inc.; vice-presidents, L. Bill, president of Peoria Broa ing Company; C. A. Haller, pre of the Peoria County Farm B Barney Ghiglieri, president Citizens' National Bank, Toluca C. V. Frings, attorney, Pekin secretary, Merle Yontz, vicedent, R. G. LeTourneau, Inc.; urer, Samuel Rothberg, vicedent, American Distilling Com Pekin, Ill.



FAIR SECRETARIES CELEBRATION COMMITTE ARRANGE FOR



DISPLAY PROGRESS ATTEN

RICH BROS. FIREWORKS CO Write Dept. S. Box 514, Slour Falls, S. D.

# CELEBRATION COMMITTEES,

FEATURE ATTRACTIONS AND COMPLETE PROGRAMS

WARD (FLASH) WILLIAMS EDGAR L SCHOOLEY

AMERICAN THEATRICAL AGENCY 203 N. Wabash Ave., Chicago, Ill.

(ANDover 6087)

# FOREST PARK FREE FAI

September 6 to 12 Inclusive

Want Shows, Concessions, Free Acts

A. KARST FOREST PARK HANOVER, F

### CARNIVAL WANTED

By Rock Mill Colored Fair Association Oct. 25 thru 30, Rock Mill, 6. C. A city of 25,000 and draws croud from mirrounding and adjacent towns: Yest, Fort Mill, 8. C.; Chester, S. C., and Land M. C.; all of which have a population from a to 15,000. Must have not less than 75 C stone, a good Colored Minstrel fibrer, 5 or 6 is some Educational Shows, and not more if

REV. B. J. ANDERSON, SECT.

# NORTHERN ILLINOIS FAIR ASSN.

WANTS

R BELVIDERE, ILL., FAIR, AUG. 6, 7 and 8 neessions that work for stock. Also Bingo.

Contact: DOC WOLF, Sec.

Legitimate Shows of all kinds,

Northern Illinois Fair Assn. Belvidere, III.

### AFTON FAIR

AUGUST 10-14
UNDER NEW MANAGEMENT
es, Cookhouse, Candy, Pap, Photo, Cusl, Ice Cream, Corn, Bingo, Athletic,
relties sold. Can use 10-in-1 and Girl
w. Some Cames still open.

AFTON, N. Y.

# AIRGROUND NOVELTIES Catalogue Ready

THE TIPP NOVELTY CO.

# CARNIVAL WANTED

Any week in October for VARREN COUNTY FAIR

> Contact H. H. PIERCE Warrenton, Ga.

### WANTED

UDES AT THE FORKSVILLE FAIR, SEPT. 1-2-3-4, 1948. Contact:

OTIS HATCH

D. 2. Dushore, Pa. Phone: Estella 8-R-4,

# WANT FREE ACTS

Week August 30

MID-STATE FAIR

# Yorkton Annual Hit By Rain on Final Day; Gate Under '47

YORKTON, Sask., July 24. — Attendance at the three-day Yorkton Exhibition was down 1,700 from last year because of a heavy rain on the final day which canceled the afternoon grandstand show and slashed gate admissions severely.

Total paid gate was 16,000, as compared with 17,702 last year, and grandstand total was 11,101 against 13,367.

Exhibition plant was hard hit a week before the fair's opening when a cyclone ripped thru the grounds doing \$50,000 damage. The grandstand, exhibits building, industrial hall, farm boys' camp, race track fence, dining hall and concession booths were wrecked. No cyclone insurance was carried.

Townspeople pitched in to clear the grounds of debris in time for the fair to open. Business places made cash donations to help rebuild the plant.

Wallace Bros.' Shows were on the midway and the Gus Sun Attractions and Lucky Lott's Hell Drivers in front of the grandstand. Harness races and fireworks were features. Livestock entries were down slightly from last year. President is W. Wilkinson.

### Attendance Below 1947 At Swift Current Cele

SWIFT CURRENT, Sask., July 24.

—Attendance at the two-day Frontier
Days celebration was down slightly
from last year.

Paid admissions to the grounds totaled 12,976, as compared with 14,-176 in 1947. Admissions to the rodeo totaled 11,044, as compared with 12,-189 in 1947, and the grandstand total was 6,779, compared with 8,096.

### Shelby Community Set

SHELBY, N. C., July 24. — The first annual Bethware Community Fair will be held here September 16-18. Officers are Myers Hambright, president, and Willis Harmon, secretary.

# The I

# WILFRED ALCIDO

presents

# The Three Sky High Alcidos

The act 'that can make your celebration a success!!

Featuring

## LEXIE

The Glamazon Aerialist

In a leap from a 130-foot rigging to a trapeze bar 25 feet away!

CONTACT

AL MARTIN AGENCY

AUNITION

WANTED

WANTED

FOR

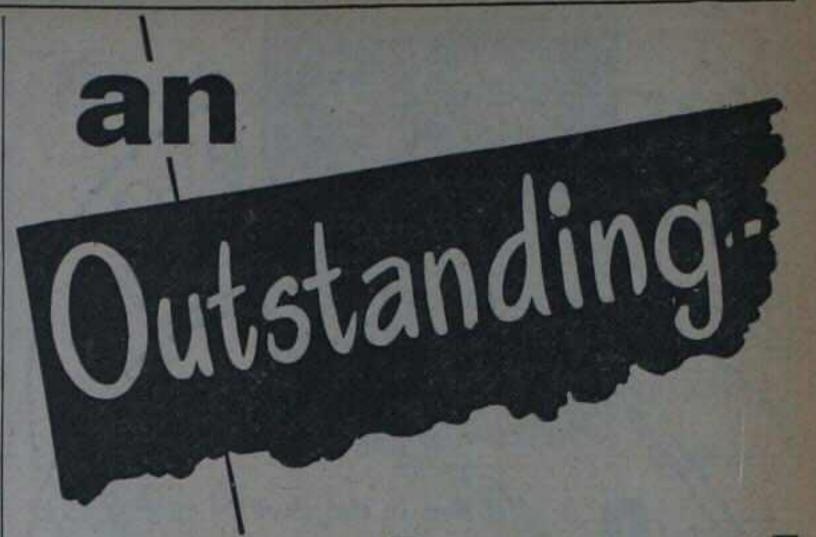
# DRANGE COUNTY AGRICULTURAL FAIR

PAOLI, INDIANA, AUGUST 25, 26, 27 AND 28

Five or six Major Rides. Ferris Wheel. Merry-Go-Round, and any Thrill Rides. Concessions—Stock Stores of any kind. No flats or percentage. Contact:

HOMER M. GINTHER

AT OLD SETTLERS' PICNIC, FARMERSBURG, IND.



# grandstand attraction

For 15 years the name Selden, The Stratosphere Man, has meant an outstanding grandstand attraction to all fair secretaries, booking offices and outdoor showpeople. Whenever Selden is booked as the feature for any fair or outdoor show the management knows in advance that he will assure big repeat crowds.

The act is unique in showdom—the only man to do a handstand atop a 138-foot swaying pole—thrilling crowds wherever he goes. Selden also features many daring acrobatic routines which make hearts pound and bring crowds to their feet. Topping this outstanding act is the sensational "slide for life" which brings patrons back to see Selden again and again.





The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant fireworks finish.

represented by

AL MARTIN AGENCY

HOTEL BRADFORD

BOSTON



FROM

THE GOLDEN WEST

PRESENTING AN ORIGINAL BREATHTAKING DEMONSTRATION



PERFORMING UNBELIEVABLE FEATS ON A HIGH TRAPEZE 100 FEET-NO NETS!

STROBLITE FINISH

**EXCLUSIVE REPRESENTATIVE** 

CHARLES ZEMATER

54 W. RANDOLPH ST. CHICAGO, ILLINOIS

# Construction of Harrington Boos 3 Bldgs. Okayed Program for 19 At Mich. Annual

DETROIT, July 24 .- Late construc- set to preem Monday (26) with tion plans for three new buildings at of the biggest programs it has the Michigan State Fairgrounds were presented and with high hopes of confirmed this week by Hazen Funk, passing past records in every de general manager. New structures ment, Ernest Raughley, secre will be used to replace those which who has held that post since the were burned in 1942. No major new fair was staged in 1919, made construction was attempted last year optimistic prediction. when the fair was revived for the first time since the war.

The new buildings and connecting first time, will be repeated. halls will be exhibition halls, the Kockman and His Hell Drivers White Hall for radio and television be featured on opening Monday n sets, records, and music generally; Other grandstand entertainn the Gold Pavilion for interior furnish- inked thru George A. Hamid, Inc. ings and electrical appliances, and the cludes Joe Basile and His Mad Blue Pavilion for household mechani- Square Garden Band, The Fants

Split dates have been booked for Jinx Hoaglan and Company. the grandstand show, with a Wild West show starring Leo Carillo for panies in State history is expected September 3-9, and Lucky Lott and participate in the special parade His Hell Drivers for September 10-12.

New midway set-up will be used this year, with a kiddieland laid out at some distance from the major midway. All midway attractions will be supplied by the Gooding Amusement Company.

### Revamp Training Center For Camrose Celebration

CAMROSE, Alta., July 24.-A new fairgrounds, formerly an army training center, will be used for the threeday Camrose Fair. An additional race horse barn, sheep and swine pens and concession booths have been built,

Permanent booths are being installed in the former drill hall, which | ing last year's mark by 4,000 desp will serve as manufacturers' building intensely hot weather. and auditorium. Secretary-manager | Second night's grandstand was | is J. E. Stuart.

HARRINGTON, Del., July 24. 29th annual Kent & Sussex Fi

A calf scramble, copied from West, and presented last year for of 1948, the Flying Hartzells

The greatest assembly of fire c day (30). The fire groups will for \$600 in prizes.

Sam Nunis-promoted big cars be presented Saturday (31). harness and running horse races skedded. Endy Bros.' Shows will on the midway.

Improvements concluded in time opening include new livestock but ings, the paving of all streets on grounds with macac im and the stallation of a new drainage syste

### More Than 14,000 Take Weyburn Fete for New May

WEYBURN, Sask., July 24 .tendance at the two-day 40th anni Weyburn Agricultural Society ex bition was more than 14,000, excee

lieved to have set a fair record.

# "SERENADO" The Second



The One and Only Musical Wonder Horse, trained and presented by that famous horsetrainer:

### ADOLPH DELBOSQ Assisted by the lovely dancer

MISS CLARA are now AT LIBERTY

The only act of its kind today, suitable for any kind of entertainment. Guaranteed success-One of the most beautiful acts in show business. If Interested, contact

ADOLPH DELBOSQ 620 PROSPECT AVE., SARASOTA, FLA. PHONE NO. 709-75.

## RIDES, SHOWS, CONCESSIONS OR ORGANIZED CARNIVAL WANTED For LYCOMING COUNTY FAIR

OCTOBER 4-5-6-7-8-9

Must be clean from front to back. No Gypsies or Flat Joints. Wire or write at once, full particulars of what you have. DON PYSHER, General Manager 728 GRACE ST., WILLIAMSPORT 15, PA.

### THE GREAT CALVERT

In a real fast, high-class and refined High Wire Exhibition. Brilliantly illuminated high apparatus. For quick contact. Lowest price, \$350.00 per week; no less. Contact:

### CHARLES L. SASSE

18 Kennedy Rd., Morris Plains, N. J.: or GREAT CALVERT, 164 Averill Ave., Rochester, N. Y.

# ALGARY STAMPEDE ROPES 'EM IN! CTION-PACKED WILD WEST A LURE

tacle, not to mention brilliant ges a truly breath-taking race e wagons hit the track with their ders clearing the confusion and ning their mounts to obtain and tain a position alongside their

mination heats in the chuck on races are run each of the first nights. On the closing night of Stampede the 12 best teams vie he top honor. Scoring is based me, less penalties. These pens vary, points-or time-being ked off a wagon's score if it to finish with it, etc.

idly, tho the chuck wagon races been attempted elsewhere, they never been greeted with any ess except at Calgary. The realies in the fact that Southern Alprovides the proper type of es and horsemen for the events, this easy access-plus the greater r and money conferred upon the ing time-enables a large entry ailable elsewhere,

### Wild West Flavor

e chuck wagon races give the pede a heavy Wild West flavor, perhaps than the rodeo. During pede week, the wagons move on the city streets and park. hably, each wagon team has a ber or two who make with Westmusic. And each wagon carries wn p.-a. system. The picturesque ms, thus spotted, become the cenor downtown crowds as the boys out with cowboy tunes. Other ful touches also are provided n the boys place their range erve hot cakes as Stampede visiand residents look on.

nen it comes to Wild West flavor, ary throws the book at the visi-And what's tossed out bears the entic touch. Biggest feature is ge parade thru downtown Cal- these problems. the morning of the Stampede's ing. It's so big and colorful that y rate it almost as good a show e Stampede itself.

### Some 3,000 March

e sum of \$7,000 is spent by the pede upon the parade. That's much importance execs place it in creating the proper atmose. To say it pays off is an underment. Streets are lined hours re the parade starts. Practically tores and business concerns fold while its on.

e parade is definitely horsey and musical. In addition to the k wagons, there are rodeo perers and all kinds of other riders. color, there are the Indiansesenting three tribes-dressed in ting costumes; pioneers who setthe area riding in old-time horsen vehicles, the Canadian mounetc. And, as for music, this year were 19 bands in the line of

# TONEBORO, PA., FAIR

SEPTEMBER 2-6 50,000 PEOPLE LABOR DAY WANTS SHOWS . MOTORDROME

FRED MeINTIRE STONEBORO FAIR ASSN.

Answer:

# NOVELTY BUTCHERS

for Fairgrounds Catalogue Ready HE TIPP NOVELTY CO. I NO 6TH STREET, TIPP CITY, OHIO

The city of Calgary and its residents emanship. Out of the confusion | dress up for Stampede week. Residents assume cowboy and cowgirl garb. Store fronts feature windows tied in with the Stampede or with the scenic lure of Western Canada. Waitresses, sales personnel, cab drivers, etc., break out with wide-brimmed hats, gaudy kerchiefs, etc., and stores feature the sale of Stampede accessories.

It's all in the spirit of good fun and of good business. And it pays off. The hotels are crammed. Private homes are crowded. Everyone bends to it to make the week a big holiday for the incoming visitors. Staid famks over a barrel, if the outriders ilies, who otherwise wouldn't, open their rooms for the week.

### It Pays Off

All of this yields big dividendsnot alone to the Stampede but to the city and many of its businesses. Eateries, hotels and stores do a huge business. Most of the visitors in recent years come heavily loaded with cash-many with U.S. cash, of which Canada now can use a lot-and they spend freely. Not a little of their spending is done in the department stores, where they go for the wellknown Hudson Bay blankets, English silver, English china, etc.

Thus, the success of the Stampede redounds to the entire city. And the city's business leaders are fully cognizant of this and give out with support unmatched in many cities on the continent for an annual event,

### Lack Facilities

The Stampede has grown into such a huge thing that it is really bursting at the seams. It could accommodate more people if it had more es on the city streets, make a fire, grandstand seating facilities. Execs are well aware of this. For some time, they have been mulling various ways in which they could up their seating. Too, housing constitutes a major problem. It is not unlikely that Stampede officials will master

> Financially, the Stampede is in excellent condition. Going into this year's event, there was some \$400,-000 in the kitty. This year's edition added greatly to that surplus. In addition to its consideration for more grandstand seating, officials are considering the possibility of erecting a new coliseum, equipped with an icemaking plant, which would serve as a year-round, all-purpose building. Improvements to the 78-acre plant are certain to come "just as soon as conditions permit," as one official put it.

### Conservative Policy

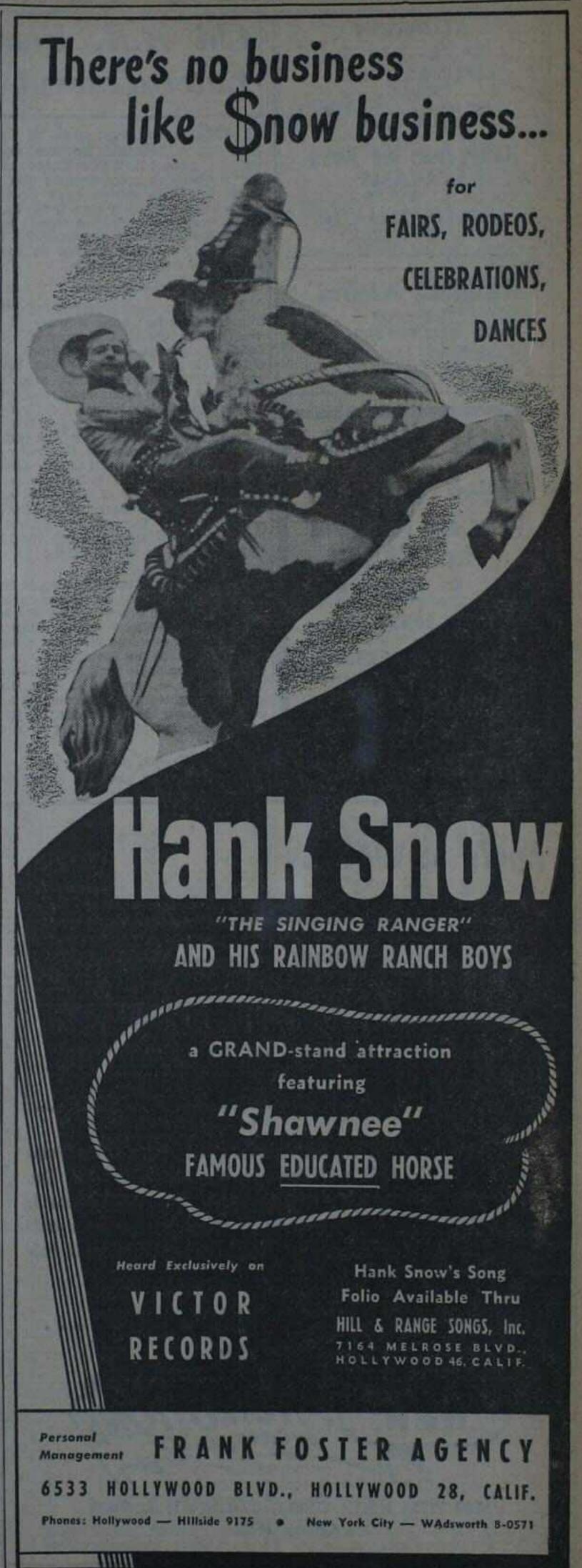
The Stampede pursues a conservative policy. While many other Canadian exhibitions upped their front gate charges, Calgary has held firm to its 25-cent fee. Once inside, there are ample ways for the visitors to spend. In addition to the grandstand, there are, of course, the pari-mutuels and the midway, to mention the chief money-getters.

The Royal American Shows this year racked up a record gross. The folks go big for the midway. Sally Rand, with the Royal American, proved a powerful lure. She packed 'em in at \$1 per, proving the lure of American names.

The midway business is particularly impressive in the light of the long, powerful grandstand shows, But the entire offering is in keeping with Calgary's formula in giving 'em plenty of action, flavored with the old Wild West.

"Yes, we've apparently hit on a winning formula," Charlie Yule, veteran general manager of the Stampede, allows in his characteristically restrained manner.

To which we add, "You can say that again!"



### ATTENTION FAIRS - PARKS CELEBRATIONS

LAST MINUTE NEEDS CAN STILL BE FILLED

ALL TYPES OF ACTS AVAILABLE

CHARLES ZEMATER
54 WEST RANDOLPH STREET
CHICAGO, ILLINOIS

FOUR DAYS DATES: AUG. 18-19-20-21, 1948.

TRI-COUNTY FAIR ASSN. TIPTON, MO.

# ACTS WANTED

Outdoor Celebrations, Parks and Fair Dates for 1948!!

RAY S. KNEELAND

AMUSEMENT BOOKING SERVICE 751/2 West Chippewa St., Buffalo 2, N. Y. ATTENTION, FAIR SECRETARIES for New York, Ohio, Pennsylvania, and Canada: Have a Complete Show for Your 1948 Fair!

PARK MANAGERS Contact me now for 1948 season!

# Chi R.R. Fair Gets A-Rollin'; Entertainment Not Too Heavy

(Continued from page 54)

turn out. Other problems are posed by an apparent lack of sufficient eating and drinking concessions and of toilet facilities, which have proven inadequate. On the first three days the shortage of drinking stands and water fountains was demonstrated by the long lines that formed in front of the few on the grounds.

### Execs Amazed

Apart from these shortcomings, the management has done a truly marvelous job. Oddly, the array of railroad equipment-ranging from the oldest to the newest - has been greeted with avid interest, amazing the execs of the sponsoring railroads.

The spectacle, Wheels A-Rollin', which traces the history of railroading and the development of the country, more than pleases the patrons who pay 60 cents to sit in the 5,000capacity grandstand built, especially for it. As a matter of fact, observers who have seen similar pageants presented at the Century of Progress here and at the New York World's Fair rate it as far superior to its predecessors.

The pageant, if nothing else, is fast moving. It is paced by superb narration of two fine voices (male and female) and excellent music. Skillful seguing of the voices into and out of the music gives the spec the dramatic effect of a top radio production. Moreover, the p.-a. system is excellent, spots. and the engineers at the controls apparently know their business, for they make pick-ups and regulate volume flawlessly.

Mix Trains, Autos, Cycles What lifts the pageant to heights

approaching a Hollywood epic is the use of many locomotives and trains-22 of all vintages-together with the interpolation of some dozen early-day automobiles, bicycles and horsedrawn vehicles. The trains shuttleback and forth on three tracks laid out on a 100-foot apron, which separates the grandstand from the lakefront. Eight feeder spurs are used to shunt trains onto the three tracks.

Adding immeasurably to the color fused set-up." is the range of costuming which embraces that of dancing (ballet) girls of the gold rush days, cowboys, Indians, pioneers, bandits, the U. S. Army of frontier days, etc., all in the cast of 220 who double in various

The spec, offered twice in the afternoon and night, runs an hour and 10 minutes. There is not a lull in it, and there is some drama, some corn, some humor, and plenty of action, all of which makes for good outdoor theater and satisfaction of the folks.

### Fireworks Featured

Aside from the spec, there is little entertainment at the fair. There are fireworks, of course, offered nightly, with Thearle-Duffield, fireworks company, this city, shooting the show. There is the Deadwood Central, narrow-guage railroad, for which the tariff for a one-way ride the length of the fair is 10 cents, and there is free entertainment put on in a few

Chief among the free entertainment is that offered thru the combined auspices of the Great Northern, North Western and Northern Pacific. These roads have a corral-type set-up, with obligatory. the folks standing on the outside, in which trick riding, roping and archery is featured. Acts in this were booked thru the Boyle Woolfolk Agency, this city, and include Earl and Janice Sutton, horse roping, trick riding and a high school horse; the Glades, trick riding, horse roping and a comedy mule; the Kemp family, trick riding; Montana Jack, whipcracking; Joe Moeller, archer, and Billy Beckitt, whip-cracking, roping and clowning, with Ed Lovett doing the announcing.

### Visibility Limited

The show has been drawing big crowds, but the layout is such that visibility is limited to only those standing in the first few rows around the corral.

The Rock Island has a square dance set-up, providing a combo and caller for the dancing. Patrons are invited to dance, and a pro group gives an exhibition. Like the corral show, this one pulls well but visibility again is limited.

Fair officials apparently have bent over backward not to put out a hand for the patron's dollar. Admission to the fair is 25 cents, parking goes for 25 cents, and the only other charges are for the pageant and Deadwood Central ride, which, incidentally, has been doing a capacity business. Such novelties as there are for sale are sold in what is termed a trading post and is operated by the Harvey Restaurant chain.

### Old Faithful Present

Notable features at the fair include a replica of Old Faithful, the geyser, which gives off on schedule; an Indian village, and the feeding (althoa limited number) of people out of Pullman diners set on railroad sid-

off by a huge special section put out prizes are the lure. by The Chicago Tribune and by lavish treatment from other local gazettes. from thruout the province eligible, The fair is readying a series of special events, which, execs feel, will appear nightly on the stageshow w serve to sustain interest and keep the Jimmy Durante, and the winner folks coming.

# Row Rages O Portola Set -

Charges, counter-cl fly as George Reilly post at California fe

SAN FRANCISCO, July 24. bles of discontent over a ments for the forthcoming tola Festival and Pageant cont be heard here, with some terming the situation "a mos

The ruckus, touched off by cent resignation of George R. as chairman of the festival of tions and parade committees, b these developments: 1. Festival ident Cyril Magnin, returning the East to find himself in the of confusion and controversy that Reilly was "misinformed Appointment of Norman Mann Hollywood impresario, as co-o tor of parades and decorations vigorously defended by Magni Charles Rosenthal, festival exe vice-president.

Reilly, first district member State Board of Equalization, q protest over the method of awa a \$30,000 contract to decorate th for the October 8-25 celebration Don Gaspar de Portola's disc of the bay.

Urges Competitive Bidding Reilly charged that unnamed val chiefs went over his head the contract to a local firm wi securing competitive bids. Since festival is financed in part with lic funds, Reilly protested that petitive bidding was at least mo

In reply, Magnin announced: contract has been let to anyone. contract would be valid unless si by me."

Rosenthal explained that one rating firm had pressed him to immediate decision on the decoraward because steel shavings which it proposed to festoon the were going up in price. He sai told them to order the shaving they wished, but at their own The firm did, he said.

### Charge Denied

Rosenthal hinted that Rei resignation stemmed from irrita at Manning's appointment by the tival directors to run the parade a reputed fee of \$5,000 for some days of work. Reilly countered saying that this was not so; that director he helped hire Manning,

Rosenthal is a retired auto ex utive who has risen since last cember from chairman of the spe delegations committee to the N post, which he attained recently an organizational reshuffle which so stripped Major O. J. Keatinge many of his duties as executive rector, but left him the title.

Meanwhile, Daniel J. Murphy, v. president of the Crocker First tional Bank, has been offered treasurer's post, succeeding the Louis Ghirardelli. He has not accepted.

### Advance Sale for P. N. E. Big, Officials Reper

VANCOUVER, July 24 .- Advan sale tickets for the Pacific Nation Exhibition here, August 25-Septer ber 6, at five for \$2, are selling rap ly, according to PNE execs. The Pre-opening publicity was topped autos, government bonds and ou

A Miss PNE contest, with entri in full swing. The 14 finalists v receive a trip to Hollywood.

Again in 1948...







The Grand Finale of this year's Ohio State Fair will feature the top stars of The Nation's Station. Even more significant is the fact that WLW talent has been an outstanding attraction at every Ohio State Fair held since 1938.

For availabilities and bookings, contact ...



140 WEST NINTH STREET, CINCINNATI 2, OHIO CHerry 1822

# Calif. Board Buys Report; Bids Okayed

### Predict Event To Top '47

cheduled for September 2-12, today etained Raymond Loewy Associates, overing operations, problems, and approximately \$12,000. he future of the fair. The price was et at \$38,000.

f vital importance when the time omes to make plans for a new fair. The State Legislature in 1947 apite.

Hal G. Hotchkiss, San Diego, a frector, predicted the estimate of 50,000 for this year's total attendnce is too low. Last year, the first ost-war fair held, attracted 657,000 hru the gates in 11 nights and 10 Bys.

Directors at their regular August eeting voted to accept a flat guaritee of \$20,000 from Barrett Broths for the parking concession, a bid 10 per cent of the gross from the company for supplying janitor servfter the fair.

All exhibitors have been requested ounty's outstanding historical figure.

The board agreed to buy fireworks dates, as usual, are in mid-September. gain from Pat Lizza, of Redondo leach, who has had the fireworks Shamrock, Tex., Cards First ontract for many years.

The Tractor and Implement Club efused to enter the fair this year for ent of 50 cents per foot was excesive. It was 30 cents per foot last air. However, Joe Olgardt, fair staff nan in charge of commercial and ndustrial concessions, is rapidly eft open by the club's action.

### Detroit Slates Suburban Annual for August 26-29

DETROIT, July 24.—A new suburan fair for the Detroit area is being rojected as the Macomb County Free air, to be held at Jefferson Beach musement Park, August 26-29. ponsor is the Walter Bruce Post, eterans of Foreign Wars, of which arl Wellman is secretary.

Major entertainment feature will e the Tri-State Rodeo, directed by

Buster Todd.

he long-established Macomb County ime a local amusement park has succeeding Elwyn Raiden. forthwest War Council.

### 10,000 Prizes for Hemet Fete | secretary.

HEMET, Calif., July 24.—Over ere October 6-10, Fred M. Bruderlin, ecretary-manager, announced.

# Finish 12G Bldg. For Durham Event; Plan New Eatery

DURHAM, N. C., July 24. - The American Legion Fair Association, operators of the Durham County Fair, announces completion of a large cement and cinder block building in which additional livestock, swine and poultry will be housed. The build-SACRAMENTO, July 24. - Direc- ing plans, which were prepared by ors of the California State Fair, Architect M. A. Hamm, contain several thousand feet of floor space. It was designed for the specific purpose Yew York City, to prepare a report mentioned above. The building cost

At the same time Mel. J. Thompson and C. M. Rumley, fair managers, an-Directors said the report should be nounced an \$8,000 restaurant building is nearing completion. Plans also were prepared by Hamm. It is planned to permit the shows' eating propriated \$4,000,000 for a new fair stands to use this building so as to conform with State health rules and regulations.

Premium money has been upped considerably this year and the fairgrounds are being prepared for the opening, October 4. The Durham County Negro Fair operates the following week on the same grounds.

### Oxford Annual To Put Heavier Accent on Vaude

OXFORD, N. S., July 24.—The 1948 leve Cochran Company for catering edition of the Oxford Fair will be on oncessions, and a bid of \$68,000 a record scale, it has been announced rom the California Maintenance by Frank Smith, manager, and Claude Thompson, secretary. New grounds re at the grounds before, during, and have been added and several new buildings acquired and built.

Special attention will be given the o use the centennial theme, the fair grandstand show, with a view to poard was told by Dr. James McCon- boosting the night attendance. In ell of Sonora, chairman of the cen- the past the accent has been on the ennials committee; and each county morning and afternoon programs, as been asked to have one person at notably horse-pulls and tugs-of-war. he fair dressed to represent the This year the vaude angle will be stressed more than ever before. The

# Farm Exhibit in 25 Years

SHAMROCK, Tex., July 24.-Agrihe first time in years, claiming the cultural and livestock exhibits from a four-county area will be on display at the fair here September 24-25.

Lonnie Burks, president of the Shamrock Chamber of Commerce, in making the announcement, pointed elling the \$54,000 worth of space out the event will be the first of its kind here for 25 years.

### Cannon Is Named Chairman Of Pasco Co. (Fla.) Annual

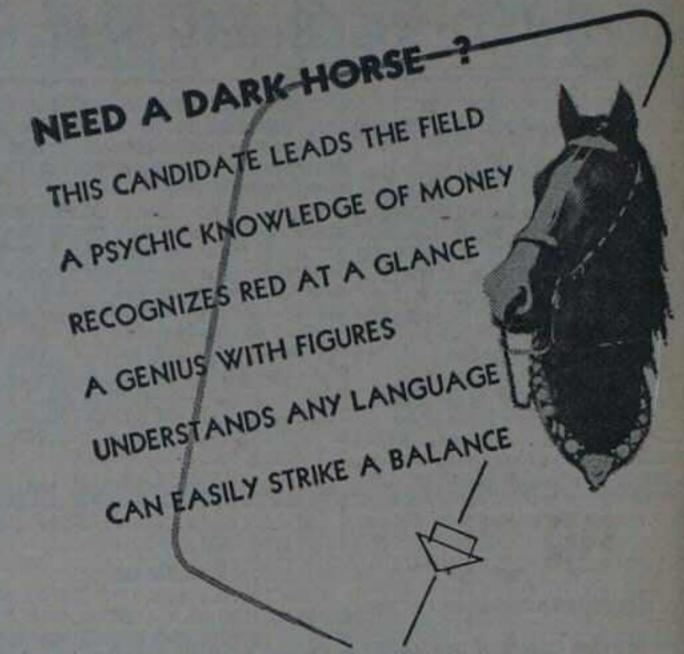
DADE CITY, Fla., July 24-D. E. Cannon was re-elected chairman of the Pasco County Fair Association at a board of directors meeting here. H. A. Grutzmacher was elected secretary, and J. Higgins reappointed man-

The 1949 event is scheduled January 19-22.

### Fair should be distinguished from Butler Heads Fannin Annual

BONHAM, Tex., July 24 .- J. D. air at Armada, in the opposite end Butler has been named president of f the county. This is the second the Fannin County Fair Association, taged a fair. Edgewater Park tried presidents include Virgil Wilson, genhe idea two years ago for a Detroit eral arrangements; Ike Biggerstaff, air, while the Michigan State Fair livestock; Wallace Smith, poultry; vas dormant. The Edgewater experi- Glen Flewharty, main building; Curnent proved unsuccessful, despite lee Cummings, school exhibits; Ray ponsorship by the then aggressive Edwards, rural exhibits, and Dennes Bales, George G. Pope and Dan Baker, rodeo. C. R. Jones was re-elected

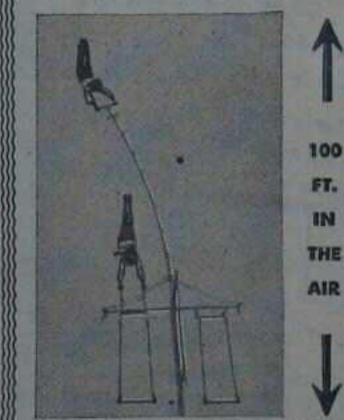
ROSEVILLE, Calif., July 24.-Nic 0,000 prizes, totaling \$35,000, will be Huddleston, manager of the Placer warded in the farm products divi- County Fair, August 19-23, announces ion of the Farmers' Fair and Festival | the Roseville 20-30 Club will sponsor a queen contest in connection with the fair.



THE WORLD'S BEST EDUCATED HORSE

FOR BROCHURE OF CANDIDATE'S RECORD AND PLATFORM WRITE **HEADQUARTERS** CAMPAIGN P. O. BOX 151 FULLERTON, CALIFORNIA

# CHARLTON'S AERIAL



Chilling Thrills in the Clouds!

> CONTACT FOR AVAILABLE WINTER DATES BOOKED THRU SEPTEMBER, 1948

Booking Thru

CHARLES ZEMATER 203 N. Wabash Chicago, Illinols

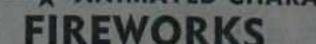
# GREAT PONTIAC FAIR

Pontiac, Mich., August 17 to 22 Inclusive

Can place Demonstrators, Jewelry, Photos inside exhibit tents. WILL BOOK TWO SENSATIONAL HIGH ACTS.

> All address Office Great Pontiac Fair WILTON MARTIN, Secretary

> > \* DAZZLING DISPLAYS ANIMATED CHARACTERS



THE WORLD'S GREATEST CROWD ATTRACTION

Each Show Complete With Expert Operators and Liability Insurance. NOW BOOKING FOR FAIRS AND COMPLETE "SHOOT YOURSELF" PACKAGE SHOW CATALOG SENT ON REQUEST.

P. O. BOX 2005 PEERLESS FIREWORKS CO. TULBA 1, OKLA.

# Rush Buildings at Dallas Expo; Expected To Be Ready Sept. 1

(Continued from page 75)

ter and others at the ends-without interference.

The building is designed for the simultaneous use of six portable basketball courts, complete with seats on all four sides. The special hardwood floors used for these games will be rolled up and stored in a special compartment when courts are not in use. Trolley ducts make it possible has added to its achievements in the to move main overhead lights to one particular game or to spread them evenly over the entire building.

The Automobile building is scheduled for completion by September 1. On Labor Day, the South and East Dallas Chamber of Commerce, working with the physical education department of Dallas public schools, has Kiddie Town sold 99,000 tickets at scheduled an elaborate square dance 9 cents for children, and 18,000 tickets for the housewarming.

Formal dedication will be held October 9, opening day of the State Fair, with an impressive ceremony by the automobile committee of the fair and the dedication committee of the Dallas Automobile Trades Association. The governor and mayor are expected to officiate.

Another major project completed by the State Fair of Texas this year is the new \$75,000 Kiddie Town, a special midway for Texas youngsters of 12 and under, located right in the middle of the Greater State Fair lette, Phil and Bonnie, Winifred Col-

are such attractions as: A midget Willards. auto ride with 54 tiny police cars, fire engines, limousines and roadsters; dramatic science show, has been a baby Ferris Wheel which appears presented at the State fair picnic to be operated by a giant clown; a pavilion since June 12. This show miniature steam train on the midway; will close July 27.

Complete Line Including

Mottled Balloons

· Gas and Air Balloons

able ears

Toss Ups

· Mouse Heads with inflat-

BALLOONS ALL COLORS

Unlimited Variety of Carnival, Fair and Park Prints.

SURE

FIRE

HITS

Workers

Spirals

Serpentines

Inflatable Squawking Dolls

a kiddie-size version of the State Fair \$100,000 roller coaster; a boat pond with real motorboats and reduced-scale restrooms with pint-size plumbing fixtures.

"Nothing has been overlooked to make Kiddie Town the finest thing of its kind in America," said Hitzelberger. "Once again the State Fair, with an eye to the needs of all ages, field of entertainment."

Fifteen thousand feet of additional neon tubing has been installed in the midway's half-mile this year. The midway has a half million lights and 30 miles of neon tubing, according to fair execs.

In the first 10 weeks of operation at 14 cents for grown-ups.

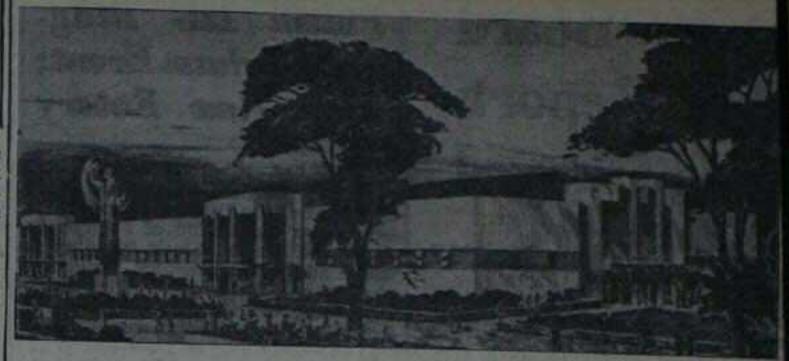
### Free Concerts

Free pop concerts by the 36-piece State fair band are given each Sunday on the midway between 6 and 7:45 p.m. These concerts definitely draw to the midway many people who would not otherwise come, and consequently are considered highly worth while by the State fair manage-

Free outdoor acts are presented twice nightly at 8 and 10:30. Acts this year have included Penny Milleano, Gessner Dogs, the Great Fuss-Within Kiddie Town's city limits ner, the Heerdinks and the Aerial

General Motors Preview of Progress,

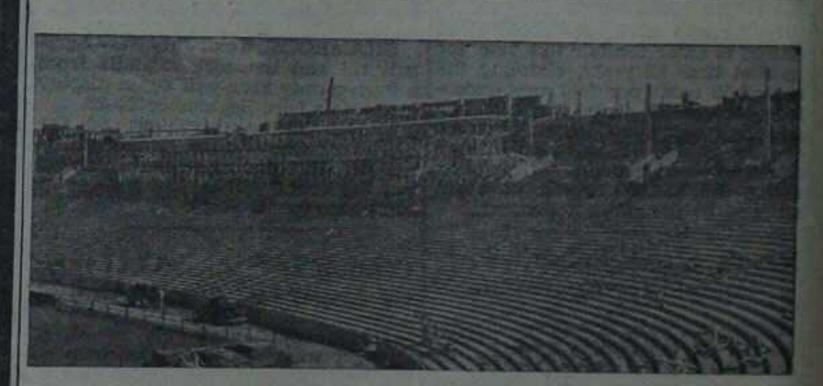
ALL COLORS





AUTOMOBILE, AVIATION AND RECREATION BUILDING, now under construction at the State Fair of Texas, Dallas, is shown in the top photo as it appears on the architect's drawing board. Lower view, showing the steel work up, gives a look-in on the progress made on the building to date.





THE COTTON BOWL at the State Fair of Texas, Dallas, as it will appear when completed is shown in the photo at top. Lower shot shows the progress made on the project to date. When completed the new Cotton Bowl will have a seating capacity of 67,435 as against the former Bowl's capacity of 45,195.

### Patriotic designs of stars on gas weight balloons. A real money maker!

Our RING-A-ROUND

BALLOONS

### SEND AT ONCE For our free catalogue.

which gives you complete details on balloons, gas, inflating equipment, reed sticks, string for tying balloons, etc., and helpful hints on how to inflate balloons

USE OUR SAFE AND SURE BALLOON GAS .-MOST ECONOMICAL ON THE MARKET!



202 East 38th St., New York 16, N. Y.

L. G. Lageson, Calif. Exec, Tenders His Resignation

NEVADA CITY, Calif., July 24 .-L. G. Lageson, county horticultural commissioner, has asked the supervisors to relieve him of his duties as eighths of a mile from its present half State fair commissioner.

He said that increased pressure of his regular office duties made it impracticable to continue in the fair post.

## Ga. Event Starts Oct. 4

ADEL, Ga., July 24 .- Cook County Fair, sponsored by the County Farm Bureau, is slated to be held here October 4-9. Other spansors of the event, which will feature livestock and agricultural exhibits and a midway, include VFW Post No. 5974 and the Cook County American Legion.

### Proposal To Shorten Race Track at Napa Fete Vetoed

NAPA, Calif., July 24 .- A Stateinspired proposal to shrink the race track at Napa Fairgrounds to threemile has been rejected by the board of directors of the 25th Agricultural District

The three members of the board present at the meeting voted to send a suggested master plan for the fairgrounds back to the State division of architecture with a request that the race track be left unchanged. Master plan, which covers proposed fairgrounds improvements over a period of years, called for a smaller track than the one now in use.

The board felt the smaller track would be of no use to the fair.

# WISCONSIN MISSES NO BETS

# Cent. Program WLW's Hayride Inks 24 Annuals Presents Much

Powerful grandstand show, many speed events, strong midway line-up scheduled

MILWAUKEE, July 24.-Manager Ralph Ammon has passed up no bets in framing attractions for the Wisconsin Centennial which opens here August 7 for a 23-day run at the State fairgrounds.

The day-by-day program, released today, abounds with variety, embraces all the sure-fire crowd lures of standard fair entertainment, gives emohasis to name attractions and thrusts radio shows prominently into the schedule of events. The sum total s the strongest package of entertainment ever framed for this State.

### Stageshow Stressed

Stress, of course, is given to the randstand stageshows and to race rack events. Previously announced, he stage offerings will consist of two mits. Songs of a Century, built around songs written by natives of he State and featuring Charles Winninger, flicker star, will be presented each night, beginning with the opener and continuing thru August 20. This how now is being rehearsed by Barnes-Carruthers Theatrical Enterprises, Chicago, which will follow it with its No. 1 fair revue for seven torcycle events, two days of thrill

of big car races, including a 200-mile national championship; two of midget ar races, two of stock car races, one of hot-rod competition, three of mo-

# THE CRAIGS

Versatile Circus Stars Balancers & Clobe Artists -Available 1948 Fairs-

BOOKED EXCLUSIVELY BY

J. C. MICHAELS ATTRACTIONS

Reliance Bldg.

50 S. Riverside St.

Kansas City, Mo.

### NO MORE TOUCHING HAMBURGERS BY HAND

New patented item turns out 30-60 patties a minute. No fuss. No second operation. Makes any size. Send \$1.00.

IN DID TO THE

Waterbury, Conn.

# THE CYCLONIANS

Comedy Cycling Thrillers -Available 1948 Fairs-BOOKED EXCLUSIVELY BY

J. C. MICHAELS ATTRACTIONS

Reliance Bldg.

Kansas City, Mo.

### WANTED

Because of disappointment NEED RIDES OR CARNIVAL FOR BENTON COUNTY FAIR Aug. 18 to 20, Boswell Ind.

Write or wire: Edgar Burnett, Sec., Boswell, Ind.

For week of October 11th.

call Carnival for a small town Community Fair, said like Merry-Go-Round, Ferria Wheel and 1 or 2 title Rides. Any clean Shows or Concessions may included with above. This Fair is sponsored by the as Clab. State terms and address communications ELOO KENNEDY, President Lions' Club, Scotts I, Tennessee,

CINCINNATI, July 24 .- Midwestern Hayride, aired each Saturday night over Station WLW here, has been set for 24 fair dates by the station's talent booking division, headed by William (Lafe) Harkness, it was announced this week.

Single day stands have been signed for these fairs: Cass County Fair, Logansport, Ind.; Fayette County Fair, Washington Court House, O.; Dearborn County Fair, Lawrenceburg, Ind.; Knox County Fair, Mt. Vernon. O.; Delaware County Fair, Muncie, Ind.; Ripley County Fair, Osgood, Ind.; Plain City Independent Fair, Ind.; Plain City Independent Fair, Plain City, O.; Greene County Fair, Xenia, O.; Knox County Fair, Bicknell, Ind.; Auglaize County Fair, Wa-pakoneta, O.; Muskingum County Fair, Zanesville, O.; Clark County Fair, Springfield, O.; Fayette County Free Fair, Connersville, Ind.; Meigs County Fair, Pomeroy, O.; Harrison County Fair, Corydon, Ind.; Athens County Fair, Athens, O.; Marion County Fair, Marion, O.: Kosciusko County Fair, Warsaw, Ind.; Ohio State Fair, Columbus; Pickaway County Fair, Circleville, O.; Paulding County Fair, Paulding, O.; Hocking County Fair, Logan, O.; Hardin County Fair, Kenton, O., and Attica Fair, Attica, O.

Race track events include five days ing, including four of Grand Circuit competition.

> Among other features in front of the grandstand will be a musical festival the final two nights of the exposition. It will offer more than 1,000 singers, instrumentalists, musical groups and choruses.

### Icer on Midway

Ice Vogues of 1948 will be featured on the midway. Other midway shows will be Sam Howard's Aqua Follies, Jesse Drost's Wild Life Show, a Swiss colony, Eskimo village, Terrell Jacobs's Wild Animal Circus, a sports show and Houdini Mysteries, a magic show.

Finishing touches now are being placed on the new radio hall from which scores of radio programs will emanate. Many of the radio stations of the State will broadcast from the building, which has a seating capacity of 1,500.

Among network shows skedded to be aired one time or more from the expo are CBS's Armour's Hint Hunt,

### Kennewick, Wash., Fete Puts Up \$2,500 for Celebration

KENNEWICK, Wash., July 24 .-Benton County Fair Association last week set its annual fair for September 10-12 and posted \$2,500 prize money to attract top livestock and produce exhibits.

Alfred Amon, chairman, said a rodeo and concessions are being planned in conjunction with the fair.

5 head of horses—dogs—ponies— monkeys—5 big acts -Available 1948 Fairs-BOOKED EXCLUSIVELY BY

J. C. MICHAELS ATTRACTIONS

Reliance Bldg.

Kansas City, Mo.

Mutual's Queen for a Day, CBS's LYNCH THRILLER Borden's County Fair and NBC's National Farm and Home Hour. Negotiations for other network shows continue.

Besides Winninger, other name stars will participate. Lucille Meusel and Guila Bustabo, both of the musical world, already are set. Other showbiz names have indicated they will be on hand. The expo, how-ever, is withholding announcement on these, playing it safe in the event of disappointments caused by lastminute studio demands on those who have said they will participate.

(Continued from page 71)

tracting the second largest crowd in the history of Cherry Park in Avon, Hartford suburb.

Despite threatening weather at the matinee, which turned into light showers just before the evening show, biz was satisfactory Sunday at Riverside Park, Agawam, just south of here.

Aut Swenson handled the exploitation at Avon and co-operated at Agawam with Harry Storin, publicity director for the funspot.

# RAY MARSH BRYDON

SCORES SENSATIONAL "FIRST" NATIONALLY KNOWN DANCE HEADLINERS TO APPEAR TOGETHER FOR FIRST TIME IN ANY SHOW



AND HER SARONG-STEALING PARROT



IN HER WINE-BATH DANCE

Featured at Mich. State Fair Detroit-Sept. 3-12 Kansas State Fair Hutchinson—Sept. 18-24

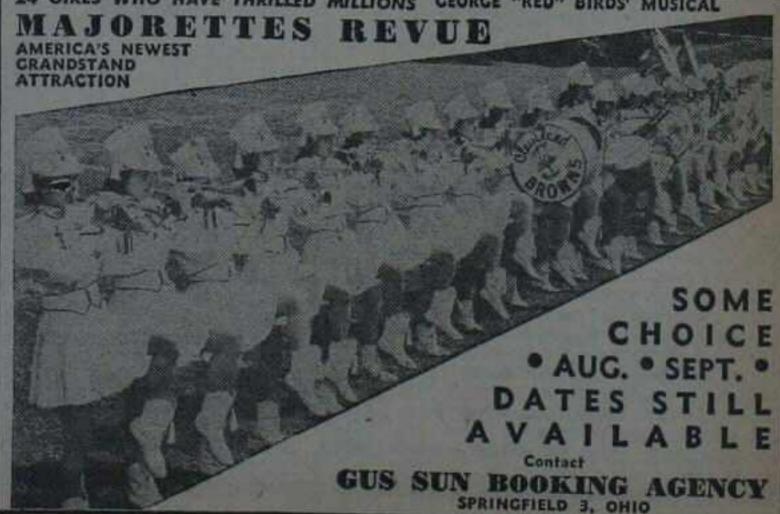
Mid-South Fair Memphis-Sept. 26-Oct. 3

Texas State Fair Dallas-Oct. 9-24



ASSOCIATED INDEPENDENT MIDWAY OPERATORS, INC. 915 W. WILSON AVE., APT. 403 CHICAGO, ILLINOIS

Someon of the continuous of th 24 GIRLS WHO HAVE THRILLED MILLIONS GEORGE "RED" BIRDS' MUSICAL



Communications to 155 No. Clark St., Chicago 1, Ill.=

# 20% TAX LIKE LOUIS PUNCE

# Ballroom Biz Hardest Hit

alarming by Huedepohl eat and drink grosses up

to ballroom biz, ride and show patronage and, in fact, anything at concessions and games, funspots thruout the nation should, if given good weather from now thru Labor Day, come close to approaching last year's good business.

That is the considered opinion of Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, upon his return to NAAPPB headquarters here from a four-State swing of amusement centers in which he visited more than a dozen parks.

### Hits Ballrooms

The federal tax has served to cause a sharp drop in ballroom business at parks thruout Ohio, Indiana, Pennsylvania and New York and the drop is truly alarming in some instances, he maintained.

Amplifying, Huedepohl said: "It appears that people balk at the prices which are made so high by the addition of the 20 per cent tax. And it's impossible for the operators to drop the basic charge without dipping into the red. Meanwhile attendance at these tax-bearing features continues to drop."

To support his contention, the NAAPPB official pointed out that generally speaking the grosses from eat and drink concessions are higher than last year. "To be sure," he added, "food prices and costs are up, and the public seems to realize this and does not balk at the higher prices made necessary by higher costs. However, even tho prices at park ballrooms on the whole are the same as last year, the people resist the charges, and the reason for this, I believe, is the federal tax."

Continuing, Huedepohl said: "I am not alone in this belief. Practically every park operator I talked to voiced the same view."

Ed Sheck, president of Summit (See 20% Tax Wallop on page 88)

### Portland Funspots Get Plug Via Photos in Oregonian

PORTLAND, Ore., July 24 .- In cooperation with Jantzen Beach and Oaks Park, one of Portland's dailies, The Oregonian, published a full page of pictures plugging the entertainment concessions at both spots Sunday (18).

Idea of the full-page picture spread was to awaken the public to the fact the amusement centers again are

ready for biz.

Both parks virtually have recovered from effects of the recent flood. They escaped serious damage mainly because maintenance engineers moved much of the equipment before high waters from the Columbia and Willamette rivers inundated the grounds. Except for the dance pavilion and skating rink at Oaks, where repair work is still progressing, all facilities at both parks are at near normal operation.

# Coney Island, New York

Heavy attendance over the week- whose dad is a Coney cop. end (July 17-18) despite a rainy Saturday morning. Chamber of Commerce will feature in the fireworks Attendance drop is called display Tuesday (27) 50 atomic bombshells of the harmless variety as Coney's participation in Manhattan's celebration of the Golden Jubilee. Excursion boats from New York, New Jersey and other nearby points are CHICAGO, July 24 .- The federal making the Coney trip for the first admission tax is dealing a stiff blow time since before World War No. 2 with one drawback. Instead of landing at the Steeplechase Pier, which amusement parks carrying the 20 per needs strengthening and which was cent tariff. Yet, thanks to income within easy distance to the Island from eateries, other eat and drink proper, the docking is at Neptune Avenue and West 23d Street, a spot that confuses visitors who find it quite a long way from the midway.

22d Year for Onerato

Heading the list of Steeplechase Park's big personnel is James J. Onerato celebrating his 22d year as manager, His brother, Rocco, cashier chief, came to the park 25 years ago. Office assistants are Lawrence K. Dalton, James J. McGuinness, Helen Rasmusson and John Motto. Chief electrician is Jack Walsh, 52 years with the Tilyous. His helpers are Jack Cronin, Edward Dove, William Dunham, Claude A. Stewart and Fred Schonberg. Funhouse, where handmade breezes send skirts of unsuspecting females upwards to the delight of seated spectators out front, has Angelo Brienza, dwarf clown, again manipulating the electric charged stick; Wilbur Biggart, fat clown; Fred Bohn and Frank Travia; cowboys; Joseph Carter, stagehand; John Doyle and James Foley, ushers, and Louis Salerno, in the elephant blower house. Arthur Schult is chief mechanic at the Parachutes. Helpers include John Kowalski, George Cox, Walter White, Romayne DuMott, Frank Haynes, Henry Etherington, Hugh Ribbon, James Hughes, Vin- City Park "and they have been shipcent Strype, Thomas Boyle and William Hanashy. Head cashier is Edward McNenny. Assistant cashiers are Timothy Walsh and Anthony De-Bartolo. Ticket taker is Joe Gonzales,

# Lucas Kiddieland Biz May Beat '47

LOS ANGELES, July 24. - The Lucas Kiddieland, four-acre amusement zone at the corner of Riverside Drive and Fletcher Drive, probably will top last year's business, according to James L. Lucas and William Schofield, park officials.

Lucas started operations on the site in 1940 when he ran a pony ride on the property. He gradually added rides until now he operates 14 of them on a 350-foot frontage. He is also a manufacturer of boat rides.

Park sells an average of about 12,000 tickets a week and is open six days a week during the summer from 2 to 10 p.m. In the winter it is operated only on week-ends. All rides are park-operated with the food concessions being leased out. Park is operated by four regular employees, with a total of 20 working on week-

Rides include boat, pony, midget bus, pony-and-cart, airplane, auto, Merry - Go - Round, Ferris Wheel, Whip, "dry land" boat, Roller Coaster and Miniature Train.

A miniature zoo is now under construction.

Nick Garafalo and his brother, John Garfield, sign-making pioneers, have agreed on an amicable split, with both embarking on their own in the same biz, former, under the label of Garrow on West 16th, and later, retaining Garfield, on Stillwell. Latest placement by Nick is a huge sign covering the entire Boardwalk front of Nathan Faber's Poker Roll. Another is a spectacular decoration on the Surf Avenue front of Suicide Globe.

### In Family 30 Years

Mrs. Jennie Myers, her son, Albert C., and two daughters, Mrs. Lillian Rosenfelt and Helen, continue manipulating the Boardwalk rolling chair and beach chair concessions, a family possession the last 30 years. . . Harry's (Rosen) Arcade on the Boardwalk near West 12th, featuring in its equipment 10 Skeeball Alleys, photo and recording booths and a shooting gallery, has, for its personnel, Leonard Rosen, Harry's son, in charge of the recording and change; Rose, Harry's wife, developer; Estelle Schiff, a sister, at the gift stand; Jerry Cohen, Karl Greenfader, Ben Hirsch and Libby Cutler, change boys, and Charles Lipnick, miniature photo developer.

# Super Highway Forces Mullins To Sell Rides

CHICAGO, July 24 .- John C. Mullins, owner of Crystal City Park, Tulsa, Okla., writes that he has sold his rides and concessions at Crystal ped out of town."

"Reason for selling the rides," Mullins wrote, "is a super highway they have been planning on building for the last three years from Tulsa to Oklahoma City. Our park, which consists of 32 acres, is long and narrow and the proposed highway goes right thru the midway of our park. We can't move back because we already have a railway directly in back of us. At the present time we are operating only our swim pool and open-air dance pavilion.

"Due to the rains and cloudy weather for the last three weeks, our swim pool biz has been off. Our dancing has been very good. We have been featuring Leon McAuliffe's ork."

# Marlowe Reports Biz Big at Idle Hour

PHENIX CITY, Ala., July 24 .-Business at Idle Hour Park has been very good, Manager Jesse L. Mar-lowe says. "If it keeps up its present pace, final figures for 1948 may show this season to be the best in Idle holds four or five youngsters. Gas Hour's history."

week-end brought out more than around the tank in a three-minute 100,000 persons, giving the spot its best holiday week-end business in history. All rides, games, concessions and the swim pool received heavy plays. Fireworks Monday (5), plus the matinee and night performances of Corrine and Bert Dearo, free act, helped chalk up a red one.

# Hamid's A. C. Piers Surge Ahead of '47

Season Records May Go

ATLANTIC CITY, July 24 .- Dail attendance and grosses at Steel Pie since the first of the month, has been running ahead of 1947, a reord year, George A. Hamid, opera tor, announced this week. Hamid other local funspot, Million Dolla Pier, which this season is housin the International Industrial Exposi tion, has been playing to steadil growing crowds and is expected to b drawing peak attendance by Augus The piers were considerably hands capped during June by rain almost every day.

Over the three-day Fourth of July week-end Steel Pier drew a recon shattering 100,000 persons. A record was also established on the week which eclipsed the approximately 158,000 mark established by both Dic Haymes and the showing of The Outlew, a flicker featuring the bosom Jane Russell. Tex Beneke and hi ork, songstress Frances Langford and Jon Hall were featured over the Fourth.

### Romm Press Director

Charles Romm, former Philadelphia public relations man, this weel was named press director for the International Industrial Exposition. The exposition has attracted the attention of Dr. Jacques Kunstenaar, chief of fairs and exposition branch intelligence and service division. U S. Department of Commerce. He said he plans to suggest that the Department of Commerce recognize and assist a permanent international trade show here.

Spun glass draperies and a ceiling canopy are new additions to the decor of Marine Ballroom on Steel Pier. The decorations supplant those partially destroyed a fortnight ago by fire and water. New murals, 150 feet long, are on each side of the ballroom.

Louis Prima's ork is the current attraction. New name bands come is each week.

# Hrubetz Org Sends New Kiddie Ride to Mex. City Gardenas

SALEM, Ore., July 24.-Frank Hrubetz & Company, manufacturer of the Spitfire and Hi-Ball thrill rides, announced Tuesday (20) availability of a new Kiddie Boats ride for small children.

First ride went to Francisco Gardenas, Mexico City. Six all-steel boats in a tube and canvus tank frame make up the affair. Each boat engine power is furnished one boat Perfect weather over the July 4 and this craft pulls the other five ride cycle.

> Hrubetz says two attractive features of the Kiddie Boats ride are its portability (it can be hauled in a 11foot trailer) and the fact it can easily be operated by one man. An 800-wall flood light cluster illuminates brightly colored boats and tank

# Riverview Ads Attract

Chicago funspot spends 110G to make folks conscious of Windy City park-"It's worth every cent," Schmidt says

F THERE'S anyone in Chicago or its environs who hasn't eard the name Riverview Park. en he is (a) deaf, (b) blind, or ) living the life of a hermit.

"It pays to advertise" is more an a slogan with George A. chmidt, president-general maner of the Chicago funspot-the orld's largest amusement park unr a single management. A firm beever in letting people know there an amusement park at Western d Belmont in Chicago, Schmidt, ith the aid of the Miller & Hixon gency, Chicago public relations rm, has a strong advertising camlign.

The fact that the park has a strong campaign is not news in itself. it The Billboard believes Riverew's newspaper ads are most atactive. In a city the size of Chicago, ere is, naturally, a lot of entertainent spots, and as a result two solid ges packed with entertainment ads Riverview's newspaper ads. nothing for Chicago papers.

Chicago's famous Amusement Park.

The greatest name in fun

S-MON., WED., FRI.,

SAT. (TILL SCHOOLS CLOSE)

EXCEPT HOLIDAYS

IIGHTS TUES., THURS.



It is easy to look at the doublepage spread of ads and see them all at a glance, yet not see them. However, Riverview's ads are so distinctive that it's almost impossible not to pick that ad out in a second. That budget, including newspaper, radio, doesn't happen by chance.

Harry Miller, of the Miller & Hixon Agency, has this to say about have so many different types of ads

ning from 150 to 200 lines per day. In addition to its newspaper and billboard ads, Riverview this year has added radio. Schmidt signed a contract with WIND, Chicago station which specializes in local programs, for five spot announcements each day for 119 days. This has proven powerful advertising, according to Schmidt.

Regarding the spot radio announcements, Miller says: "We have our announcements spotted near newscasts, sportscasts and disk jockey programs. In this way we hit all age groups."

In billboard advertising the park uses 100 boards a month for four months, 80 in the city of Chicago and 20 on arterial highways leading into Chicago.

What is the cost of such a program? Schmidt reports the advertising billboards and the always dependable mailing list, runs, in round figures,

This year the Riverview press agents are using kiddles in pictures more often and they believe this is paying dividends.

According to Miller, his agency starts its advertising campaign for the following season the minute the park



about \$110,000. "And," he says, "it's worth every cent of it."

Just to be certain people visiting Chicago, who may not bother reading the local dailies or listening to the radio, the Chicago funspot runs an ad once each week in the local amusement sheet, This Week in Chicago, which lists the various attractions which may be seen by the visitors.

In addition to its out-and-out advertising copy, the Miller & Hixon agency manages to crash each daily once each week with a picture or story and sends out a weekly release



AMERICA'S FAMOUS AMUSEMENT PARK

closes in September. "We start mapping out plans for the following season in the fall, working on every conceivable kind of an idea. By the time the season arrives we have a regular plan on which we follow thru," Miller said.

First of all, early in the spring, Chicagoans are bombarded with mailing pieces, which includes passes to the park. The first newspaper ad appears five days ahead of the opening.

Slogans, especially for the radio announcements, are important, Miller



to 125 community and suburban newspapers.

The pictures used by Riverview for the daily news columns are the old stereotyped type, showing, for instance, some celebrity from a promi-Riverview's various rides. Miller admits this is nothing new in the advertising game. "It retains its reader appeal," they tell you, "because everyone, especially women, likes to read about a celebrity. And it's the women, mostly, who bring the kiddies out to the park."



GLORIOUS HOLIDAY FUN. MORE THAN 100 RIDES, SHOWS, ATTRACTIONS!

America's Famous AMUSEMENT PAR

that they don't have to be used often and, because of that, people don't see the same thing over and over. Too, we believe the important thing in an ad is brevity."

Riverview ads, it's true, get away from a lot of wordage. Note the examples on this page. . . . Words in the ads, for the most part, are few and far between. . . But they do toss out the word "Riverview," so that you can't miss it.

Daily newspaper ads for Riverview, Miller points out, run 100 lines per day, with week-end ads and those for special days and holidays, run-



WESTERN-BELMONT



says. Last year the park used "Just for fun, go to Riverview." This year the slogan is "Riverview, the greatest name in fun."

Once Miller and Hixon have their newspaper and billboard ads down in nent Chicago night club on one of rough form in the fall, they turn the copy over to Egan Ungar, Chicago artist, and he works them out. Once his ideas are on paper, they are given the once over by the ad agency and the rough spots worked out.

Yes, "It pays to advertise," is more than just a slogan for Riverview Park . . . it's money in the bank.

# Pontchartrain Marks 20th Birthday to Big Turnout

NEW ORLEANS, July 24.-Harry site and then moved to the present Beach, Akron, was one of the most Batt's Pontchartrain Beach celebrated | location. its 20th anniversary here Friday (16) and more than 50,000 persons turned out for the event. Special events highlighted the occasion, including a speech by a congressman and a revue, when the Playground Amusements, Now and Then.

The spot received plenty of advance publicity on the event, The New Orleans Item running several pages of stories and pictures, giving the history of the funspot, features on various attractions and a story, with picture, on Batt. Local me;chants helped with congratulatory newspaper ads. etc.

Speakers in addition to U. S. Congressman F. Edward Hebert, who praised Batt for the great work he had done, included Lester Lautenschlager, director of the New Orleans Recreation Department, and Stanley Lemaire, president of the Orleans Levee Board.

Twenty major prizes, one for each year of the spot's existence, were given away by Batt, who has been managing director since 1934.

The Now and Then revue featured bathing girls dressed in the beach styles of 1890, 1900, 1920 and those of the present day.

### Special Prices

The midway opened at 3 p.m., with "fun saving time" in effect until 7 p.m., and a big crowd was on hand to enjoy the reduced prices during that period. All rides were reduced to 5 and 10 cents during that period. The usual free entertainment, which, Batt says, the park spends about \$20,000 annually, was offered and included the Flying Meteors, trapeze, and Paige, Jewett and Kiki, cyclists.

The expansion of Pontchartrain has been steady since 1928 and so has its beautification.

One year after work on the new beach started, a temporary Pontchartrain Beach was built on the west side of Bayou St. John on the lake front where an amusement park had been in operation since 1912.

The old site of the beach officially was opened on the first Sunday in 1928. A revue of bathing beauties competing for the Miss New Orleans title kicked off the opening. Since then the bathing beauty competition has been an annual attraction.

on hand for the official opening and more than twice that number were present for the 20th anniversary celebration.

### Tranchina First Op

The beach was then, as now, part of the Orleans Levee Board's lake shore development and reclamation project. Felix Tranchina was the first operator of the beach when it was located near the old Spanish Fort

AVOID GATE-CRASHERS with STROBLITE IDENTIFIER



Hands of patrens are tamped with a harmwhich becomes visible under the Stroblite U.V. Lamp. Widely used in Ballrooms, Rinks, Pools, Amuse-ment Parks, etc. COMPLETE KIT (lamp. quart ink, rubber stamp and pad1-\$45.

Dept. C, 35 W. 52d St. New York 19

STROBLITE CO.

Merry-Go-Round, one Adult and Kiddle Ride for amusement park immediately on percentage basis for balance of season.

LLOYD POUNDS

Heavy surf greeted the beach soon after it opened and it was seized from operators by the levee board for nonpayment of rent. That was in 1934, inc., took over.

The corporation headed by John W., Harry and Richard Batt operated the beach until 1939, when it was moved to the present location. In that year John W. Batt and his two sons took over and have been in direct operation of the lake front resort ever since.

When the resort opened in its new location June 18, 1939, it had new and streamlined buildings, new rides and a larger beach. Free entertainment was started and has become a nightly attraction.

Then followed a \$750,000 expansion program which was climaxed a few weeks ago with the opening of the 2,300-foot beach. This compares with the original length of 900 feet.

### \$685,300 Spent So Far

A total of \$685,300 already has been spent on the project and \$63,500 remains in new projects.

One of these, a new lifeguard station-roof platform, will be contracted for Thursday (29). The platform above the lifeguard ramp will be used for the free acts, bathing revues and outside of the building," Huedepohl other spectacles.

Already the largest man-made beach in the United States, the facility can handle 20,000 bathers at one time on the white-sand strip.

### No Admish

More than 1,500,000 visitors bathe at the beach each year and scores of others come to visit the midway. Pontchartrain does not charge admission or a parking fee. .

# Silver Beach Installs Flashy Mirror Maze, **CompleteWithClown**

ST. JOSEPH, Mich., July 24 .- A new Mirror Maze has been installed here at Silver Beach Park, which is owned by Mrs. Maude Drake and managed by H. J. Terrill. The unit was designed and built by William de Approximately 25,000 people were L'horbe Jr. and the National Amusement Device Company, Dayton, O., of which de L'horbe is sales manager.

> Design and construction were complicated because the maze is in a lineup of concessions and is situated under a veranda, which made it impossible to extend it out in any direction. Notable features are that it embraces 50 per cent more glass and floor area than used in the standard maze and has a laughing clown. The latter is located in the maze, visible to the his own face in a distorted mirror, picnic," Huedepohl observed. The clown was made by Messmore & Damon.

Corrugated glass, with indirected color lights that flash on and off, is built into both ends of the front, while an upper sign of flashing neon is backed by corrugated aluminum, superimposed over varicolored neon.

Perey turnstiles, located at the entrance and exit, make it possible to operate the concession with only one person, the cashier. On busy days, however, a man is required to clean the mirrors.

The front presents an arresting appeal. Pastel colors, ranging from deep maroon at the bottom to yellow in the middle and back to maroon on the upper marquee, are eye-catching. Chrome stripping separates the colors. Theater-type lighting on the underside of the marquee adds to the flash of the unit.

# 20% Tax Wallop To Park Business

outspoken foes of the tax among park operators to whom Huedepohl talked on his trip. Sheek reported that business as a whole at his park was good, but he complained about the rides being down and attributed this chiefly to the tax.

### Make Kiddie Pitch

Funspots this year are making a stronger pitch to the small fry. "Many parks have installed lavish kiddie lands, and these are paying off, not only in the money derived from the small fry but from the spending of their parents who otherwise might not come out," Huedepohl pointed

Huedepohl was high in his praise of some of the improvements which have been made at several spots. He pointed to Westview Park, Pittsburgh, where only recently the ballroom was completely renovated and refurbished at a cost of \$167,000.

"It is one of the best park ballrooms I have ever seen. By the time they finish, they will have spent \$200,000 on it. The entire building is outlined by neon, and its front is an eye-catching, eye-holding spectacle, certain to command attention. I was really amazed by the refinements inside and by the flash on the said.

### Praises Myers Lake

"At Myers Lake Park, situated near Canton, O., I was astonished by the beautiful ride fronts and the new concession stand which the park's owner, Carl Sinclair, has built. Lighting, all by neon, is brilliant. Moreover, crowd lure recently has been raised by the installation of a new Roller Coaster, a new Cuddle-Up building and a new Scooter building. Typical of Sinclair's operation, the park was in immaculate condition," Huedepohl added.

A Penny Arcade, termed "one of the finest at any amusement park in the country," and a bingo game at Lakeside Park, Dayton, O., drew raves from Huedepohl. The bingo, he pointed out, has a 3,000-seat capacity.

At Waldameer Beach Park at Erie. Pa., F. W. A. Moeller, owner, and Jack Foley, general manager, told Huedepohl that the park had excellent July 4 week-end patronage and that business has been on the upgrade. They attributed the park's business to several fine promotions.

Percy Killaly and Mrs. Doris Makovec, execs at Euclid Beach Park, Cleveland, joined in expressing confidence that the season will end up comparable to last year. "I was much impressed with the tidiness of their layout and with the good afterpublic and so placed that he laughs at noon play they were getting from a

### New Buildings Erected

At Le Sourdsville Lake, Middletown, O., Huedepohl was impressed by the new construction. Three new buildings have been erected. These provide a new shooting gallery and structures for the Pretzel Ride and Dodgem. The building for the latter is particularly impressive, according to the NAAPPB secretary. "There is complete vision for spectators on three sides. The ceiling is of solid steel, and there is cross ventilation beneath the all-steel floor, Huedepohl said.

Among other parks he visited were Coney Island, Cincinnati; Riverside at Olympic's open-air circus, featur-Park, Indianapolis: Buckeye Lake, Buckeye Lake, O.; Celoron Park, Jamestown, N. Y.; Kennywood Park, Pittsburgh, and Cedar Point Park on Lake Erie, near Sandusky, O.,

# Work Begins On Madison's 400G Funspo

Highway 51. It is a partially wood area, which, Bergor said, will developed into a public plenic groun and a natural amphitheater. It al will boast two parking lots capab of handling some 700 cars. Late the summer a road will be cut thru to woods and tables, benches and fir places will be built.

Plans for next year call for the building of a bridle path. The south ern section of the area will be the sports and recreation location. It wi have a trailer camp with room for least 200 house trailers which can l kept there permanently.

A recreation hall, built of concret blocks and with a curved steel roo measuring 100 by 180 feet will b erected later this year. A temporar wall will be built on one side an another addition, of equal size, wi be erected later, according to Bergot The hall will contain a museum, res taurant and a convertible floor fo dancing or roller skating as well f music events, plays, hobby shows an other such events. Bergor said h plans to book name bands for year round dancing.

### Lagoon Being Built

Already under construction is lagoon. It is being dredged from land which lies along the Yahari River and will be about 300 fee south of the recreation hall. The lagoon will be 30 feet wide and 6 to 8 feet deep, except in the center section where a 70-foot cut will be made and a 400-foot beach is to be laid out. Bergor said there is an excellent supply of extremely finegrained sand which will be used to cover the beach.

In the center of the lagoon, Bergor said, a half-mile race track will be built. Within the larger track, a second course, one quarter-mile long will be laid out. The two tracks will be used for midget auto, horse and motorcycle races. A 5,000-seat allsteel grandstand will be constructed at the northern end of the tracks. Also located in the lagoon area will be a gun and archery range.

### Large Midway Site

The midway of the new grounds. ying west of the recreation hall will be large enough to house a fullfledged circus, Bergar said.

In addition to the usual summer activities there will be provisions for almost every type of winter sport. The lagoon will be large enough to permit laying out of a large area for ice skating rinks, several hockey rinks and a curling rink. Part of the lagour may be put under a temporary root during the winter to permit allweather skating. During the summer months boats will leave from a downtown pier and take patrons directly to the new area.

Plans also are under way to construct a scaplane landing strip in the wide spread of the Yahara River which adjoins the grounds.

### Heat Wave Jams Olympic's Swim Pool, Pienie Groves

IRVINGTON, N. J., July 24-Olympic Park's big swim pool and picnic groves are getting a good play during the current heat wave. Henry Guenther's funspot tops all amusement parks in the vicinity of New York City in the number of its shade trees, a definite hot-weather drawing card.

Unusually good bill this week-em ing the ace high thrill act of Jeannette and Paul, plus Arthur and Ray equilibrists and unicyclists; the Great Astor, wire walker, and Rosen and Kantor, comedy contortionists.

# TEAM TRAIN BURNS COAL Can be used indpors with compressed attracts Hauls a big load of kids or adults on every telp. Hausement park or ric recreation center need a steam train to make real money.

need a steam train to make real money, are trains are grossing \$2,500 to \$12,000 a son; you can do it too in any town over 000. Many park officials give rent-free cession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY

Mfrs. Steam Trains and Kiddie Auto Rides

W. Douglas Wichita 2, Kansas

## Miniature Golf Course

CONSULTING SPECIALIST

"Anything Pertaining to Miniature Golf"

LANS DRAWN—LOW-PRICED PUTTERS.

Your correspondence invited.

OOL CREST GOLF COURSE

402 Frdsbg. Rd.

San Antonio 1, Texas

### WILL BOOK

any hig Ride at Colored Park and Beach, Lincoln Beach Park.) Good spot. New Orans, La. For particulars address

J. LACASSIN, Owner

# Hot Spell Sends Big Crowds to N. Y. Funspots

NEW YORK, July 24.—Hot weather over the past week-end gave beaches and parks in the New York area very satisfactory attendances. Scattered fun spots on Long Island and along the New Jersey coast were hit by local rain storms, which in most cases were of short duration.

Coney Island was one of the spots hit by showers Sunday (18), with rain slowing up activities for about an hour in mid-afternoon. Estimated attendance was 900,000.

Rockaway Beach also was affected by threatening skies and a bit of rain and reported a modest estimate of attendance of 420,000, which included 50,000 at Jacob Riis Park.

Jones Beach, after two recordbusting week-ends, reported a satisfactory turnout of 81,000. Atlantic Beach continued to chalk up hefty attendance marks, with Sunday's crowd estimated at 75,000.

Usual Monday quiet at Coney Island was upset by the arrival, at nine o'clock, last Monday (19) morning of the advance contingents of orphan children from 56 orphanages in New York, who were part of the 7,500 kiddies attending the 12th annual outing at Coney's Steeplechase Park, sponsored by the Police Anckor Club of the New York Police Department.

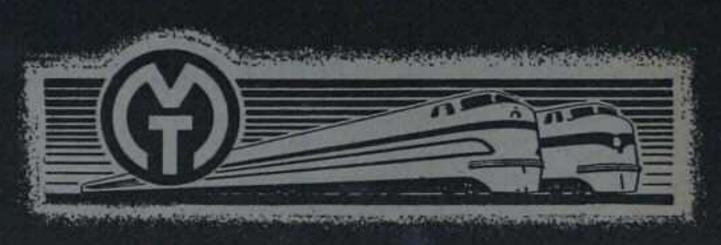
More than 500 off-duty police officers were on hand to supervise the party which lasted until 7 p.m. All kiddies were given tickets for 12 rides and provided with box lunches, soft drinks, cookies, candy and ice cream.



Miniature Streamliners that really look like the big ones! Superbly built! Plan for the future...to own and operate the ride that's tops in profit!

Over 250 in operation!

Write today for details....



MINIATURE TRAIN & RAILROAD CO.



JOHN L. LORMAN

Managing Director

NOW BOOKING! RIDES AND CONCESSIONS

> LONG TERM LEASES MUST BE HIGH CLASS

> > 400 Washington Street
> > Venice, California
> > Phone: Santa Monica 6-7748

PLAYLAND OF THE SOUTHLAND





# Late Arrival Minn. Gives Two Dampens B.O.

show - business in other spots average

CHICAGO, July 24.-Cole Bros., which was dealt a staggering blow by Minn., with a full matinee, despite fate this week at Delavan, Wis., in rain, and an overflow at night. Estithe form of a mishap, moved into the mates placed the total attendance for Chicago area this week-end, playing shows at 7,000. Friday in Skokie and today and Sunday in Bellwood, a suburb. Weather co-operating on the week-end, the show figured to do big business.

A rail accident at Janesville, Wis., early in the day, Wednesday (21), kept the centennial date in Delavan, Wis., from being an almost certain record breaker.

### 15,000 on Hand

More than 15,000 visitors were in Delaven for the Wisconsin Centennial Circus Celebration, in which the Cole org was to play the leading role. The advance sale was so heavy that circus officials had planned to give three shows.

A derailment of the cars at Janesville at 4:15 a.m. held the train there until 9 a.m. and it was almost noon before the show reached Delavan. Meanwhile the crowd, which had started gathering early in Delavan to be on hand for the show's arrival, thinned after waiting more than two hours.

The parade, scheduled for 10 a.m. didn't get under way until 4 p.m. The matinee didn't start until 5 p.m., and instead of an overflow it was a threequarter house. Night show drew a full one, but circus followers were certain the show would have drawn three capacity houses had the show been able to arrive on schedule.

### Memorial Service Held

Before the parade CFA members, showfolks and others gathered in Spring Grove Cemetery for a memorial service honoring William C. Coup, circus pioneer, and other circus folks buried in Delavan. Florree Galt, press representative, representing Zack Terrell, Cole Bros.' owner, placed the wreath on Coup's grave.

Speakers during the day were Acting Gov. Oscar Rennebohm; Dr. H. H. Conley, Park Ridge, Ill.; Melvin D. Hildreth, Washington attorney; Mayor John F. Thorpe, Delavan; Col. Harry Thomas, of the Cole show; Father T. P. Trahey, of St. Andrew's Catholic Church, Delavan; Rev. O. C. Thusius, of Redeemer Lutheran Church, Delavan; Dr. Ora Rice, Delavan, and Congressman Lawrence Smith, of Wisconsin.

At Janesville the show had a threequarter matinee and a full one at night, while at Freeport, Ill., there was a light matinee and a strong night house.

In other spots business was average, Monroe, Wis., giving with two strong ing number, Two Cherks, aerial houses; Madison, Wis., registering a strong matinee and a near capacity at night; Woodstock, Ill., giving with | cal; Hildegard Nory and Ritho Ulla three-quarter matinee and an overflow at night, and Elgin accounting Lorandos, comedy wire; Edith Crockfor two strong ones.

Hunt Skeds Ocean City, N. J.

OCEAN CITY, N. J., July 24 .- The Hunt Bros.' Circus will show here August 6 and 7 under the joint auspices of the Kiwanis, Rotary and Exchange clubs. Arthur M. DeMaris, Kiwanis president, handled preliminary arrangements. All three clubs will join in an advance ticket sale.

# Straws for K-M

APPLETON, Minn., July 24 .- Despite a heavy rain two hours before Mishap at Janesville delays the opening, Al G. Kelly-Miller Bros. played to a near-capacity house at the matinee here Thursday (15) and it was a straw at night.

The org scored another red one the previous day in Redwood Falls,

# Dailey Gets Good Turnout In Perry, Iowa

Harvey's Home Town Okay

PERRY, Ia., July 24,-This is the home town of R. M. Harvey, general agent of Dailey Bros., and so it goes without saying that the folks turned out in goodly numbers when the show played here.

Even the weatherman co-operated -it was clear and not too hot-and as a result the show had better than a three-quarter matinee and a full one at night. The org did not arrive here until 10:30 a.m., due to train trouble in Cedar Rapids. Matinee, however, was only a half hour late.

At Cedar Rapids, the show was hit by a veritable cloudburst a half hour before the matinee started. Despite this, a strong crowd was on hand for both shows. Business in Washington, Ia., was very good, both matinee and night shows drawing near capacity.

The show had plenty of opposition in Davenport, Ia., in the form of a local grocers' picnic, a Veterans of Foreign Wars' convention, which attracted several thousand persons, and a State Eagles' convention wind-up, The matinee attendance was light. little better than a half house being on tap, but the night show drew better than three quarters.

Burlington, Ia., proved a red one, both matinee and night shows attracting full ones. Weather was ideal.

# Circus Busch Offers Good Show on Tour

HAMBURG, Germany, July 24 .-Circus Busch, one of the leading circuses of Germany, is on tour under canvas with an excellent program. Show is owned and managed by Paula Busch, daughter of the founder.

Acts include a mixed animal openperch; Two Arrigonis, high-school horses; Three Rossis, comedy musimann, tandem high-school; Three er's bears; 12 Therumars, unsupported ladders, and Austria, trapeze head-balancer.

Show also has the Andree Ballet (8 girls) with Ruth Lorenz: Two Baldors, comics: Three Arrigonis, bar act on horseback; Five Elsys, comedy jugglers; Busch's elephants; Three Fredanos, musical clowns; Hermann Ullmann, Liberty horses; Nine Cervantes, teeterboard tumblers.

# Matinees Off But R-B Click In Midwest; Detroit a Red Or

MILWAUKEE, July 24.-Ringling Bros. and Barnum & Bailey m in here today from Rockford. Ill., for a two-day stay and, weather co-ope ing, all signs pointed to a big stand. The show, which was forced to pas Chicago this year, expected to draw not only from Milwaukee and immer vicinity, but also from the Windy City. Feature of the stand here, inas the personnel is concerned, is the party scheduled tonight, following show, for all personnel and given by the Pabst Brewery. The R-B Mid business to date has been okay, altho added up it shows matinee attend not up to expectations and night at-

tendance excellent. Most spots report matinees getting three-quarter or less houses, with a capacity and overflows the rule at night,

### Draws 13,000 Crowd

The three-day stand in Detroit proved a red one, according to reports. Show wound up its stand there Sunday (18) with a straw at night. Attendance was estimated at 13,000 and it was necessary to bring out tarpaulins to seat the overflow.

Matinees both Saturday and Sunday were good. Total attendance for the three days was placed at 54,000. Weather was ideal thruout the stand, with the exception of rain the morning of opening day.

Rumors were afloat this week that the Big One would not play its scheduled two-day stand (29-30) in Minneapolis during the Aquatennial. Rumors had it the Minneapolis City Council was being urged to void the permit granted the show a month ago. Both Aquatennial and Minneapolis city officials, however, were emphatic that no such move was afoot and indicated the show would play as sched-

### Okay in Minneapolis

Russ Ackerman, head of the Minneapolis License, Weights and Measures Bureau, said, "The permit stands as issued and I know of no effort to have it canceled." Alderman Henry H. Bank, leader of the city council liberal block and a member of the licensing committee, said, "Even if an effort was under way-and I know of none and I certainly would know it if an attempt was being made to keep the show out of the city-the Show officials reported they settle city council could do nothing about for \$150, but others reported the su it until July 29, which is the date to be \$300. of our next meeting and the day the circus opens."

In Fort Wayne, Ind., the show had competition from Holiday on Ice, which opened there July 16 and did capacity business. Because of that and also because of threatening weather, matinee attendance was hurt. At night, however, the R-B org drew capacity.

A shower, shortly before the matinee started, hurt matinee biz at Kalamazoo, Mich. At night, tho, it was a full one. William Brown, Louisville, circus employee, fractured both legs and suffered other injuries when he slipped while jumping from a moving truck while the show was unloading in Kalamazoo, He was taken to Borgess Hospital where his condition was described as "poor." Another mishap occurred there when one of the show's busses for personnel was hit by a west-bound New York William Johnson, Central train. Brunswick, Ga., who was driving the bus and its only occupant at the time, jumped to safety. He said his brakes failed to hold.

### Toledo Gives Two Full Ones

Ideal weather at Flint, Mich., helped the show draw a three guarter matinee and an overflow at night. A two-day stand at Toledo proved okay, with the night shows playing to (See R-B Matiness Off on page 94) a week in advance.

# Beatty's Bi In Wisconsin Up Slightly

## Spots Better Than Minn

CHIPPEWA FALLS, Wis., July -Business for Clyde Beatty, wh hasn't been anything to rave about took a slight turn for the better t week as the show moved out of M nesota and into Wisconsin.

The first railroad circus to p Chippewa Falls in many years, show drew two three-quarter hour which, while not up to expectation was okay considering the weath It was extremely hot and humid ! the matinee and threatening at night The rain held off, however, until night show was well under way. Menomonie gave with a three-qui

ter matinee but a light house at nig The org ran into a bit of trouble Winona, where business was or fair. The show was served with writ of attachment in Winona complaint of the Olmsted Coun Minn., Agricultural Society of I chester, Minn. Complaint aller that the show broke its contract not playing Rochester. After a co ference, a cash settlement was ma and the show continued its roul

At Austin, Minn., the show, nide by good weather, came up with fair matinee and a strong night hous

# Schmidt Show Firs To Play Copenhage

COPENHAGEN, July 24.—Circ Louis Schmidt is the first tent she to play here this summer, opening Wednesday (21) for a six-week ru Show features Liberty and other horse numbers presented by Directo Louis Schmidt, Vivi and Valde and Andre Dyr.

Line-up of acts includes to Spaldis, hand-to-hand; Payo and Ma jugglers-cyclists; Teddy Cox, musica novelty; Paul Arland and Norma illusionists; Vivi and Valde, barebee riding; Handy and Partner, equilibrists; Three Ricordis, music clowns: Two Wilsons, high acru novelty; Hidalgo Troupe, teeterboard Johnny De Koks (assisted by fee trainer, Erica Wyss), trained pas thers, and Tommy and Milleuv clowns.

Circus Schumann is continuing indoor run at the Schumann Aren Altho only a few replacements have been made in the 100th anniversal program, the show is still playing capacity and is sold out for at le

# ELEPHONE SALESMEN

for Polack Bros.' Circus Promotion Call or Wire

Grotto Circus Office Port Huron, Mich.

SOC BRITAIN, PARADISE, Restored Gel-

7 Post Card Size: California Photos— Bee Wallace Rhino Tab, Forepaugh Fawn lared Don, Forepaugh Mirror Tab, Beau-ed Band Charlot, John Robinson Cottage maugh-Sells Cape, Curved Elephant From

8 Post Card Size: Pearla, III.; Restered Parada Wayons, France, 2 Views of Asia, Lien and Mirror, Six Horse Hitch With reella and Jewels Carved Calliope,

\$2.19 Photos (Almost Post Card, 41/2 by 32.31/4): KEN MAYNARD WAGONS, 7 Lincleding Swan Band; 4 Cages, Air Cal-ILL. 228-A University St., Peoria 5, Illinois

### AMES M. COLE CIRCUS CAN PLACE AT ONCE

mmer for Big Side Show Band, Boss vasman for Big Top, couple for Leon aett's Side Show, man to Sell Tickets, to hundle Snukes: Candy Butchers. e: PULASKL 28: FULTON, 29: AZENOVIA, 30: SHERBURNE, 31; ALL NEW YORK STATE.

### WANT TO BUY

BLEACHER SEATS TO ACCOMMODATE 1500 PEOPLE

Must be in good condition

S. SCHEAFFER

058 Washington

Chicago, Ill.

can handle Phone blen. Must be sober, is and no limbstern. Also able to se self. If you are broke, do not answer, be ready to start immediately. Write re, stating where you can be reached

c/o MILLS BROS.' CIRCUS tland, 29; Ithaca, 30; Elmira, 31; worly, Aug. 2; Binghamton, 3.

Sorrel Liberty Horses, blaze faces, flax es and tails. Ring curb. Four dapple rty Ponies, white manes and tails. All ng stock. Twenty-four foot enclosed the Semi and Lean-To Horse Tent, new, a with orange trim. One Model T Ford wn Car, low mileage.

TOM EWALT Geneva, Nebr.

### ELASTIC NET OPERA HOSE

Black, Suntan and White, 54,95. Etastic Net Tights, 37.50. Rhinastones and Settings, Watal Spangles, all sizes and colors. Chainette Fringes. Other Items. Folder? Yes.

C. GUYETTE

348 W. 45th St., New York 19, N. Y. Phone: Circle 8-4137

# PHONE MEN

Also WOMEN to work raffle. Good deal - best auspices in icago, Ill. Call WEbster 2426

### WANTED AT ONCE

and Man for Human Cannon Ball Act. the experienced in diving, tumbling other acrobatic work. Give all details in letter, and state weight, height and No drunks wanted. Write or wire:

### THE GREAT WILNO

c/o DUMONT SHOWS Trenton, N. J., this week; Washington, N. J., next week.

# Pape Story Draws Wilson's Ire --- He Gives His Version

(Continued from page 54)

every respect a six-month contract with the author of the article, more accurate reporting would have been more beneficial to all concerned than the report given.

### It's Overstressed

"The implication of taxes and losses due to exchanges is certainly overstressed and overstated. I use the word 'implications,' for the author reckoned with.' In reality, the rebe 'reckoned with' actually turned out to be an approximate 4 per cent tax, for official records on my books, as well as in the tax office of the Puerto Rican government show that the author's salary, earned in that country, amounted to \$2,571.48, and a tax of \$108.23 was paid. In the only other country in which the per-Panama) on a salary earned in that country amounting to \$1,157.16, an approximate total tax of \$24 was paid. (Unfortunately, I do not have on hand at the moment the exact amount but this figure would not vary more than five American dollars.)

That there is in some countries a loss of exchange is undeniable, However, thruout my experience in these countries, I never have heard to exist, and certainly have never had to pay or have performers paid any amount near the '40 per cent.' In the particular case of the author of the article on this show, the only country in his tour in which there was any loss to speak of was Nicaragua, which was about a 20 per cent loss-which

### STARS OF HOLLYWOOD

(Continued from page 54)

under auspices of a youth organization. The show is composed of imported State acts and presents a strong bill in this otherwise vaudeless island.

Headlined by the Andrini Brothers, instrumentalists, the line-up includes the Millerettes, with Bobby, Rosemarie and Loretta Miller, roller skaters; Val Valentine, juggler; Norma Hughes, singer; Toni La Rue, marimba player; Ford and Harris, tapsters; Nancy Lou, acro dancer, and the Molly O'Day Dancers, including Joan Wall, Jean Jun, Ruth Roddy, Joyce Bennett and Patti de

Admissions are, adults \$1, and children 50 cents. In addition to rides and concessions, Fernandez also offers a Side Show.



### GREETS 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.

Dues ..... \$10.00 Yearly

loss, it could be pointed out, is only on the money saved, not money spent in that country. Also, it could be pointed out that the show played approximately only four weeks there. In the other four countries played, the author had no loss on exchange to scoff at

### Different Than in States

Since the rest of the article is only comment or 'according to' reporting, does not say he actually paid off lost it is not necessary to give or correct amounts as given but had only to 'be information in detail. My only desire and purpose of this letter is to correct ferred-to 29 per cent tax that had to that part directly harmful to this circus and misinformative to artists contemplating contracts in these countries. One bit of advice I would like to add to those contemplating such contracts, don't come into these countries expecting the same life as in the States. There is a difference from the time you enter and have to start speaking a different language former was obliged to pay a tax (in till the time you leave. But for the seasoned and traveled performers who can take these differences in stride, there can be many pleasant and profitable months, while also profiting from experiences that cannot be had in the States .- JEROME O. WILSON."

Am Now Contracting

FEATURE ACTS FOR MY

INDOOR CIRCUS DATES AND

1949 FAIRS

155 N. Clark St.

Chicago, III.

# TIGHTS made by KOHAN

formerly of Brooklyn, now at 17 EAST 16 STREET NEW YORK 3, N. Y.

### WANTED

Reliable Man to take cure of Ponics-Dons, also drive bun. Steady Job, good pay. Wally Ross, Spring-field, Mo., wire.

### MAREE AND PALS

Marinette, Wis., July 26-28; Alpena, Mich., July 31-Aug. 2.

Complete Truck Circus, Animal, Horses, Poules, Bide Show, Cook House and Concessions. Now operating in the Middle West. Chesp for cash,

c/e The Biliboard, Cincinnati 22, O.

# 7 RIDING CONLEYS

"ARISTOCRATS OF THE SAWDUST RING"

PLAYING NOW

FOUR BIG ACTS

for

Fairs, Parks, Rodeos, Circus, Indoor dates-August, September and October dates open, also winter. Just closing Garden Bros." Circus in Canada.



Seven People Bareback Act Ponies, Monkeys, Dogs, Slack Wire and Juggling Acts

Address: Rt. 3, Batavia, Ohio, or 3807 Paxton Ave., Cincinnati 9, Ohio

637 Towne Ave. VAndike 6104 LOS ANGELES

815 W. Randolph HAymarket 1092 CHICAGO

POPCORN, PEANUTS & SUPPLIES

Originators

Of RED STRIPED Paper Bags and Popcorn Cartons

POPCORN EQUIPMENT—"ALL KINDS"

We Guarantee Fullest Satisfaction

All orders shipped same day received Wire or write today

NEW ARRIVALS - CHIMPANZEES . . . \$600.00 up

MALES AND FEMALES

F. O. S. New York. Live delivery guaranteed.

TREFFLICH BIRD & ANIMAL CO., INC.

228 FULTON STREET, N. Y. 7, N. Y.

# Dailey Has Growing Pains

HANK HURLEY

War-born railroad show comes to front fast and Davenport looks to future -Harvey and Kelley draw owner's praise

BEN DAVENPORT, owner of Eva, another of the Dailey midget elephants, to the Republican National Convention in Philadelphia to his show is suffering from growing pains. But like any good docpatient at heart and plans to relieve them as quickly as possible.

particularly R. M. Harvey, his veteran general agent, have prescribed played. quite a few medicines to relieve "that distressed feeling." But more is into the towns and cities of the naneeded, Ben admits, and the cures tion now, the populace knows the are in the making.

show, actually is just an infant. Technically, it was a war baby, born in 1944, but is expanding so rapidly that it is well past the knee-pants stage.

Snares Top P.A.'s

back in 1944, but it wasn't until this now." spring that circusdom felt the full press agents-F. Beverly Kelley-Kelley's own choosing to tell the world about the railroad circus baby. Kelley, for several years, had headed the Then came the announcement that Dailey had signed Kelly and two of his Ringling staffers-Allen J. Lester and Frank Morrissey, both of whom are well trained in the Ringling school of press agentry. This truly was the shot heard 'round the circus world.

Will the ex-R-B boys be able to get the national publicity for Dailey that they did for Ringling? . . . How can they compare this new "upstart" with Big Bertha? . . . Those were just a couple of the questions dyedin-the-wool circus fans started asking the minute they heard the news.

### Crashes Public Print

Truth of the matter is, Kelley hasn't made one attempt at comparisons and probably never will. But he hurdled the national publicity problem with ease. His answer to that question was a piece, with pictures in The Saturday Evening Post on Butch, the Dailey baby elephant, in particular, and the Dailey show in general.

A few weeks later he came back with national hits, both in the press and over the air, by sending Little

BEN DAVENPORT

tional Convention in Philadelphia to aid Senator Robert Taft in his battle for the nomination of president of tor he has the interests of his the United States. Dailey Bros. hit the front page of practically every newspaper in the country. Photos were sent out by the wire services, showing the bull complete with a Already Ben and his assistants, blanket on which the name Dailey Bros.' Circus was prominently dis-

Needless to say, when Dailey moves name and comes out in goodly num-Dailey Bros., as a big-time railroad bers to see Little Eva and Butch, and, incidentally, the show.

Pays Tribute to Kelley

"Getting Bev Kelley was the smartest move I ever made," Davenport says. "It was Harvey's idea and a good one. Publicity pays off. If I Davenport's rail show was born ever needed proof of that, I have it

To intimates, Harvey remarked, impact of the late arrival. That was when he hired Kelley and his staff, in the form of a story that the Dailey "I'm sticking my neck out by going owner had hired one of the top circus for such an expensive public relations department." But now he says with and surrounded him with a staff of a smile, "We are more than happy with Kelley, Lester and Morrissey, proud of the work they have done in this short space of time. And they press department of the Ringling are happy with us. It is an ideal set-up, has paid dividends, and we hope they will be with us for many years."

Ben Davenport and his wife, Eva, aren't newcomers to the circus business by any means and the name Dailey Bros. is an old one. When Davenport speaks about the management of the circus he always uses the editorial "we," which, he makes it clear, means himself, Eva and Harvey. Working side by side, this trio knows the ins and outs of the business. Davenport makes it clear, too, that in Harvey he has the best general agent in the business.

### Lived, Let Live

Eight years ago Dailey Bros., owned and operated by the Davenports, was a small truck show, making money some years, not doing so well others, but going along living and let living. Harvey was with the org then and he had ideas-expansion ideas. He wasn't going to be satisfied, it was clear even at that time, to let Dailey remain a truck show. Between the elephants-12-than any other truck Davenports and Harvey there often were huddles at which imaginary



**EVA DAVENPORT** 



HERE'S LITTLE EVA IN ACTION at the Republican National Convention in Philadelphia, accompanied by her mahout who watches over her like a mother hen over her chicks. Note Bev Kelley (with hat on and holding one of Eva's blankets), left, with that look of anxiety in his eyes.

blueprints - were drawn. Little by | ment and will continue to add to it little things began to take shape, It was his idea to go in heavy for in the form of added stock, larger good stock, including plenty of elecanvas and more employees.

The year 1943 was the final year for the Dailey org as a truck show. "We had 26 trucks and carried more show in the country," Davenport said, by way of leading up to how he finally went on rails. "The war was on, you know, and tires and trucks were hard to get. In fact, they were impossible to get. It was tough going to keep the show moving on trucks. Harvey and I talked it over many times during the season of 1943 of how tough it was getting rolling equipment. One day while discussing the situation, I said, 'Hell, let's go on rails."

### Keeps Adding Stock

That, in a nutshell, is how Dailey Bros.' railroad show was born. Of course, it wasn't that easy, but thru the tireless efforts of the Davenports and Harvey, not to mention, as Ben says, the many faithful employees of the org who have been with it for years, the Dailey org bowed as a rail show in 1944.

Since that time the show has been bursting at the seams with growing pains. Davenport, a lover of good stock, has been adding to that depart-

phants. It was his idea, too, to add little elephants to the show and this he says, has paid off at the gate. For instance, this year the org has added five railroad cars, one of which is an advance. "That advance car was Harvey's idea," Davenport said, "and it was a good one. Before this year we used a truck on advance. You can't give Harvey enough credit in helping this show grow. That's why I tell you he's the best general agent in the business."

### Grows Out of Top

Dailey Bros.' big top this year is a 130 with five 40s and seats around 5,800 persons. It isn't big enough, according to Davenport and Harvey and already an order has been placed for a larger one. The show this year carries 24 elephants (there were 1) but Jap died recently while the show was playing Springfield, Ill.) where last year it had 15. Whereas the show employed about 100 persons eight years ago, it now has 325 on the pay

To get the employees' reaction regarding the show, a talk with Ralph Noble will convince you that they are a happy lot. "I started in the circus (See Dailey Railroader on page 159)

### Cole Bros.

fter show notes-or relaxing at night spots:

rouping members on various ws of the great Free Roll Society well look to their laurels bese of the technique developed by e members. While the names of er, Saluto, Springer, Evans, Lewis, rphy, etc., may go down in history past masters, the names of Kyes, conghi and Griebling will carry on ver on points-quick on the draw n the grab bag of stories when it's e to buy one.

he words, "Your money is no i," always are welcome music to trio. They always come up with, ok me up when we play Grand oids."

siggest laugh in the car gag is bank, Calif., theater. tonghi bringing the pony out after nt for Jimmie Lynch's Death ligers, came to visit and ended up props with Pete Cristiani. . . . dding anniversaries on the same were celebrated by Paul and

th Nelson and Gus and Rita Tellia-

lisitors have included Nick and ginia Hinigs, Pappy and Erma holson, Mr. and Mrs. Clifford vding, the two Joseph G. Teaus nilies, Dr. and Mrs. Otto Schlack. and Hattie Shipley, Edgar Incog, in and Dorothy Davenpert, Harold Ramage, Mr. and Mrs. Harry M. nage, Edna Ramage, Mr. and Mrs. White; Phil Fien, Leo and Ethel nilton, Al Stevens, Hubert Dyer, and Chester Sherman, Everett ie, Bill Hedges, James McElwee Erle Chapin.-FREDDIE FREE-

### Bailey Bros.

Ve see Lew Kish in the back yard ring his red and black checked bill himself as the clown with a lion stitches. Lew, incidentally, all the kids playing jacks. Even big top boys get in the game.

Dur new pad room went up for the t time in Fremont, Neb., and orge Myers has forsaken his prie top and has moved back into old spot.

trnie White, bannerman and exd balancer, gets them up every . Jockey Moore is Ernie's capable

B. W. (Candy Apple) Huddleston ebrated his 24th birthday. He was sented with many gifts from the cher department. Mabel Johnson I George Barnaby are on a diet. w long they will keep it up is a estion.

shirley, the four-year-old elephant, nt into the program doing her ling globe turn, along with Babe, handstand elephant. Shirley was Ken Murray's Blackouts last win-Little Barbara Sandowski went mming for the first time in her and did she enjoy it! Jane and ores, her sisters, had a hard time ting her out of the water.

sesides being a good rider, Tommy dgini also is an expert mechanic. is seen daily looking over the se truck and the jeep that pulls

Hodgini trailer. the latest addition to clown alley. Visitors: Jack Brady from Bloomight and children, who are playupbell; Hedy Jo Starr; Bill Green, blisher of The Call of the Calliope; mer owner of Bell Bros.' Circus.

Many thanks to Laurence Cross for the elephant act. ding the July 4 menu of the Clyde atty Circus and the letter.-AL-RT WHITTE.

CFA Director Mabel C. Buckingm has returned to her home in les Ferry, Conn., after spending eral months in Pasadena, Calif.

# Dressing Room Gossip

### Polack Bros., Western

Bowing out of office is the Truzzi ticket of the NPLSPers, whose long and successful regime ended with another enjoyable party for the cast and guests. The shindig was complete with an orchestra for dancing and a one-act drama envilled Who Done It?, co-starring Massimilliano Truzzi, Gus Bell and the Boy Wonder. Frieda Wiswell and Gus Bell did an adagio with Arthur Konyot and Irene Barnes leading in the polka department. Zest was added to the party by the guest of honor, Soude, the nature girl, stripteuse at a Bur-

Clint Barnes was unanimously the clowns . . . Jack Kaplan, press elected president. Irene has aiready started to write a My Day column. Also elected were Bee Carsey, vicepresident; Frieda Wiswell, secretary, and Dwight Moore, treasurer.

Another party, hosted by Slivers and Jo Madison at their sister's home, was enjoyed by Frenchy Durant, Chai and Somay Huang, Ernie and Frieda Wiswell, Franzcisco and Pauline Heinzman, Gus and Betty Bell and family, the Roland Tiebors, Tex and Reggie Reppert, Mr. and Mrs. Eddie Allen, Don (Ben Turpin) O'Connor, Mr. and Mrs. George Emerson, and the Barneses. Color movies of the show taken by the show's camera fiends were shown. An enjoyable get-together also was given by Shirley Van, Broadway musical comedy star, recently of Barefoot Boy With Cheek.

Chester (Bobo) Barnett is back playing trumpet after having undergone a tonsillectomy. Despite only three days to recuperate, Bobo didn't miss a performance. Roland Tiebor's younger son, John, has donned his object coat and is now No. 2 assistant t. All are wondering when he will in his father's act, now including nplete it. Next season Lew is going father and two sons. Slivers Madison has discarded his tuxedo and is worktopper and tails.

Don Dorsey's aunt flew in from (See Polack, Western on page 94)

### Polack Bros.' Eastern

Henry Barrett has the distinction of promoting two successive dates, Wisconsin Rapids, Wis., and Marquette, Mich. Fond du Lac, Wis., under direction of Joe O'Donnell, was a "first" for this org and a big surprise. Attendance was excellent despite threatening weather. Playing indoors at Wisconsin Rapids was a relief. Nita Borza joined the aerial ballet in Wisconsin Rapids.

Billy Pallenberg suffered serious injuries when he strayed into a pasture and was kicked by a horse. Zenka Malikova rushed to his aid and succeeded in stopping the flow of blood from a deep head wound. He was taken to a hospital where 15 stitches were required.

Larred by the lakes of Wisconsin, personnel got in plenty of fishing. Enormous catches were displayed daily. So many were caught and eaten that after a few days nobody could look a fish in the face.

Fragments: Edythe Boyd played a 15-minute Hammond organ interlude the Wild West line-up. Prover Nitchman, white-face clown, over the networks. . . . Zenka Malikova received a bouquet of flowers from the Shrine committee at close ton, Ill.; Mr. and Mrs. Delbert of her performance in Fond du Lac. . Dime Wilson went in for the age six, is right in the thick of it. independent dates; Ed and Virgil clown "strip" number and lost even his pink bloomers. . . . Jimmy de Cobb has been voted the show's Sir in L. Sullivan and Tom Ewalt, Walter Raleigh. . . . Everyone howled at prop boy Phil's new routine during

> Visitors: Harry May's sister and family; J. C. McCaffery, Amusement Corporation of America; Clif Wilson, Royal American Shows; S. L. (Buster) Cronin, Los Angeles; Bob Zimmerman, fan; Walter Fleck, advance agent for Clyde Beatty, and Mr. Lindermann.-BILLY BARTON.

### Tom Packs

Montreal, Que., and all hands intact. In mid-July the thermometer should be near the breaking point, but this cool Canadian air is out of this world.

New arrivals included the Hartzells, flying act; the Egonese, trampoline, and Rose Behee, who is working in the Wallendas' ladder and web display. To correct a miscue, the Wallendas do not have a horse act, but due to the numerous assignments and chores they have on this show, they could be likened to a team of work

Acts not mentioned before include the Condors, high act; Francis Hogan's seals, Bill Buschbaum's Liberty horses, Will Hill's elephants and dogs, Snyder's bears and Johnny Weldy's

One of the novelties of giving a show in this very French town is the announcing. Bob White, our announcer, gives the regular announcement in English, then each act stands by for two or three minutes, while the French announcer carries on.

Bozo Harrell, Bill Buschbaum and Eugene Willys had a little border trouble coming in here. On Sundays, according to Quebec law, one must not drive his own truck in this province. If it must be driven, you must hire a Canadian transport driver at the prevailing scale and you may ride with him in your own truck. Also non-performing dogs must have a 24-hour rabies clarification or they will accommodate you over the border for a modest sum. So this is where Bozo and Bill came in. Eugene had to sit on the border from Saturday until Monday until the immigration authorities in Washington could prove he was with it.

Flashes-Two of the best dressed girls on the lot are Duina and Eggle Zacchini. . . . Jimmy Davison and Cabbage Dekoe had almost reached ing the MGM elephants in white tie, Montreal when they discovered they had not reported to the immigration men, so for the greater honor and glory of Davison and Dekoe they turned around and went back. . . Joe Lewis is now the man without a country. He left Pat and Eva in Peru. Mrs. Lew Hershey is on for a visit, coming all the way from Fort Scott, Kan. . . . Simone Repensky also is here visiting the family and working in the teeterboard and riding acts. . . . Tony Elton back in good shape after being ill in Evansville, Ind. . . . Give the Zacchini boys a hand for coming along with their trampoline act. . . . Note to Lucio, Henry Keyes, Megador, Oscar, Daviso. Belmonte and especially Pete and Otto, all of the Cole show: Brownie is having a fish fry this week, Hoot

> Famous Last Words-To juggler just arriving to join big show. "We will use your act in the Side Show for the balance of the season."-

DICK LEWIS.

### Dales Bros.

Ted Rave celebrated her birthday

Evelyn Jordan, Dorothy Pierce, Joyce Birch, Jean Jordan and Virginia and Diane Pressly are seen practicing web daily. Little Diane,

Speedy Johnson has added his youngest son, Jasper, to his act. Speaking of the Hendersons, another son, Lou Junior, joined.

the midway, has added Texas horned it these days because his wife took joined clown alley. their trailer to the factory for repairs.

Pettus and family joined, Burt being Ronkle.-FRANK CLARK.

### Clyde Beatty

CIRCUSES

Heat continues thru this section (Minnesota-Wisconsin) of the country, with everyone hunting a shady spot. There still is a lot of practicing between shows in spite of the torrid weather.

It hasn't slowed down George Werner's big-top crew, tho. They get the top up in time daily. Harry Hammond, of the White wagon, had a pleasant surprise when his parents, Mr. and Mrs. Burt Hammond, motored over to spend the day with him. Paul M. Conaway, the show's attorney, came on from Macon, Ga., joining at Winona, Minn., for several Minnesota and Wisconsin stands. He made a jump of 1,400 miles for his circus visit. It is Paul's second visit of the season. He made a 4,000-mile jump to the show in Eureka, Calif., two months ago.

Mrs. Pat Graham and three sons are spending a few days with Pat. our trainmaster. Mrs. Whitey Haven and two children also are spending a few days visiting Whitey. Mrs. Mary Moore, wife of our legal adjuster, observed a birthday last week. Likewise for Barbara Barry, Side Show mentalist. The latter gave a party for a few friends in a local nitery.

Billy and Gee-Gee Powell, Dorothy Herbert, A. W. Kennard and Johnny Cline now are eligible for the "late but never missed it club." They paid a visit to the farm of Bill Blomberg between shows and arrived on the lot as spec was lining up, clothes and wardrobe flew and no one missed his place in the tourna-

The question of the week is "how to keep the kids from feeding grasshoppers to Bozo, Side Show wild man, after the inside lecturer tells them that is his favorite diet." It seems that Mullens, of Vic Robbins's band, decided to lead a few of the band boys along a short cut to the train and all wound up two miles from said

Clyde Beatty caught two Northern pike, one nine pounds and one 11. pounder on a recent fishing jaunt. George (Whitey) Linneman is back from the hospital, feeling fit as a fiddle. Shirley Carroll, who handled our press and radio while in Los Angeles, should be proud of the break in pictures the show received in the July and August issues of movie

Recent visitors were Babe Boudinot, Lee S. Conroe, Johnny Brassil, Mrs. Fuller with Punch and Judy Jacobs; Mr. and Mrs. Deapu, Milt Herriot and family, Harold Engesser and family, Margaret and Johnnie Engesser, Mel and Lois Engesser, Mary McConnell, Dean Engesser, Willard Engesser, Mrs. C. R. Hidy and Mr. and Mrs. Bill Blomberg-LAURENCE CROSS.

### Dailey Bros.

Mrs. B. C. Davenport is back on the show after a lengthy stay in the hospital. She was accompanied by her sister, Ethel Stock, and nurse, Miss Nylon. The latter drove Mrs. Davenport's auto from Lockport to Kirksville, Mo. Many of her relatives live in or near Quincy, Ill., and and was presented with a pair of they all turned out to greet the org cowboy boots. She is now making when it played there. The Stock family entertained a large number of the personnel with a chicken fry between shows.

> Holly Howard has joined as electrician and installed several improvements in the lighting system. Johanna Rittley Webb visited her in-laws, the (See DAILEY BROS. on page 94)

Mickey Dales slowly but surely is boss canvasman of the Side Show. acquiring a case of stomach ulcers. Deacon and Davey McIntosh played Mac McDonald's Wild Life Show, on the role of Sir Walter Raleigh when Cora Davis had a flat tire. Steve toads. Harry Boardman has to hotel Crowe, formerly with Mills Bros.,

Visitors have included Johnny Bobby Miller has taken over the Booth, L. Verne Stout, Tommy Com-Side Show for the time being. Burt stock, Tom Bearren and Mr. and Mrs.

### THE MARQUEE UNIDER

Mell Henry has quit clowning to the Meriden (Conn.) Hospital last work straight in the Spiller seal act.

Heavy make-ups on swinging ladder gals may be okay, but the customer is more interested in shapely gams.

A near-capacity crowd viewed Bailey Bros.' Circus at York, Neb., Friday night (16). Matine biz was light.

Jamestown, N. Y., gave with a full house for the Mills Bros.' Circus Thursday night (15), after a light matinee.

An early-day big show announcer gave his reason for not wearing topper and tails as, "I'd look funny scratching in them."

Mrs. Dan Pyne, wife of the press agent with Bailey Bros., who has spent a month on the show visiting her husband, plans to return home to Fort Worth soon.

Bev Kelley recently was the subject of a feature story, including a threecolumn cut of the Dailey Bros.' press chief, in The Cedar Rapids (Ia.) Gazette.

Billers secretly enjoy billing wars, it is suspected, and experience shows that they regard one as a great luxury.

Mrs. Geraldine Delaney, whose husband is a concessionaire with King Bros.' Circus, was admitted to

## WANTED

Minstrel Band, Dancing Girls for

### SIDE SHOW

Pueblo, July 29; Walsenburg, 30; Rocky Ford, 31; La Junta Aug. 1; all Colorado.

# BAILEY BROS.' CIRCUS

# KING BROS.' CIRCUS

WANT FOR BIG SHOW BAND

Cornet, Trombone, also Air Calliope Player. Must be union and thoroughly competent. Top salary. For big top can place Riggers, Ushers, Seat Men, Pushers, Sailmaker, Carpenter. Meals and sleeper accommodations furnished.

Address Camden, N. J., July 29; Cape May, 30; Bridgeton, Aug. 1; Annapolis, Md., Aug. 2; Fredericksburg, Va., 3.

# Want Side Show Manager

Must be able to join immediately. Wire where you can be reached by telephone. Also Assistant Boss Canvasman, Seat Men, Riggers and useful

JACK MILLS

Mills Bros.' Circus, Auburn, July 27; Syracuse, 28; Cortland, 28; Ithaca, 30; Elmira, 31; Waverly, Aug. 2; Binghamton, Aug. 3; all New York.

## Wanted DOUBLE DRUMMER

at once. Wire

GEORGE R. BELL c/o JAMES M. COLE CIRCUS

As per route: Carthage, 26; Lowville, 27; Pulaski, 28; Fulton, 29; Cazenovia, 30; Sherburne, 31; all New York.

### CLOWNS' AND COMEDIANS' PROPS

Wigs, Costume Accessories, etc. - FREE LISTS -Assortments, \$5.00. No C. O. D.'L. "HAPPY" MORGAN'S CLOWN HEADQUARTERS 2404 N. 15th St., Philadelphia 32, Pa. week for an appendectomy.

Paul Conaway, Macon, Ga., attorney and correspondent for The Billboard, visited the Chicago office Macon after spending a week on the Clyde Beatty show.

Remember when there were no tourists with circuses, and when a performer wrote for a job he always mentioned, "I have a working wife?"

Eddy Shepherd, Detroit rodeo promoter, and his Pleasant Valley Dude Ranch were featured in a four-page picture story in the rotogravure section of The Detroit Free Press Sunday.

Burt B. Hall, agent with the Bell Bros.' Circus in 1946, has returned to Veterans' Hospital, Hot Springs, S. D., where he will be confined for several months. He'd like to read letters from friends.

"Don't worry. You can't lose anything by it," says the giver of good advice to the canvasman who complains about not having a few bucks in his kick.

Prince Denis and Lady Ethel, midgets with the Pete Kortes Show at Belmont Park, Montreal, celebrated their 15th wedding anniversary July 17. They were presented a cake by Eddie Hagen and Thelma, talkers,

home in Bay City, Mich., to undergo hospitalization for a leg injury after closing with Mills Bros.' Circus as assistant to Superintendent Charles Brady. Burns expects to return to the road before the season ends, how- dog act with the Yankee Robinson ever.

Stake-and-chain wagon graybeards who insist that the simple dishes—beans and stews—are the best cookhouse foods fail to explain the popularity of steaks.

An exhibition of pastel drawings, portraying character studies in the life of a circus clown, the work of Robert A. Herzberg, is being held in the lobby of the beach front Strand Hotel in Atlantic City. The artist is exhibiting only part of his art series comprising 38 pictures of circus life.

James McKenna writes from Pawtucket, R. I., that he recently caught the Ringling-Barnum, Hunt Bros., James M. Cole and King Bros. Among (See Under the Marquee on page 151)

### Stevens Bros.

After battling rain and mud all night and until 11 the next morning at Drayton, N. D., show moved over 60 miles of bad roads, arriving at Fordville, N. D., in a pouring cold rain at 5 p.m. July 21. Matinee was lost, but org had a big house at night despite rain. Show had a fair day at Hallock, Minn., being there a week ahead of the Kelly-Miller Circus

### R-B MATINEES OFF

(Continued from page 90) full ones and the matinees being

strong.

The org's application to show in San Francisco in August was denied this week, but it was expected the difficulty would be ironed out early next week. The circus had sought to set up tents on a vacant public utilities land in North Beach area. The permit was denied by the police department, when Fire Marshal Frank P. Kelly withheld his approval. The show appealed to the board to permit appeals to reverse the police department's action. Waldo T. Tupper, advance agent for the show, refused Fire Marshal Kelly's suggestion that the . . . Arthur and Dorita Konyot are as Mr. and Mrs. Al Hubbard and family. show be staged in the Cow Palace.

### DAILEY BROS.

Ellis Webbs, recently at Rolla, Mo. En route, she put her son, Harry, on a plane to Los Angeles where he will join his father on the Polack Bros. Western Unit. Clown (Happy) Kelly met so many friends in Springfield that he decided to remain there.

In Columbia, Mo., local Democrats Tuesday (20), en route to his home in paraded Honey Boy, the org's miniature donkey, and hooted Little Eva. the elephant of Republican convention renown. Bansy and Nellie Dutton, Ida May Kerley and Segundo Villegas, of the Riding Duttons; Dr. John Peters, and Mr. and Mrs. Doc Mathers visited two matinees when the show played near Mason City, Ill. Ida May filled in the principal and group riding act for Norma Plunkett who was overcome by the heat. Doc Mathers hosted Tommy O'Brien, Louis Reed and Charles Sanders and showed them his private zoo. Sandy Beckmann, seven-year-old patient in Mercy Hospital, Burlington, Ia., had the circus brought to his bedside when Mel Miller took Rube Ray and Pip Rolon, clowns, and Mrs. Ray, with her dog act, to the hospital for a private show.

R. M. Harvey, general agent, was on for his home-town date in Perry, Ia. He seemed to know everyone in town.

Mr. and Mrs. Janss looked over our horses. Mrs. Janss is president of the Cedar Rapids, Ia., Riding Club. Tommy O'Brien and Donna Knouff suffered minor injuries in a Wild West spill when one horse fell and another tumbled over him. Curtis spent a few days in Independence, Ia., visiting his mother-in-Frank Burns has returned to his law. On his return, Millie Curtis left for a short visit. Walter Lawrence, William Oliver, Allen Lester and Bev Kelley, all of the advance, were back on the show for a day. Tom and Kate Simth, who had a

Circus for many years, spent an after- Dare by the Tuckerettes in the Mont noon with us. Kate baked cakes for Carlo Room.

the personnel.

Recent visitors have included Mr. and Mrs. Joe R. Feagans and three sons who help make up a family band; Tom and Maxine (Robbins) Kennedy and son, who visited Milt and Ena Robbins; Mr. and Mrs. Gay Billings, Eve Davenport's parents; Charles Hamner's father, Ray Marsh Brydon; Claire Illington, who visited Walter Schuyler; Monte Buehler, Mr. and Mrs. Herb George, Jack and La Verne Allen; Rosemary Stock's sister, Betty; Charles H. Liedl, Marian Busch, Mr. and Mrs. Walter Beebee, Mr. Dudley, Mr. and Mrs. Paul Van Pool and daughters, Lois and Mary, who rode horses in the spec; Myke Noble, Mrs. Mickey O'Brien, and Monte Lewis, Democratic delegate who spent a couple of days visiting Superintendent Ralph Noble. Jack Knight's brotherin-law, John Krause; Shirley Hughes and her mother, who treated the writer to a chicken dinner in Fort Madison, Ia.; Frank C. Upp, CFA; Dutch and Lois LeBlair, Vernon Thomas, Galen Merrigan and family, Arvon Snyder, Lucille Nash, Happy Jack, Artie Davis, Ray and Sylvia Curtis, Mrs. Canfield, Bill and Eva Todd; Red Gibson, band leader, and Vernon Thomas.-HAZEL KING.

### POLACK, WESTERN

New England for an extended visit, as did the mother of Helaine Buechler. Mrs. Elizabeth Ivanov and new son, Pete Jr., rejoined, as did Mrs. Sophie Truzzi and son, Macello. Arthur Konyot's sister-in-law, Lilli Konyot, arrived from Amsterdam, Holland. Dorita Konyot, who recuperated from her recent illness in the bome of Ernestine Baer, is back on the program.

beth Clarke, Ernie and Parley Baer, . . . Turpin) O'Conner, Jimmy O'Conner, Franzcisco is sporting a new one-ton Si Otus, Mrs. Sue Haas and family Chevvy panel job for his sway pole. (formerly Mrs. Emil Pallenberg), and proud of their new trailer as is Don | CFA .- HAROLD BARNES.

Ringling-Barnum

Detroit, our midseason stop, come and gone and it was a busy for all. The lot was full of visi every day. Among those seen Grace Hanneford and daugh Gracie, and Poodles' mother, Na Carl Balmer, Rusty Bader, Mr. Mrs. Meinhart, Thelma and Ra Hunter and son, Shirley and J Moran and son, Eddie Kohl's daus ter and family, Mary Jane Mills mother, Howard and Sally Breck Dorothy Ringold, Mr. and Mrs. Jan DeYoung, Rosie and Clairie Bry Mars Bennett's family, Ed Stine Carl Ramsy and family, Dr. Rosina Brown, Dr. and Mrs. Berg Roxy Cropper, Bea Harchar, Sassano; Haviland F. Reves, of ? Billboard; Joe Remalett, William Powell, Carl Milvo, James Valda Vern Woods, Joe Short, Henry Sta Betty Jean and Bob Martin and ch dren, George Hoffman, Ann Friel, cancer May and Mikie Uchniat, Mary I and Rickey Mader, Dorothy Durbit family and J. Raymond Morris, vertising agent for Cavalcade Amusements.

The midgets defeated the girls in softball game in Toledo, 15 to 8. Cu tis Genders played the entire gam The Saro-Circo Club held its month meeting. Elected to membership we Kathryn Kramer and Habiba at Fatima Marschany.

Many of the R-B personnel visite Willie Downing at the hospital whi the show was in Detroit. Jack Meir hart joined and is working in the yellow wagon. Antoinette Concell and son, Randy, joined for the seaso The Alzana girls, Minnie and Elsi are again working in the high-win act. Willie Krause is our new vocali and does a terrific job singing Det Santa Claus and Monte Carlo. Joh Floyd, son of the Columbus laundr man, was a guest of Kay and Jac Burslem for a week recently. A sur prise birthday party was given Mik

Back yard scenes: Charley Bell' dog and Frankie Saluto's rabble teamed up in a clown walk-around one day and got one of the bigges laughs of the season. . . . Jugglin practice seems to take over the bij top each day, with Francis and Lottie Brun, Freddie Canestrelli, the Chies boys and Roland Mandos all taking part. Buddy North frequently is seen taking part in the practice. . . . Arthur Springer still talks about his Canadian visit during our Detroit stand . . Prince Paul all smiles now that Paul Jung has a new plastic lifesaver for him to carry around in the crary number. . . . Bob Reynolds walking around with a happy look on his face now that the brace is finally off his neck.-MARY JANE MILLER.

Dorsey of his new Chrysler. . . . Truzzi's trampoline escapade en ded abruptly when an overturned forward somersault threw the colorful juggler head and shoulders thru Mustafa's hand-balancing pedestal. . . Like the Pied Piper of Hamlin, Organist Wally Newbury quickly gathers the performers when he practices and holds them spellbound with his organ interludes. . . . Otto and Joe Berosini proved to be the best fishermen by returning with enough fish to feed the entire trailer colony.

Backstage visitors included Frank Whitbeck, Billy Hammond, Ann Miller, Eddie Polo, Dick Laine; Monte Blue, of the movies; Mr. and Mrs. Otto Niese, the Black brothers, Mr. and Mrs. Howard Bryant, Al Mardo, Don Burke; Billy Pape and Rence, just back from Circo Americano; Jack and Martha Joyce, the Three Nonchalants, the Rudells, Walter Nilson, Florence Darling, Mr. and Mrs. Phil Potpourri: Daily visitors were Eliza- Darling, Jim Pennell, Don (Ben

# ECORDS TOPPIE BEFORE RAS

# ain Hits Jones irst Two Days Hamilton, O.

AMILTON, O., July 24. - Rain ed the Johnny J. Jones Exposition sday and Wednesday (20-21), the two days of its stand here. rsday (22) the weather cleared the show received a fair day's

st Liverpool, O., stand, which ed Saturday (17), ended exnely big. Closing day's patronage, ked by a powerful kiddies' matiday's business of the season.

m. Ill., for the annual Soldiers Sailors' Reunion. That event is irst of a succession of celebrations fairs which will run thru Noper, with only one break, a single iate of a week's duration.

# eather Slugs Endy in 2 Dates

AINFIELD, N.J., July 24.—Endy after a damp stand at Schenec-N. Y., were greeted with more

e of the worst storms of the seaswept the region of Schenectady day (13) and for a time threatto wreck tents and stands on the lot. Shows escaped serious damout were rained out for the night. was okay when weather condiwere at all favorable.

onday (19) night's opening at r (Plainfield) registered a good out, with rides, games and shows brisk business. Side Shows, o revue with Stepin Fetchit, and Firl Shows drew a good crowd to back lot but it required several to get the crowd to ante up for

siness was cut Wednesday (21) by rain, which started about and Friday (23), with rain startt noon.

dy is looking for a real up-turn siness with the start of the fair n next week when the org takes the midway at the Kent-Sussex at Harrington, Del.

# mont Shows Take Triangle's Slate

JRHAM, N. C., July 24,-The ont Shows and Lou Riley have acted with Mel J. Thompson and Rumley, of the Triangle Expo-Shows, which recently sused activities, to take over the wing fairs:

anklinton, N. C., opening on La-Day to be followed by the Amer-Legion Harnett County Fair at dates of the spring season. , N. C.; the American Legion son County Fair at Smithfield, the VFW Granville County at Oxford, N. C.; the American in Durham County Fair here and burham County Negro Fair.

ey has agreed to enlarge his for these fairs, and announced Wilmo, cannonball.

# Battle Creek Gets Chimp Chase, Hospital Show From Cavalcade

Half-way thru its week's stand here, Rose's Midget Show, and Maid 'n' ments Wednesday (21) hadn't scored Eddie Keck, of the Pandora show, was was lost to rain and the other two yielded a fair play. Personnel and management, however, were quite here as a result of the escape of Kip, happy in the face of a promise that the chimp. Kip took off Tuesday (20) the wind-up would be big and also because of other experiences here.

a performance at the Percy Jones build-up, yielded the biggest sin- Hospital, entertaining some 5,000 army patients. This alone gave Cavalom here the org will move into cade personnel the gratifying feeling of having made an extremely worth- on the shows' stand. while contribution.

### Two-Hour Show

The Percy Jones is the former Battle Creek Sanitarium. Mammoth in size, it is equipped with a hospitalwide p.-a. system. Practically all of its patients are men who lost arms or legs or who sustained spinal injuries in the war. Those who couldn't attend the two-hour auditorium show heard it over the p .- a. system.

Full performances in complete costumes were given by Charles A. Tay-

# while setting up Sunday (18) on on at West 7th and Rock streets Yvette Dare, Tirza been playing this week. Contracted To Head **Brydon Midway Unit**

CHICAGO, July 24.-Yvette Dare and her sarong-purloining macaw and Tirza, celebrated as the Wine-Bath Girl, will head the all-gal revue to be presented this year at fairs by the Associated Independent Midway Operators, Inc., Ray Marsh Brydon, head man in that org, announced here this week. A 12-gal line for the unit now is being readied by Gypsy Lenore, for many years associated with Ernie Young, Chicago booker, in de- the show ample time to make ready veloping lines for grandstand revues at fairs. The unit will feature a black light production number.

Ralph J. Clawson, recently con- ticipation of fair dates. tracted by Brydon, is busy supervisand for other midway shows to be staged this year by the Brydon-org. Besides Clawson, other members of the staff are Ray E. Thomas, secretary-treasurer; Carroll Franklin, producer, and Howard Y. Johnson, traffic manager.

# Alamo Expo Gets '49 Battle of Flowers

SAN ANTONIO, July 24. - The Alamo Exposition Shows, owned by Jack Ruback, have been contracted to play the San Jacinto Fiesta (Battle of Flowers) here April 18-23, 1949. The signing gives the Ruback org the contract for the third straight year. The date is regarded as one of the choice

Dick Pullem and Jack Raybould signed for the fiesta. Louis (Blackie) Ringol, his former agent, was with Ruback during the negotiations here.

J. C. Davis, chief electrician of the Alamo org, returned to the shows with a new Chevrolet truck, a replacement for one which was wrecked If the free attractions will be the on the run from Ponca City, Okla., to Norman, Okla.

BATTLE CREEK, Mich., July 24 .- | lor's Minstrel Show and band, Mrs. Al Wagner's Cavalcade of Amuse- America, Girl Show, featuring Mitzi. business worthy of raves. One night emsee. Mr. and Mrs. Al Wagner were the guests of General Ottumn.

Shows were given much publicity night and was still among the missing at 4 p.m. Meanwhile, city police, the For one thing, key personnel of the sheriff, newspapermen and show pervarious shows on the Cavalcade gave sonnel joined in the chase. A reward for the chimp's capture was offered by the radio station and the newspapers here. This served to fan the publicity flames and focus attention

> The org made a fast run in here from Lansing, Mich., and unloading began early Sunday (18) afternoon. The Lansing engagement had opened light but finished strong, with a heavy play Friday and Saturday (16-17). The Midget Show had its best two days of the season during the stand. Mitzi, Little Harlem and Pandora paced the shows in that spot.

# Ward in Mont.; Preps for Fair At Great Falls

R. Ward Shows arrived here Tuesday (20), making a fast rail move of some 770 miles from Duluth, Minn., without incident. Business thru the first three came the early loss. days of the stand here was in keeping with expectations for this small city.

The engagement here will run thru Wednesday (28), after which the org will move into Great Falls, Mont., where it will resume its fair season. The North Montana State Fair there will open Sunday, August 1, giving and apply finishing touches. Considerable painting and refurbishing of equipment is being done here in an-

The Duluth stand, which closed ing the physical set-up for this unit Saturday (17), wound up with a satisfactory gross.

# Schooley To Produce Folies Bergere at Canadian National

TORONTO, July 24. - Edgar I. Schooley, veteran Chicago producer of musical revues, has signed to produce and present an Edgar I. Schooley revue, Folies Bergere, as a midway feature at the Canadian National Exhibition, it was announced by J. W. (Patty) Conklin, generalissimo of the independent line-up.

Schooley announced he will use a line of 16 girls and an all-star cast headed by Helen Parker. Standard acts also will be worked into the

Theme of Folies Bergere will be a trip to Paris, designed so that vetterans may relive some of their more pleasant overseas experiences, and Ltd., of London and Paris. show their wives and sweethearts their off duty pastimes.

will design special stage settings and Show and Motordrome.

# All-Time High Hit in Canada

Brandon, Calgary, Edmonton account for record grosses

SASKATOON, Sask., July 24 .- A succession of all-time record grosses has been registered by Royal American Shows on its sweep over the Western Canadian Class A fair cir-

Brandon, tee-off spot, provided a surprisingly high gross. The peak there was scored in the face of resistance in the early days of the exhibition's run to a hike in the frontgate admission to 75 cents from last year's 50 cents.

Calgary in Big Jump

At Calgary, the next stop, Royal American upped with a take that topped last year's figure, the second best in the Stampede's history, by better than 20 per cent. Moreover, the week's take eclipsed the previous all-time high by a substantial margin. Excellent weather and record-breaking Stampede attendance were important factors in running up the

At Edmonton, played the week prior to the exhibition here, even early rain failed to stop RAS from registering a new high. The shows lost the opening night to rain and business was affected by a muddy lot MILES CITY, Mont., July 24 .- John | the second night. Even with adverse lot conditions, the second night the show eked out a fair take. Business the last four days was big and over-

The first few days at the Industrial Exhibition here this week indicated that the Royal American was continuing its record-smashing pace. Economic conditions in the area have been excellent, and the folks who turned out at the exhibition in the early days spent freely on the mid-

From here the show moves to Regina, Sask., for the annual exhibition there next week. A sponsored event in Winnipeg and the Canadian Lakehead Exhibition at Port Arthur, Ont., will follow to wind up the Canadian tour and send the show railing back to the States for its long U. S. fair route.

One of the outstanding features of the Canadian tour thus far has been the business scored by shows in the Royal American line-up. Sally Rand's Girl Show, priced at \$1 per admission, has established new records for such a unit, with the take running about four times ahead of any similar show ever to play the circuit. Such shows in the past have gone for half the Rand price.

Other RAS shows are running substantially ahead of last year, with Leon Claxton's Minstrel Show and the Side Show, owned and operated by Cortez and Lorow, pacing them.

The front end has been enjoying good business. A record amount of merchandise has been dished out. Another feature of the front end has been the huge business which Bob Parker's Derby Race has been getting.

costumes will be executed by Lesters.

Previously announced for the CNE midway were Alphie Phillips's Water Schooley reported Dean Dietrick Show and Ray Marsh Brydon's Side



### IONIA FREE FAIR

Ionia, Mich., week Aug. 9 to 14, inclusive.

CAN FURNISH WAGONS for an 8-Car Whip or any other Ride we do not have now.

WANT—Worthwhile Grind Shows to join immediately. Have 70-ft. Neon Front
with 35x70 Tent. What have you to offer? No Girl Shows wanted.

WANT-Hi-Ball Ride or any other New Ride.

Earl Chambers wants Men for Monkey Show to sell tickets or work monkeys.

McDonald wants sober Cat Drivers for lot and train. If you get drunk you will not
last a day.

WANT-Experienced Ferris Wheel Men for battery of 4 Wheels.

Jimmy Ayers wants Colored Performers. You pay yours, he will pay his wires. We can place experienced Carnival Workingmen in all departments.

This week, YOUNGSTOWN, OHIO; week August 2, TOLEDO, OHIO

# Shows WGW

BARRY CO. FREE FAIR Hastings, Mich., August 3-7

CAN PLACE RIDEE-O or ROCKET RIDE, WILD LIFE SHOW

All Legitimate Concession Privileges Open

W. G. WADE SHOWS

Ithaca, Mich. (Fair), now; Shiawassee County Free Fair (Corunna, Mich.), Aug. 19-14, follows Hastings.

### MERRIAM & ROBINSON SHOWS

WANT—Ride Help on Tilt, Merry-Co-Round and Chairplane. Agents for Fish Pond, Ball Games, Age, 3-Ball Pan Game, Counter Men for Corn Game, Fred, come on WANT—Hanky Pank Concessions that do not conflict.

WANT-Shows for 6 Nebraska Fairs starting at Madison, Aug. 28.

WANT—Girl Show, Athletic Show and Spitfire for Howard Co. Fair, St. Paul, Neb., Sept. 6-11.
FOR SALE—Jones Chairplane, complete with transportation, \$2,000.00.

GREENE, IOWA, JULY 30-31; DOWS, IOWA, AUG. 2-3;

GRUNDY CO. FAIR, GRUNDY CENTER, IOWA, AUG. 4-7.

QUEEN CITY SHOWS

Want for Lore City Home Coming with two good street dates to follow, and then the BIC ONE, on the streets, in the heart of Cincinnati, for the Elks' Convention. Space limited. Those joining now given preference.

joining now given preference.

CONCESSIONS: Ball Games, Scale and Age, Huckley Buck, Dart Games, Bumper, Box Ball,
Pitch-Till-U-Win, Devit's Bowling Alley and Novelties. No grift, no gypsies.

RIDE HELP: Foreman for Wheel. Top money if you are a Ride Man. Drunks and chasers,
stay away. This Show goes south after Labor Day. Address:

CURLEY LITTLE, QUEEN CITY SHOWS

### OPERATOR FOR BINGO

REAL PROPOSITION FOR GOOD BINGO MAN

WANT-Girl Show; have complete outfit. Some Concessions open. Ride Help that can drive.
All Celebrations and Fairs for balance of season.

GREATER RAINBOW SHOWS

FAIRMOUNT, JULY 29-30; ULYSSES, JULY 31-AUG. 1; FRIEND, AUG. 3-4; ALL NEBRASKA.

### WANT LEE BECHT SHOWS

Small Bingo, 12'x24' preferable; Photos, Cork Gallery, Fish Pond, Duck Pond, Hoop-La, High Striker, Jewelry, Penny Pitch, Scales, Bumper, String Game, or any Legitimate Concession that throws stock. Only one of a kind booked.

We hold exclusive on West Union, Ohio. Fair, Aug. 24-27; those booking now given preference.

NOTICE to Committees or Secretaries: Have one week in September and one in October open.

If you want a clean, small, four-Ride Show, I have it. All replies to:

New Carlisle, Ohio, July 26-31. Permanent address: P. O. Box 92, Mt. Healthy, Ohio.

### WANTED A GOOD CLEAN CARNIVAL

WANTED

With as many as 8 to 10 Rides, 6 Shows, 50 Concessions. No grift. 7 weeks of Fairs in Missouri, Arkansas, Mississippi and Louisiana. Starting Sept. 11 to Oct. 30 or longer. A real route. Also can use Carnival next spring, 12 weeks, Illinois, Iowa spots, first in. FOR SALE—1944 White Truck, 18 ft. long, excellent condition, with four Concessions. A real buy. Address:

M. J. (MIKE) DRESSEN, BOX 258, EAST PEORIA, ILL.

(Phone: 3-7400)

# Hennies Opens To Big Turnout At Racine, Wis.

RACINE, Wis., July 24.—Hennies Bros.' Shows teed off its stand here Monday (19) night to a good turnout, indicating that the org, given weather, would score better than satisfactory business during the stand.

Sheboygan, Wis., closed Saturday (17) with everyone happy. The kiddies matinee, promoted by Press Agent Chic Franklin, proved the biggest of the season.

Benny Fields added a new bird store here, bringing the total of concessions up to 48. Fields' store is framed attractively. Lighting is of deep-sea green, sides and background are painted in three shades of green and palms, and ferns are used to heighten the effect.

Charley Goss's recently completed Midnight Taxi Ride continues to keep well up in the top money.

Two more still dates remain before the show swings into its fairs. In anticipation, much painting is being done. Jack Morgan and his crew are building new wagons and repairing old ones.

C. Mercer's Crash-Up Show and a Snake Show will be ready for the first fair.

Special representative J. C. McCaffery and Mrs. McCaffery recently visited the show. Other visitors included Bob Parker and Mr. and Flash Williams.

### Thomas Ride Man Killed In Fall at Warren, Ind.

WARREN, Ind., July 24.—J. L. Burton, ride man with the Thomas Amusement Enterprises, which played here last week, died Saturday night (17) in a Huntington, Ind., hospital of a fractured skull sustained in a fall from the top of the Merry-Go-Round on which he had been working. Burton was rushed to Huntington and died a few hours later.

A brief funeral service was held at the H. Brown & Son Funeral Parlor here before the show left for Otterbein, Ind. T. J. Smith, Thomas manager, requests that anyone knowing the address of Burton notify the funeral director by wire, collect, so that relatives may be notified. Burton, about 50 years old, had red hair, weighed 120 pounds, and was five feet tall.

# DROME RIDERS

Male or Female that can race, also Ticket Sellers that can drive semis.

### GEORGE W. MURRAY

care Strates Shows, Rochester, N. Y., this week; Clearfield, Pa., to follow.

### FOR SALE

One All-Electric Candy Floss Machine, brand new, ball bearing, perfect. Must sell at once. First \$135 takes if. Wire, don't write.

SAM BARR

421 Broadway Santa Monica, Calif.

# CARNIVAL WANTED

For Sandy Valley Park, Sept. 4-11. Located on Route 21 between Ripley and Sandyville, W. Va. Three days horse racing—one night midget car racing on Thursday.

EUGENE MACE

Sandyville, W. Va.

# ATTENTION

FAIR SECRETARIES TRACK OPERATORS

TOP ATTRACTION



# JOHNNY HAND

"WORLD'S WILDEST STUNT MAN"
AND HIS

# HELL DRIVERS

14 CARS 14 7 DRIVERS 7 2 CLOWNS 2

LISTEN TO THE PRESS KNOXVILLE SENTINEL:

"It's a great show."

LYNCHBURG ADVANCE:

"Hand gave 'em their money's worth."
ROANOKE TIMES:

"9,000 thrill seekers got what they came after."

GEO. HAMID and NORMAN CHAMBLISS currently playing:

ROCKY MOUNT, AUG. 1

GREENSBORO, AUG. 8

AVAILABLE LABOR DAY

For Open Time Contact
MARION BOYETTE, JR.
GENERAL MANAGER

Until Aug. 9, O'Henry Hotel, Greensboro, N. C.: then care The Billboard, Cincinnati 22, O.

CAN ALWAYS USE CAPABLE STUNT DRIVERS AND CLOWNS.

FOR SALE

on location

\$3,500.00

OLYMPIC PARK

# MACK HOGE WANTS

MAGIC EMPIRE SHOWS

Slum Skillo Agents and capable Outside Helps FORTVILLE, IND., this week.

# Vith And For It!

SALLY RAND

Fan dancer, biggest current midway lure, tells reasons why-gives tips to others who might take to tents

HAVE been asked a jillion times: "Well, how do you like "-the carnival, that is.

I like it.

And I like being a carnie, if ing a carnie means carnival ople love and respect me as uch as I do them.

Of all the show business I know out, I can't think of any other mch where honor, integrity and the orth of a man's word are so imrtant and valuable.

I believe that I am one of the first mes in modern times to go out with carnival. In night clubs and theas. I have enjoyed the reputation of mulating business. Whether or not name, Sally Rand, would stimue business on a carnival sufficientto justify the expenditure a carnioperator would find necessary to ke, was, and has been, a question out which outdoor showmen apparly have been more interested in n I knew.

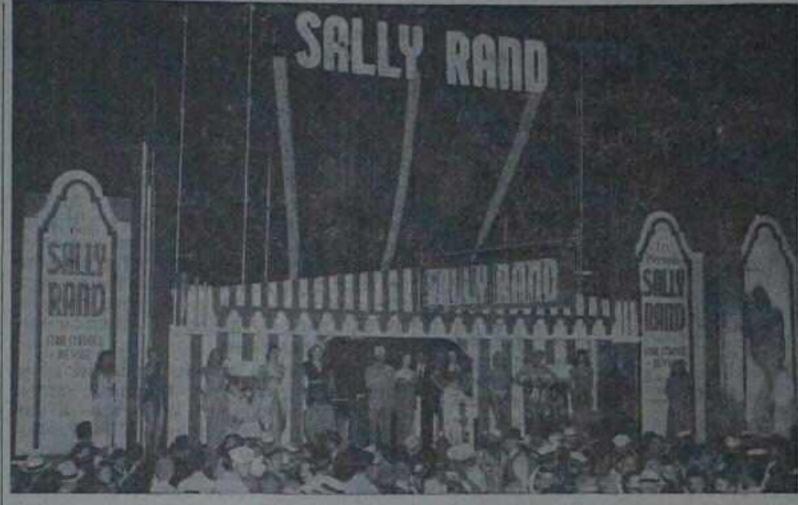
Expenditure Great

That it would be necessary to make ubstantial expenditure is no secret. e carnival with which I worked t season went all out to publicize e financial terms of its contract th me. The amount of money I rned from that contract, including lary and percentage, was, I have en told, the largest sum ever drawn vn by a single midway attraction. Upon the strength of the known lue of last season's drawing power, rl J. Sedlmayr Sr. honored me by king me to join the Royal American lows' family this season.

To merely do better business than it year's girl show proves nothing. ir admission price is more (a dollar all times). Show's cost to the opator is much greater than last year, not only must admissions pay for e current cost of the show, plus nortization of the operator's investent over a 25-week period, but it almust show sufficient profit to justithe operator's investment and mble.

Business a Gamble

rnival business is a gamble! It is gamble with weather, labor, remal wealth or lack of it, crops, d ungovernable conditions.



HERE'S THE FLASHY FRONT on the Sally Rand show on the Royal American Shows. It packs sock appeal, both inside and out, and that's why the fan dancer is packing 'em in.

way is by comparing the previous must ask himself before he knows the same route, of the entire midway, | ing to cost. rides, shows and front end. The severest test of this comparison is still dates.

unteered the information that they last year's business.

It is for this reason, I am sure, that The Billboard has asked me to comment upon my experiences and views concerning names and their worth to the carnival business.

Public Makes "Names"

The carnival business has at least one thing in common with all other For whatever else it may be, the kinds of show business: It is selling entertainment value to the public. It is no secret that the public makes its own names and continues to support er and above the show's paying for strength of a name to advertise in any

making a profit, the final test of the office. How much it will increase it value of a name on a carnival mid- always is the question the operator season's business, day and date, over whether he can afford what it is go-

So let's start on the premise that intelligent judgment must be used in selecting a name. It must be one that takes kindly to soap and water and I don't see the tape when it comes is well known and liked by the gen- frequent cleanings. The same holds out of Walter de Voyne's office wagon eral public and not just a particular for scenery and decor of all kinds. each night, but other show operators, age group or class of people. It must the rides and the front end, have vol- be a name that is popular with the people in small towns, the people of ple, that quantities of red plush under are two or three times ahead of last moderate incomes and the less sophis- a top, with the temperature 100 in year's business. This-in the face of ticated-of all age groups. There are the shade and the dust flying, is not the fact that carnival business in a great many high-priced names general, from what one hears and whose appeal is peculiar to a partic- as it would be in an air-conditioned reads, generally has been down from ular limited audience, such as the Broadway theater. Pink velvet and highly sophisticated night club-goer, the teen-agers, or to Broadway theater-goers, etc.

A Matter of Judgment

The judgment exercised by the operator as to what available names have universal appeal will spell the difference between profit and loss. It must be remembered also that the people who visit carnival lots and fairs are not, on the whole, the people that one meets at Twenty-One and Ciro's. As a matter of fact, it is quite ikes and many other unforeseen them as long as their idols give them possible that your star may have en-But what they want and expect. The joyed a tremendous popularity in a night club or theater in a particular elf, amortizing its investment and kind of show business increases box city, but when you play that city it won't draw flies on your carnival lot, Why? Because the people who will pay a cover charge and run up a big check at a night club or buy reserved seats in a theater won't come out on a carnival lot, get shavings in their shoes, wait for the fourth bally and sit on a hard stringer.

A Star Not Enough

Regardless of the value of the star, how well you do the last part of the stand depends upon the type, kind and quality of show that surrounds your attraction. Again, like every kind of show business, a star is not enough. The show also has to be good.

I was briefed on the limitations of producing a girl show under a tent on a midway. I was told that "this can't be done" and "that can't be done." As a matter of fact, practically everything that I wanted to do "couldn't be done." I know better.

carnival midway than there are to producing a show on Broadway or for vaudeville.

Stage scenery has to be made so it will go into backstage doors in small theaters and auditoriums, executed so it can be packed into trucks and put into 60-foot boxcars, etc. Properly approached and with accurate knowledge of the facilities afforded, i.e., power, number and size of wagons, etc., this medium is no different than any other theater medium, except that, in my opinion, it affords an even greater elasticity for highly creative work.

Normal good taste, experience and a knowledge of the number of shows, packing and transportation problems, are the only special tools the producer requires, together with thoughtful planning and budgeting. haps the last is most important. You can't frame a show and spring it in

a couple of weeks.

Subtlety Out

Costuming a show must be approached with the knowledge that you have only a few minutes to impress your audience and the force and impact of your flash cannot be subtle or build, but must start at a crescendo. It must be flashy and made of materials that will withstand 20 shows a day, lack of bathing and washing facilities by its wearers and handlers, rain and mud, and, happily,

Good taste, coupled with experience, will tell the designer, for examgoing to be as beautiful a front drop accordion pleating are not going to look pretty very long on the bally platform after being dragged thru mud and rain, and after being sat in from 9 o'clock in the morning until I a.m.

No Stalling But I still can't call these limitations. The actual production itself is a challenge to a producer to cut out all deadwood, stalling and bows, so that what ordinarily would be an hour and a half to two-hour show is condensed into a maximum 30 minutes (sometimes 20 on busy days)and all of it so stimulating, interesting and entertaining that the audience never feels cheated because the show is short, but-to the contrarygoes out a talking advertisement that makes the last day of the stand jampacked.

Such a plan requires careful selection of performers and girls . . . people who have health, youth and stamina and whose acts and choreography are so arranged that it is physically possible for them to do as many as 20 good shows a day. But again this is a matter of planning and selection.

Don't be fooled! There aren't any more suckers left. Mr. and Mrs. Rural America, old and young, have seen Hollywood-glamourized musicals and heard the New York Philharmonic and Lily Pons on the radio. Your performers and show have to be good-at least if you are going to get a dollar admission.

Vetoes Candy Pitch

The admission price brings up a There are no more limitations to delicate subject-the candy pitch and producing a show under canvas on a dinging them after you get them in.



THE AUTHOR of this article has proved the biggest individual draw of the carnival This year with the Royal American Shows, routed over the strongest circuit of fairs in North America, the fan dancer and her Girl Show are expected to gross more than a half-million dollars. pulling power on a traveling carnival was first demonstrated last year. Then with Hennies Bros.' Shows, she played to more than 55,000 at \$1 per head at the Iowa State Fair, thus getting one customer out of every 10 persons who thronged thru the front gates at Des Moines. Her crowd lure at Des Moines has been duplicated at practically every stand she has

made.

In the Swing Toward . . .

with an



CONTINUOUS FREEZER

· Here is the opportunity you've been waiting for . . . a sure-fire, business OF YOUR OWN ... a business that requires very little investment. Low initial cost, minimum operating expense, magnetic appearance and maximum production make the Electro-Freeze a profitable venture in permanent or temporary locations.

NOW is the time to get your Electro-Freeze and be numbered among the owners of over a thousand machines now in operation. Frozen custard and soft ice cream is gaining in popularity by leaps and bounds. Electro-Freeze complies with the sanitation requirements of the Frozen Desserts Ordinance and Code.

# MORRIS MACHINE and TOOL

712 EAST 135th STREET

NEW YORK 54, N. Y.

Attention-ORCHESTRAS! CIRCUSES! CARNIVALS!



Buses for immediate delivery!-Avoid Timetables. Travel when and where you desire at a low cost.

Also easily converted to sales coaches or house cars. All Types. Send for list today. Priced from

LIDATED BUS & EQUIPMENT

MURRAY HILL 3-9297

# MATTHEW J. RILEY ENTERPRISES

Week August 2 to 7, Egg Harbor, New Jersey-Big Celebration, Hammonton, New Jersey, Week August 9 to 14

WANT SHOWS WITH OWN OUTFITS-WANT CONCESSIONS ALSO ANY MAJOR RIDES FOR THESE DATES AND BALANCE OF SEASON

MATTHEW J. RILEY

Clinton Hotel, Philadelphia, Pa.

### FOR SALE

TILT-A-WHIRL, 1937 7-Tub, in EXCELLENT SHAPE. Hauled on a Mack Tractor and Martin Trailer, and Ford Tractor and Trailer. First offer over \$7,000.00 takes this complete unit.

> Phone: Milwaukee, Wis., Orchard 2-2962. Address: 2315 W. Scott St., Milwaukee 4, Wis., c/o C. Bittner.

GIELOW RIDES

Well, I'll tell you! Maybe I'm still a about tickets and keeping sellers a sucker broad. Maybe I'm not the takers from re-hashing. If he h carnie I think I am. I prefer to do been with a chain, he has been taug a show of such good quality that a how to handle the public. The oth good, ordinary talker can tell the qualities are natural personality trail truth, turn a tip on a quick opening, which you have to go out and los get no beefs on the admission price, for. A man who has worked for or force the customers to wait for the ticket-checking agency checking the show to begin. I prefer this than to aters and pictures on percentamaking mine selling three dusty deals is good material. So, too, is pieces of stale halavar and an empty man who has been in the carniv pasteboard box on the re-hash-and business but whose sole interest then have to split it up with the guy that makes the candy pitch.

Mind you, I make no criticism of sponsibility, who has put out t anybody else who wants to do itonly my business is show business. The merchandise I am selling is entertainment. My potential customers are people who like shows, or they wouldn't have bought their tickets in the first place.

Advises Two Managers

Which brings us right back to the name performer again. To stars and name attractions thinking of the carnival as a medium, and who happen to read this, I address the following: Get yourself two managers, one to handle your business, the other to supervise backstage.

The business manager should take care of you and your business, serving as your contact with the office wagon and management. He should understand how to stand at a turnstile (and you should have a turnstile)-watch every ticket sold, taken, torn and put in the box, make sure that every customer who comes in has a ticket, know better than to get into a beef with a drunk or a gate-crasher, how to keep ticket-sellers from short-changing customers, yet keep the patrons happy with the natural walkaways.

He should have experience and diplomacy enough to let fair officials, newspapermen and the people who should get in free get in free, even the they don't have a pass. Similarly, he should keep out the temporary a tent is not composed of experier deputies, firemen and badge guys. He should have experience and authority enough to make your transactions with the office wagon brief, accurate and pleasant; know enough to insist upon different colored tickets every day (and a different size if possible from other tickets on the midway) and have a gimlet eye that can catch a wrong serial number on a ticket.

Must Keep Eyes Open

While doing all this he should keep a weather eye out so that the men on the sidewalls and exits are not letting the wise guys in for a quarter. He should be mathematician enough to figure out what the basic price of a ticket has to be when you run into local or unusual tax situations. He should be a diplomat with enough charm and smooth talk to get along with the advance man, the talker, the crew and all the rest of the shows on the midway.

This last is important because you are liable to be next to or across from the Jig Show, the Midget Show, Hawaiian Show, Side Show, the Funhouse, the Wild Life, the War Show or (God forbid!), the Motordrome.

When they start turning their speakers into your top or blasting a bally of their own which breaks up a tip you have laboriously collected, it requires real diplomacy, a lot of salve, a sincere interest in the other guy's business and a real, honest desire to co-operate to cure the difficulty without getting into a season-long enmity which makes life miserable for everyone.

Must Work in All Weather

To top it off, he should be able to work in the rain, sun, heat, the dust and the mud.

I expect the qualifications I have listed makes him sound like rather a special guy. Well, he is! But, then, experienced, capable people always are special guys.

In this instance, a man who has been a theater manager knows all

A man who carries this kind of r sheer physical effort it requires stay on the front, on his feet as man hours as he must, gets real mone Don't fool yourself: a stooge won

Naturally, he must be someone yo trust completely; whom you don have to ask 1,001 questions, because you must feel and know that he wi do the right thing at the right time the numberless situations that ari every hour on a carnie front, withou any advice from you or questioning afterwards.

Leave Front Men Alone

You don't belong up front ever you belong backstage. The men of the front of your show know who they are doing, or if they don't, you'r dead anyway. The best that you can do is to louse up the formula which they have worked out.

So if you hire yourself a manager he is your most important guy. Le him manage and you mind your busi ness backstage, which will take u more of your time than you eve thought it possible for any one job to do.

The other manager is also a working guy. He is the stage manager He looks after the technical end and the personnel that is solely and purel concerned with the show and the production. The reason I advise this I because the crew that works around stage technicians as we know them Their most vital job is to take care of the top and things that concern i (more on this later). They double in brass-spotlight, switchboard, sound

# WANTED

Merry-Go-Round and Carousel Animals. State number and best price in liret

GEORGE S. BAKER & CO.

letter.

578 Spring St., N. W., Atlanta 3, Ga.

We have them! The best buys in the country. Chorus wardrobe. single costumes, just the bargains you need to finish out your show. DON'T DELAY, COME IN NOW. Too busy to accept mail orders.

67 E. Lake St. Chicago, Ill.

Open Tues., Wed., Fri., Sat., noon to 5:00

For Popcorn Trailer, Ball Came, Penny Pitch, Coke Bottles and others. E. L. WINROD

c/o WILSON SHOWS
La Harpe, III., Fair, this week;
Lewiston, III., Fair, next.
ALSO WANT—Agents for Age, Coke Bettles
and Dark Room Man on IMPERIAL SHOWS

Macomb, III., Fair, this week; Taylorville, III., Fair, next. ALL FAIRS TILL NOVEMBE

e full attention of an experienced age manager to co-ordinate all these rious people, including your perrmers, chorus, etc.

ter details of lighting, scenery, cosmes, personnel and all the many oblems which must always arise in large group of performers. Reember, they eat, sleep, work and ve together many more hours a day an average people. Eating hours e irregular, toilet facilities are difcult, their working hours are long nd irregular, their few leisure hours in never be planned for, and all of ese things make for taut nerves. ritation, bad temper and the makof mountains out of mole hills. Promptness and attention to their

ork is vital. The difference between rofit and loss on a day can be in aving the bally girls out early and leaning up the midway for a first how. If your gals aren't there, you fill lose a tip-and that's that. They

on't come back. Getting your show on on time can ean additional hundreds of dollars day. You've got to time your hows so when the grandstand breaks, fternoon and evening, you've got a ally going on by the time they each the front of your tent; which eans that one show has to be over the people can be on the bally and. Late performers can keep this om happening.

Guard Against Favoritism

Taking care of all these problems the job of your stage manager, who just know and understand stage echnique and have a way with peole, too, because he has to get along ith your performers without ever nowing favoritism. He must be firm rithout being a slave-driver, and he nust get along with inexperienced rew members.

cause your show can stand or fall agent has to do, and it is even hard

rtains, props, etc.; but it requires on his competence and judgment.

You probably should have a publicity man. Carnivals usually have their own, but like everyone else on the carnival he usually doubles in If you do as many shows as you brass. He contacts the newspapers bould, you will not be able to look with advance stories, puts out passes, frequently takes care of posting paper (tho this is usually done by the show's advance agent who is not a publicity man).

The publicity man's job is publicizing the whole midway, the combined operations of which will have a far greater revenue than your particular show, and so, if he looks after first things first, no matter how big or important you are, you are still just one of the shows on the midway. And, while it is true that your being on the midway benefits everyone, still Kiddies' Days and Saturdays have to be taken care of, the newspapers and radio have to be given stories and material on the rides and the other shows or else it wouldn't be a carnival. And, after all, carnival press agents have just two legs and so many hours in a day.

So if you are on percentagewhich you certainly should be-it would behoove you to have a little man who works in perfect harmony and co-ordination with the show's press agent, but whose job is to look after you.

This is easier written than done. If you are a name (and it is you to whom this is addressed) you have had publicity men, and you know all about the drunks and the fakes and the padded swindle sheet. But you also know that there are good sober, sincere, capable ones and also that they cost money.

If you are the kind of a star that carries a maid and a hairdresser and a secretary, etc., I would advise you to streamline your entourage. Finding hotel rooms and accommodations during fair and exposition weeks is This is a guy that costs money, too, one of the hardest jobs the advance

12-2 Type S TIREX HEAVY DUTY RUBBER COVERED CABLE PER FOOT IN 250 FOOT COILS (Samples upon Request)

\* Wires and Cables

\* Premium Appliances \* Flood and Spot Lights

and Lamps

\* G.E. Incandescent and Insect Repellent Lamps Switches, Fuses, Sockets (All Types), Tape, Etc.

\* G.E. Fluorescent Lamps (colors) and Fixtures

. ALSO A COMPLETE LINE OF ALL OTHER ELECTRICAL GOODS W NET PRICES UPON APPLICATION ON ANY PARTICULAR ITEMS YOU DESIRE

o Orders shipped some day · We invite you to visit our Overnight service within 500 large warehouses. miles of Chicago,

WRITE WIRE OR PHONE Eddie Murphy or Max Aver Phone: ENGlewood 7500

EXCELLENCE IN ELECTRICAL PRODUCTS ELECTRICAL SUPPLY CO.

5801 S. Halsted St., Chicago 21

CUSTOM MADE-TO-ORDER GABARDINE SHIRTS. TAILORED to FIT you. Choice of 10 colors, TAILORED BY "BOTTS." INITIALS embroidered FREE. \$7.50 each, 3 for \$20.00; SNAP BUTTONS, 75¢ extra per shirt. Write for samples. Athletic Clothes, Jackets, Shirts; Pants for clubs, bands and all organizations; Bowling Shirts, Embroidery Work.

MINDESIDIRO DE NICE 391/2 S. MAIN STREET

COUNCIL BLUFFS, IOWA

# RIDES FOR SALE

A-1 condition. One-half or whole interest. Can be seen in operation at Olympic Park, Irvington, N. J. Address all inquiries to

A. CLARKE 14 COOLIDGE ST., IRVINGTON, N. J.

# CONCESSIONAIRES!

# —to Really Big Profits

TOP-POP HYBRID POPCORN POPS \$\$\$\$\$\$

Once you try this mammoth, high-expansion popcorn with its extra popping value, you'll pop no other kind! Fully guaranteed-gives you satisfaction in every way, or your money back!

Also complete line of supplies for concessionaires. Five sizes cartons-Bags-Salt-Seasoning-finest quality roastedin-shell Virginia Peanuts-attractive Circus Bags-Snow Cones-Napkins-readyto-use Flavors - Cups - Spoons - Floss Papers-Colors-Apple Sticks. Full line of new and rebuilt equipment of all types. Echols Ice Shavers. Syrup Dispensers. Coleman Equipment. New and reconditioned Popcorn Machines.



A Gold Mine! Midway Marvel Candy Floss Machine

Greatest candy floss machine on the market for speedy, efficient operation! New 1948 model, all rubber-shock mount-

ed to eliminate vibration. Gives years of troublefree service. Big 25-inch aluminum pan easily removed for cleaning. Fully guaranteed.

slightly higher west of the



The Champ! Sno-King Ice Shaver

King of them all! Shaves 500 lbs, of ice per hour. Plenty of rush hour capacity! Cast aluminum construction - oil-less bearings. Fool-proof. Also available in Hand Model.

FAST COAST TO COAST SERVICE FROM FOUR SHIPPING POINTS. SEND FOR DESCRIPTIVE CIRCULAR TODAY.

CHUNK-E-NUT PRODUCTS

Matty Miller 281 N. Second St. Philadelphia 6, Pa.

Hank Theodor 2908-14 Smallman St. Pittsburgh 1, Pa.

Ed Berg 1261-63 E. Sixth St. Los Angeles 21, Calif. Ralph Cobb 1230 W. Morehead St. Charlotte, N. C.

Phone LA. 4-5221

Write Dept. B

### CUSTARD KING The only instantaneous and continuous freezer manufactured producing an 18" finished product from 5 to 30 gallons per hour with built-in double dispensing units and a 40 gallon refrigerated mix storage box. Complete with automatic refrigeration controls. Will gross up to \$70 per hour producing ice cream, custard, frozen malts, ices. Open an Ice Cream or Custard Stand. Complete information. layouts and finance plans avallable, Write. CARVEL Corporation Manufacturers and operators since 1934 Model 48-5

# CARBONS for 60" SEARCHLIGHTS

Territories available distributors, dealers and salesmen.

550 W. 35 St., N. Y. 1, N. Y.

A most advantageous purchase of SEARCHLIGHT CARBONS from surplus stocks permits us to offer them to you at a fraction of their normal cost.

These Carbons are for 60"searchlights and are manufactured by the National Carbon Co. They are type 1, which is a high intensity, white flame.

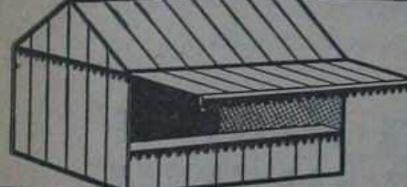
Each set consists of one Positive 16mm, x 22" and one Negative 11mm, x 12". There are 25 sets to a metal container; factory packed 20 containers to a wood case. In excellent condition.

Per Container, when purchased in case lots, as long as stock lasts. Terms: Net cash F. O. B. Los Angeles.

R.M.B. CORPORATION

1505 E. FIRST STREET @ Wholesale Distributors @ LOS ANGELES 33

# ANCHORT



CARNIVAL TENTS SHIPPED WITHIN .

AFTER ORDER RECEIVED SLIGHTLY MORE TIME REQUIRED FOR SHOW TENTS WIDE SELECTION OF MATERIALS AND TRIM

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

# Tivoli Exposition Shows

WANT-SHOWS AND CONCESSIONS-WANT

For long route of bona fide Fairs beginning August 1: Kahoka, Mo.; Oskalossa, Northwood, Decorah, Eldon, Crasco, Webster City, all fewa; Butler, Mo.; then South, out until Nevember 1. Can place Shows with own equipment: 10-in-1 Side Show, Mechanical and any other Show that doesn't

Can place a few more Legitimate Concessions, String Game, Bomper, Novelties, Jewelry, Ball Games, No whiskey bottles wanted. Mrs. Lutz wants Reader for Mitt Camp. Contact:

HAV. PROPORTION

BOONE, 10WA, this week; KAHOKA, MO., next week.

CAN PLACE FOR THE FOLLOWING FAIRS:

SHELBY COUNTY FAIR, SHELBINA, MO., AUGUST 3-7; DES MOINES COUNTY FAIR, BURLINGTON, IA., AUG. 8-13; MISSISSIPPI VALLEY FAIR, DAVENPORT, IA., AUG. 17-22, AND FAIRS AND CELEBRATIONS UNTIL NOVEMBER.

SHOWS—Side Show, Illusion or any worth-while Shows. RIDES—Caterpillar, Pretzel and any Rides not conflicting. CONCESSIONS—Stock Concessions of all kinds. HELP—Capable Electrician and Ride Holp. Address: Moberly, Mo., this week; then per route.

for him to get you, the star, a room. Which reminds me: Don't forget to take care of him for this service, because he has to put out plenty to get it done (and I don't want any irate letters from the hotel associations).

### Simplify Wardrobe

The dressing room which you will have is a wagon. There isn't room in it for you and a lot of other people. You would be smart to simplify your wardrobe to a point where you wuld have a few definite clothes that you wear for public appearances. You might as well forget about wardrobe for your private life. You won't have any-private life, that is.

If you actually need a dresser, you would do better to find someone on the lot, the wife or sister of someone who already is employed by the carnival; or, if you are a man, one of the men on the lot who are not too busy during the week, such as one of the train crew or a cat driver, and instruct him or her as to your needs. That goes for the wardrobe woman for the show too. As for a hairdresser, if you have to have one, you are better off with a local girl from the town if one is available. If you must have a secretary, combine the secretary with a bookkeeper so that at the end of the season your books are up to date for income tax and you haven't left all of your receipts and memoranda in a suitcase that got lost in Peoria. This particular employee ought to be able to double at utility also. A delicate hot house bloom from an air-conditioned office, or a Hollywood executive's right hand will hardly do.

### A Big Payroll

So now you see you've got quite a pay roll of your own, not considering the show and its performers and crew, which may or may not be your expense according to the kind of contract you have.

And now we come down to the most important item-you, yourself. If you are an introvert, or like to live in an ivory tower, if your public annoys you, or if you enjoy poor health, don't come on a carnival.

Your most important job, or certainly equally as important as your stage appearances, is your personal appearances for publicity purposes and your contact with your public. You must be ready and willing to give cheerfully newspaper interviews or be on the radio at any hour of the day or night.

You must autograph a jillion pictures, little dirty pieces of paper, shirts, shorts, hats, pocketbooks or anything else as many times a day as you do shows, not as a favor, not condescendingly, but gratefully and graciously.

You must appear at Rotary, Kiwanis and other service club luncheons six days a week if called upon. You must not only appear, but speak or do your act with as much charm, talent and graciousness as if it was being performed in Carnegie Hall. You must answer questions with wit and humor and a certain degree of honesty.

### Disk, Jockey, Too

You must learn how to be a disk jockey, give good interviews as many times a day, as many times a week as you can get on the air. Frequently your interviewers will be young, inexperienced, or so totally glamorized by you that you will have to take the lead on the interview. And don't forget that, when you are giving interviews or you are on the air, that you are not only selling yourself and your show, but every other show, ride and concession on the midway.

You've got to make coming to the carnival sound exciting, glamorous and the most absolutely amusing and wonderful thing that anybody could do. And you are not doing this as a favor to anybody. It is part of your job even tho you are doing 20 shows

How do you live? Well, I'll tell

## SURPLUS BARGAIN PORTABLE PUBLIC ADDRESS SYSTEMS



TOPS FOR BALLYHOO, MIDWAY, ETC. PORTABLE-USE INDOORS OR OUT

A complete, powerful PA system ideal for add
way work, cutdoor gatherings, etc. Completes
self-contained. Complete of battery case its
amplifier with shoulder strap and megaphone try
opener with pintel grip handle and triager try
opener switch. Battery life it to 6 months. Ke
hatteries furnished with each unit. Battery caweight only 8 lba, megaphone unit only 4 % lb
fleplacement parts available most anywhere
Slightly used but guaranteed in perfect opening
condition. Supply lbmfed. Send sheek at most
order. No C. O. D. a please. Act now! The
won't last long at this low price.

PRICE COMPLETE F.O.B. HOUSTON

AERO PARIS SUPPLY, Dept. BB MUNICIPAL AIRPORT, HOUSTON 17, TEX



Designs for parks, carnivals, rodeos

elections, fairs, sports, races, magicians, orchestras, tent shows, etc. - Special De-(Union Printer).

PRINTING COMPANY 1330 Vine St. Phila. 7, Pa.

### FOR SALE

1947 two-story Fun House, all metal, oil partform and steps, interchangeable mirrors, ten-1941 GMC 2 5 Ton Tractor, air leaders with 1948 motor, Booked with Bradback & Schrader Shows all season. All Fairs and Celebratics.
Also backed for the Hutchinson State Fast,
Sept. 14-19. Price \$7,500.00 complets.

Write or Wire JAMES R. LESLIE

Withits 12, Kan,

1338 S. Orage

PARK AND CARMIVAL RIDE BUILDING PLANS

TESTED Building Plans for Rides. AD under Second Hand Ston Property. BRILL 228-B North University St., Panela, III.

# CUSTARD

Trailer, running hot and cold water, sink and accessories, lots of neon and lites, beautifully flashed. \$1,200 gross one day. Other business.

> H. R. TAYLOR BOX 16, KILLEEN, TEXAS

# FOR SALE

Electro-Freeze Frozen Custard Outfit Mounted on special built truck, fully equipped with power plant. This unit in A-1 condition and can be seen in operation. For further information, phone Essex 5-1912 No letters answered.

R. MASTROIANNI

644 Sanford Ave., Newerk 6, N. J.



# BERGEN'S GUM

TURING Charlie and Mortimer - Giant size rapped piece-Now available in colors.

### BULK PRICE

of 1000 pieces with display boxes, \$5.40 case. F.O.B. St. Paul, Minn. Terms 16 cash, ence C.O.D. Write:

NDY CORPORATION OF AMERICA TO W. OLYMPIC BLVD., LOS ANGELES 25, CALIF.



## CENTURY FLYER TRAIN FOR SALE

gine, 3 cars, track, station; 125 Wurter Organ: 5 Pretzel Cars; 100 Wurner, Style =150; Organ Rolls, \$7.50 sch, used, all in good condition.

### A. KARST

DREST PARK

HANOVER, PA.

Phone, 3-5286

## GLOBE SHOWS WILL BOOK

ad Gallery, Cork Gallery, Hoop-La, Teddy ear Wheel, Frozen Custard and any other ores not conflicting. No racket.

DR SALE—Roll-o-Plane. No reasonable ofwill be refused. Can be seen in operation

HARRISVILLE, R. I., JULY 26-31; NORTHBRIDGE, MASS., AUG. 2-7; LAKEWOOD, R. I., AUC. 9-14.

Contact:

### JOHN COSTA

727 Charles St., Fall River, Mass.

# FOR SALE

cean Wave Ride, carries 36 adults. erfect condition, newly painted. Can e seen in operation or will trade for ther ride.

### LAKEWOOD PARK

YOUNGSTOWN, N. Y.

# or Sale—60' x 120' Tent

wall, used three months, \$875.00.

OPERA HOUSE

Milibridge, Maine

### SHOW FOR SALE OR LEASE

t, 56 by 120; 4 pole bale ring khaki top, scata, irs, stage, light plant, 3 large trucks, complete, ir to go if you have your own show to put in it. o mo 40 per cent of gross.

L. O. RITER E. First Ave.

Williamson, W. Va.

### FOR SALE PONY RING

5 Ponles, Saddles, Fence, Ticket Booth.

MERLE KURTZ

Oshkosh, Wis-Jefferson Ave.

you. You will be much happier if you are an elastic, adaptable sort of person who can get along with anybody under any kind of conditions. You will travel on a train in a stateroom that you will pay for. It won't be a very good stateroom and will require a lot of fixing up. There is no electricity in the daytime, usually. You run out of water about half of the time and the porters are not the regular pullman porters you find on the Zephyr or the Lark. The train is slow and they sidetrack it for the regular passenger trains.

### With Good People

But you are traveling with a trainful of swell people, and you can stay in bed from the time you get on the train until you reach your destination if you want to. And then there's the Pie Car, where you eat, and the Privilege Car, which if you don't know about it, you will. There are all your friends' staterooms to visit and cards and games to play; and, altogether, it's fun and you will like

The hotels are like all hotels. Some are good and some are bad. Some are cheap and some are expensive. And sometimes, no matter how hard the advance man tries, you haven't got a room or maybe one with a wall for a view. But what the heck-it's always that way when you live in hotels. And, if you've been on the road before, you take the good with the bad, and you smile and never grouse and find that you can be very grateful for a place with a bed, any kind of a bed, with clean sheets and a place to take a bath.

Some of the trips you can make in your own car, if you want to go to the trouble, the expense and the aggravation of taking it, together with a driver, with you. You would need a driver because you will be too tired and sleepy to drive it yourself and probably so will everybody else on the show, and, moreover, a good car always is a pretty fair investment which you hesitate to trust to any Tom, Dick and Harry to drive. Besides, the car will take a beating on a carnival lot with the dust, getting mired in, and having to run it over cow pastures and tent stakes.

### Dressing Room Loaded

And now for your dressing room. It will be a wagon, like a circus wagon, from 14 to 20 feet long, 8 feet wide and 7 feet high. It is yours to use after the tent is up, but on getaway night it is packed full of sidewalls, top, seat stringers, tent poles, the stage, scenery or anything else that the head canvas man decides should be in it. And I've got news for you. You darn well better have yourself, your bags and your things out of it by the time the show is over or you'll get packed in. You can fix it up very attractively with a mirror for your dressing table. You can even have a couch in it, if it folds up, and the mattress can protect your mirror on the run.

And who is this head canvas man? He's an artist, a prima donna, a technician, a craftsman, a weather manand a boss. Make no mistake. He's the No. 1 guy. Without him your tent doesn't go up and it doesn't come down. Without a tent you aren't in business, and when you aren't in business, you don't get paid.

### Canvas Fragile

There are only a few good canvas men in the world. He has charge of several thousand square feet of living skin which the canvas in a tent is. Strong as it looks, it is fragile and as easily hurt as a baby's backside. It's literally a skin, a living skin which lies over an intricate skeleton of hemp rope. It shrinks in the cold and the wet. It sketches in the heat. It is a dead weight of many tons. A tiny little breeze can make it buck like a bronco. A little shower can burst it from front to back like a toy balloon if it isn't properly guyed out. It shields you from the sun and the rain

### Wanted Wanted

### For All Departments

Grab, Griddlemen, Taverns, Cafeteria, Candy Apples, Chocolate Dip, Novelty, Grandstand Vendors \*

### FOR THE BEST ROUTE OF FAIRS

Sydney Rodeo, Aug. 17-21: Superior, Wis., Aug. 17-22; Illinois State Fair, Aug. 13-22; Missouri State Fair, Aug. 22-29; Iowa State Fair, Aug. 25-Sept. 3; Kansas Free Fair, Sept. 11-17: Oklahoma City, Sept. 25-Oct. 1;

Brockton Fair, Sept. 11-18; York Interstate Fair, Sept. 14-18; Eastern States Expo., Sept. 19-25; Great Allentown Fair, Sept. 20-25; Bloomsburg Fair, Sept. 27-Oct. 2; Memphis Fair, Sept. 26-Oct. 3; Little Rock, Oct. 4-10.

For Assignments and Instructions

- CONTACT AT ONCE -

# BUSH-LAUBE CONCESSIONS

723 Main St.

Kansas City, Mo.

## Sober

# Reliable

Griddlemen, Bartenders, Novelty, General Stand

"ARCHIE GAYON'S SHOWGROUNDS" Wisconsin Centennial, Aug. 6-29

State Fairgrounds

Milwaukee, Wis.

### Contact Tom Kennedy

General Delivery, West Allis, Wisconsin, or Bush-Laube, 723 Main St., K. C., Mo.

# ROYAL EXPOSITION SHOWS

Want for our Southern tour and all Winter in Florida to open at Sylvania, Georgia, week commencing September 6th, with 10 straight weeks of Fairs ending at Tavares, Florida, Armistice week followed by several choice still dates and reopening first week in February, 1949, at one of Florida's very best Fairs on East Coast.

All kinds of clean, worthwhile Shows with own outfits and transportation, 30 per cent to office. Fly-o-Plane, Tilt, Spitfire, Caterpillar, Octopus, Comet or any Novelty Rides, 30 per cent. Especially want several Kiddie Rides such as Roto-Whip, Airplane, Auto, Wheel or what have you. Can use all kinds of clean Merchandise Concessions that work for stock only. No Flat Joints or Mitt Camps wanted. W. H. (Splinter) Royal wants several P.C. Agents, also live wire Ball Game Agents. Want an up-to-date Funhouse, Glass House and Penny Arcade. For five more weeks of Firemen's Celebrations around Washington, D. C., want several Merchandise Concessions such as Scales, Custard, High Striker, Penny Arcade, etc. Also want A-1 Help on Merry-Go-Round, Wheel, Chairplane, etc., that have driver licenses and can stay sober. Address all correspondence and wires this week,

> J. P. BOLT, Manager CHEVERLY, MARYLAND, then as per route.

# **DEL-MAR SHOWS**

Concessions—French Fries, Age and Scale, Balloon Pitch, Dart Store, Clothes Pins, Fish Pond, Hoop-La, Ball Games, Add 'Em Up Darts, Grab, Custard, String Game, Novelties or any flashy Stock Stores. Ride Help—Experienced Chairplane Man, also Man for Kiddle Rides. WILL BOOK WHEEL OR MERRY-GO-ROUND for STRUTHERS. OHIO, HOME COMING AND CENTENNIAL, WEEK AUG. 16TH TO 21ST. Write, wire or come on.

AL DELFLORE, MGR.

This week, DUNBAR, PA.; next week, MT. PLEASANT, PA.

WANT for American Legion Fair, Hackettstown, N. J.; American Legion Fair and Carnival, Phillips-burg, N. J., first show to play another new location; Firsmen's Celebration, Hudson, N. Y., and then the RHODE ISLAND STATE FAIR, Kingston, R. I., and then the McClure Bean Soup Celebration and Homecoming, McClure, Pa., following.

WANT CONCESSIONS: Ball Games, Grind Stores, Custard, Coke, Basket Ball, Hoop-La, Fish Pond, Duck Pond, Striker, Photos, Lead Galleries, String Game, Clothespin, Bowling Alley, Over Twelve, Cork Gallery, American Palmistry, Rotaries, Diggers, What have you? Can place GIRL SHOWS, with or without cutfits; Grind Shows, Fun House, Arcade, etc. Will place Rollopiane, Octopus, any Rides not conflicting. All address:

R. H. MINER KIMBERTON FAIR, KIMBERTON, PA., NOW

# BLUE GRASS SHOWS

# VERMILLION COUNTY FAIR

Cayuga, Ind., Week Aug. 2 to Sunday, Aug. 8, Incl. Can place for this fair, and followed by: Dubois County Fair, Huntingburg, Ind., Week Aug. 10-13; Jackson County Free Fair, Brownstown, Ind., Week Aug. 16-20: Lawrence County Fair, Bridgeport, Ill., Week Aug. 23-27.

Want legitimate concessions of all kinds, such as Fishpond, Pitch-Til-U-Win, Hoop-la, Devil's Bowling Alley, Country Store, Cane Rack, Age and Scales, Jewelry, Novelties, American Palmistry or any other legitimate concessions. No ex on games at these fairs, open midway.

MR. CONCESSIONAIRE: It will pay you to investigate the above spots and do business at once with us. You will get your Fall bankroll here.

All wire

### C. C. GROSCURTH, BLUE GRASS SHOWS,

All this week, Spencer, Ind.; all next week, Cayuga, Ind.; then as per route

OUR FIRST BIG FAIRS BUTLER FAIR, AUGUST 9 TO 14 GREAT CARLISLE FAIR, AUGUST 16 TO 21

WANE

SHOWS-Wild Life, Hillbilly, Mechanical CONCESSIONS—Jensity, High Striker, Guera Your Age, Scales, Penny Arcade, Novelties, all types of Grind Stores. Will give X to American Palmistry.

Will place for all our fairs Custard, Popeorn, Candy Applies, Grab outfits, Eats and Drinks. We have the X on fairs from fonce to fonce. Make reservations now and be sure of a location.

Bob White wants Girls for Revue. Regiest uslaries.

Joe Kune wants Apents for Ralloon, Harts, Ball Game and P.C.

Wanted-Peremen for Hidee-O, Chairplane and Dark Rid

Aurone mening this Show now will get the preference on all Fairs. No other Show in the country has a better list of oure and process fairs from this show has

Tiny Tim wants Talker for Fat Show, Ted Barro wants Talker for Mot

Hills Help of all kinds always manted. Pay the highest salaries and the higgest bonuses to the right people. If you drive Semis, come on.

Prof. Vadalia wants talent of all kinds for Colores

EVERYBODY WIRE SAM E. PRELL

PRELL'S BROADWAY SHOWS THEN PER ROUTE

HICKSVILLE, L. I., N. Y.

### THREE OUTSTANDING PENNSYLVANIA FAIRS

THE GREAT DAYTON, PA., FAIR, AUG. 16-21

Horse Racing — Thrill Shows — Outstanding Free Acts.

MERCER COUNTY FAIR, MERCER, PA., AUG. 23-28

\$5,000.00 Program with Horse Racing. Will book Thrill Show for Tuesday, Aug. 24.

SOMERSET COUNTY FAIR, MEYERSDALE, PA., AUG. 30-SEPT. 4

Big Racing Program, Lulu Belle and Scotty. 2 Days of Thrill Shows - Parades. Largest Free Act Program Ever Presented at Fair.

BEAM'S ATTRACTIONS HOLD FENCE TO FENCE CONTRACTS FOR THESE FAIRS.

Write or Wire M. A. BEAM, Windber, Pa., For Space.

Watch Billhoard for our September Fairs.

### ATTENTION, ALL MOUSE MEN SAVE THIS AND SAVE FUTURE HEADACHES

Enough game trice now on hand to supply old customers and a few new ones who notify well shead of needs. Orders must be received by Tuesday for shipment on Wednesday, our oNLY shipping date. No "rush" orders, please. We are active to both breeding and working game mice and know the angles. Arrange how for next year's supply, as new-type poissons are making wild mice scarce as hen's feeth. Send stamp for advance information on forthcoming booklet on game mice. If anybody knows another nource of game mice please let us know as we would like to be assured a refinishe and adequate outside symply of mice for our own games. A fine husiness opportunity here with ideal living and working conditions for an energetic joing man or comple of good halots, character and checation. Old are is creeping up on the present owner and he would like letture to meen some of the money the mice have made for him. RIVERSIDE MOUSERY

Avon. New York

when it is in a good mood and properly taken care of, but when it acts up it makes the tent poles dance like jumping jacks, and when they start to kick out they have the force of a wagon tongue being shot out of a cannon. They kill and maim.

It is your Boss Canvas Man who knows how tight to guy it out and when to let it loose and when to raise a sidewall and when to tie it down. And he knows that if you tie it down tight the wind will blow the tent down, and if it is not guyed out tight enough the rain will split It, and if it is guyed out too tight it will split like tissue paper. And he knows that between dawn and darkness it will stretch a hundred times.

### Canvas Man Important

He is like a doctor with his hand on a patient's pulse, and he babies it and knows exactly what to do with it. And on tear-down night and opening day, in the wind and the wet and the mud and the heat and the dust and no matter what, this temperamental top, this indispensible housing, this thing that keeps you in business must be put up and must be taken down. And long after you are warm and snug and dry in your bed or your berth, he and his crew-cold, wet, dirty, hungry-are pulling and hauling and carrying by hand tons and tons of canvas and poles and seats, stowing them away.

And then do they have time or a place to bathe and sleep? No, they roll themselves in a blanket, wet or dry, and lie under the wagons on a flatear for such shelter as the wagon may afford, and hold on tight to keep from getting bumped off; until the train arrives at the next lot, which is probably overnight. Then the caterpillars drag the wagons down on the lot and they start all over again. You see what I mean?

### Tents Need Attention

But besides the care and attention your boss canvas man and his crew give this temperamental tyrant, besides mending it, sewing it, washing and brushing it and all the rest, the canvas men look after the sidewalls during the show to see that they are put up so a breeze can get through on a hot day, and put down to keep out the weather. They keep the gate crashers from crawling in under a sidewall and the drunks from crawling in under the wagons. They keep the curious and the prowlers out of your dressing rooms and off the stage.

Your head canvas man gets you many an extra dollar by standing at the entrance of your tent and packing your seats and your aisles and your standing room so that every last possible inch of available space is being occupied by a paying customer. He pulls out the sidewalls so you can get a couple of hundred more in. He protects your property and your show. He is usually a touchy guy and he won't take any sass or nonsense from you. But he is also an intelligent man or he wouldn't know all he does, and he has many pleasing ways of making life easier for you. He can fix anything, mend anything or find you anything. Or, if he can't, he knows who can. He is wise to the ways of the lot.

### He's the Boss

He will boss you and you will take it (if you are smart) and you will do exactly what he says. And if he bawls you out, no matter how mad you get, you will hold your temper and your tongue, because tomorrow when he gets some sleep and a bath and a shave and some clean clothes, he will do favors for you. So, like anything else, it is give and take. Only it's a good idea to know who you can take it out on, and this is one guy you

You will be expected to be gracious and show every courtesy to public officials and fair board members, their wives and families. It is they

WANTED-2 SHOW

For Someone Who Has Two Small P. C. Grind Shows. Opening for FUN HOUSE - ARCADE

Few More Hanky Panks, Such as Basketball, Two-Bumper.

SHOW PLAYS CELEBRATIONS Berkley and Lake Orion.

Then Fairs Until November

TASHMOO PARK STANDISH EAST JORDAN

WEST BRANCH ONEKAMA HARRISON

BROWN CITY 10 Days for Goodfellows in a Suburb of Detroit. 4-FAIRS IN INDIANA-4

Show has 9 Rides, 30 Concessions.

# PLAYLAND UNITED SHOWS

JACK GALLAGHER, Prop. 15610 Veronica East Detroit, Mich.

Anatomical Wax Works of all Social Disease Unborn Show and Natural Embryological Specimens, all sizes.

> Complete Dope Show Outfit. Natural Petrified Man Double-Headed Baby,

argo Assortment of Full Size Mounted African Animals for Jungle Scenes.

FREAK SHOWS-Every Description MADE TO ORDER

# SCHLIESSER STUDIOS

5715 Meirose Ave., Hollywood 38, Calif. Phone: Ht. 1070 Night Phone: HE. 5702

### BORDER LAND SHOWS WANT

Bingo for rest of season, Fish Pond, Coke Bottles, String Game, Pitch-Til-U-Win. Cotton towns rest of season.

SINTON, TEXAS, JULY 26-31 ROBSTOWN, TEXAS, AUGUST 2-7 BEEVILLE, TEXAS, AUGUST 9-14 Contact

HOWARD DEASON, Mgr.

# FOR SALE

18 to 20 genuine specimens. Beautiful, indirectly lighted panel front, P.A. system. A complete show except top. A year around money maker. Road in summer. Store rooms in winter.

JOHNNY CANOLE
2912 6TH AVE., ALTOONA, PA.
Wire, Write, Phone Altoona 9347 or 5500

# WANTED FOR CASH

One large Chuck, one large Horse Race, one small Chuck, one small Horse Race, New or used, but in good condition. Give full par-

BOX D-370 Care The Billboard, Cincinnati 22, O.

PRODUCING AMERICA'S BEST

1602 FRANKLIN ST. TA TAMPA, FLA.

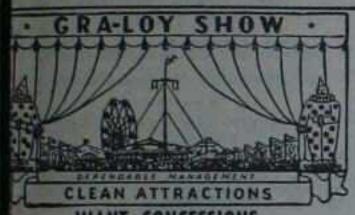
# FOR SALE

llan Herschell Three-Abreast lerry-Go-Round. Can be seen operation at North Industry, hio, week July 26.

# MAGGIE FALLON

Telephone Mid-Lake 5768

Akron, Ohio



WANT CONCESSIONS ng Game, Bumper, Custard, Cat Rack, elry, Coke Bottles, Cigarette Gallery, Snow as, Flora and Apples, or what have you?

WANT RIDE HELP t Man on No. 5 Wheel and Man on new

place Mechanical, Monkey, Walk-Thru and gnedale, Ind., this week; Whitestown, Ind.,

unter Man that can call, Also want mi Driver that can work counters. ng season, good treatment, top salbooxers and chasers, save time d trouble, you won't last. No colct wires. All replies:

### BOB BUFFINGTON Mighty Page Shows

ewport, Tenn., this week, then per route.

rmount, Ind., this week, first Celebration 10 years; Carroll County 4-H Fair, Flora, L., to follow.

ANT—2 Ball Games, Basket Ball, Pitch-I-U-Win, Coke Bottle, Age and Weight, welties, or any Legitimate Concessions not officting. Small privilege. Contact:

PAUL DRAGO, per route.

# WHEEL FOREMAN

MAN FOR MONKEY SHOW HAROLD JOY, BLACKIE HITTI, get in touch at once.

JOE FREDERICK 2263 Newton, Detroit 11, Mich.

### WANTED

or 3 Eindie Rides, and nice Shows for granding at Cantebury Farm, located Pynatuning Bear Andover, Ohio, week of Aug. 15 or 22, Contact HENRY D. TYUS, 4381 waite Ave., No. 536, Oleveland 4, Ohio, Phone: Grion 3835 after 5:15 p.m. except Thursday.

### RIDE HELP WANTED Perris Wheel and Merry-Go-Round, If married can operate Concession, WILL BOOK Photo cry, Fish Pond, Cat Rack, Candy Flora.

BURKHART AMUSEMENT

# Shabbona, III., this week; Warrenville, III., next week,

# and Man for Human Cannon Ball Act. at be experienced in diving, tumbling or her acrobatic work. Give all details in it letter and state weight, height and age.

WRITE OR WIRE THE GREAT WILNO

c/o DUMONT SHOWS This week, Trenton, N. J.; next, Washington, N. J.

who control the expenditures and the selection of the shows on the midway and the entertainment at these fairs and expositions, Each one of their individual votes is important, and you would be wise to take seriously their approbation of you and your show and the midway in general. These fair officials are the men that your carnival operator will need favors from next season and whose approbation of your show may mean your coming back again.

"Name" Helps Midway

There is no doubt that a "name" draw on a midway has an affect on the fair gate itself and stimulates general fair gate admissions. Some fair secretaries and fair boards don't like to admit this, and some are generous and very box office wise and freely give credit to whatever stimulates their front gate.

This has been pleasantly demonstrated to me by the secretaries of Great Falls and Billings, Mont., by Frank Means, secretary of the Colorado State Fair; Uncle Frank Fellows at the Ozark Empire State Fair; Lloyd Cunninghan of the Iowa State Fair, and others. The fair boards in Canada this year have been equally generous.

But remember that, tho you may be important as a stimulus to the fair's front gate, you are bringing them into your own show, too; and also that the fair was in operation before you were ever on the midway, and will continue to a long time afterwards. You have more to gain from them than they have from you, and these hard-working men are not paid for the time and effort that they put into producing these fairs, nor do they profit in any way. Theirs is a service to the community and to the agricultural industry, which is the financial health of their community.

### The Money's There

Now I will give you the answer to the \$64 question. Yes, you can make a lot of money in a short period | of time, usually 25 weeks. Does that answer it?

But what is of equal importance in my opinion to a performer is that you have a chance to get close to a public who have made you the name value you are. You learn more about them. It gives you an opportunity of expressing more personally the gratitude you should feel toward them and brings you infinitely closer to them, which makes them even stronger and more loyal fans if you will try to be all the things they have idealized you to be.

Your audiences are wonderful. For a great many of them, it is the only opportunity they have of seeing live actors. And you, as an actor, know how much fun it is to play for an appreciative audience . . . how ashamed you can be to do anything less than the best performance you know how for people who deserve to see the best performance you can give.

If you do join a carnival it may be rugged in the beginning, but even an unfortunate experience can be turned into an opportunity.

### Stick Together

Being a carnie is a way of life. There is warmth and affection and a co-operativeness that is unknown in any other line of show business. One might think that carnies are not very sensitive nor demonstrative people, that they would have little regard for another's loss or difficulty. I'd like to tell you a true story.

In Peoria, just before coming into the fairs, Walter DeVoyne, the show secretary, called me on the telephone (very unusual) and said, "Now take it easy, Sally, and sit down. Your show has just burned up."

That was at one o'clock in the afternoon. Peoria was a still date, so the public wasn't out on the lot then, thank God. I rushed out to the lot thinking how to do a show that night. Greater than the actual

# LUCAS KIDDIE BOAT RIDE

TOPS ALL AT Elitch's Gardens, Denver

John Gurtler wrote The Billboard July 17. He said. "The innovation this year at Elitch's is Kiddieland. The greatest attraction has been, first the Kiddie Boat Ride (Lucas) and then the Auto Ride."

The Lucas Kiddie Boat Ride has taken top money over all kiddle rides wherever It is operating this year: Boston, New York, New Haven, Pittsburgh, Detroit, Omaha, etc.; and on the Carnivals: Strates, Ferris Greater, etc., and every other 1948 spot.

Immediate shipment for the Fair season. Now booking orders for 1949.

Also the Kiddie Buggy Ride. Top money ride at Cleveland. Rochester, Syracuse. Ready for delivery in August and booking for 1949. Write or wire:

TRAVER ENTERPRISES, INC.

84 RICHMOND ST.

PAINESVILLE, OHIO

14--FAIRS--14 14--FAIRS--14 WANT WANT for

GENESSEE CO. FAIR BATAVIA, N. Y. AUGUST 2-7 INC.

CALEDONIA FAIR, INC. CALEDONIA, N. Y. AUGUST 8-14 INC.

CONCESSIONS—Can place Ball Games, Fish Ponds, Short Range Gallery, Dart Balloon, Photo,
High Striker, Grabs and any other legitimate Concessions.

SHOWS—Can place any Novelty Show not conflicting. Want especially organized Minstrel
for our Southern Fairs, Iron Lung or Glass House.

HELP—Can place Foreman for Chairplane, also Second Men for Octopus, Tilt, Rolloplane,
Wheels, Merry, Comet, Fly-o-Plane and Kiddie Rides. Preference given those that

drive semis.

Waiters and Griddle Men that are sober and reliable and fast stepping.

Talkers—Can place Talkers and Ticket Sellers on String Show, Motor Drome and Grind Show.

Have excellent proposition for Talker for Lion Circus, also Ticket Sellers.

Remember, we have 14 bona fide County Fairs and will be out until November.

Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr. Penn Premier Shows Falconer, N. Y., this week; Batavia Fair next.

# RIVERVIEW PARK WANTS FOR SIDE SHOW

8 more big weeks, then 6 big State Fairs!

ACTS OF ALL KINDS . Torfure Act . Sword Swallower · Pin Cushion · Alligator Boy or Girl · Fat Girl · Iron Tongue or Eyelids . Knife Act

HARTER, WIRE. ALL REPLY

RAY MARSH BRYDON

Apt. 403 Phone, LONgbeach 3500

915 W. WILSON AVE.

# Downriver Amusement Co.

Wants for RIVER ROUGE MIDSUMMER FESTIVAL, July 27- Aug. 8. MILAN V-J DAY HOMECOMING, Aug. 10-14. and other Celebrations

CONCESSIONS—Candy Floss, Candy Apples, Photo Gallery, Ball Games, Pitch-Till-You-Win. or any other Stock Concession.

RIDES—Due to disappointment can place Ferris Wheel and Tilt-a-Whirl. Wire or Phone: Vinewood 2-1810. 10138 West Jefferson, River Rouge, Mich.

WANT

### WANT

WANT

CHICAGO, ILL.

FIREMEN'S CARNIVAL, HIGH SPIRE, PA., WEEK OF AUG. 2.

Can place Shows not conflicting; long season south; low percentage; must have own equipment. Want Concessions-Custard, French Fries, Snow Ice, Fish Pond, Penny Pitches, Clothes Pin Pitch, High Striker, Ball Games, Bowling Alley, Wheels, etc.

Second Men on Wheel and Chairplane, Kiddie Ride Man. Florida bound, come on. Write or wire

I. K. WALLACE

c/o HOTEL, CUBA, N. Y., this week.

WANTED - - WANTED - - WANTED STARKE CO. 4-H FAIR, Hamlet, Ind., August 4-7 Inclusive

Merry-Go-Round-Ferris Wheel-Concessions of all kinds, NO P.C. or FLAT STORES. Sell-X on Popcorn. Shows with own equipment. State Side Shows, contact. Write or wire

> DAVE BARTON & SON KNOX, IND.

GIVE TO THE DAMON RUNYON CANCER FUND

# SHOWS AND CONCESSIONS WANTED

Weymouth Fair, Weymouth, Mass., Aug. 15 to 21 Hartland Fair, Hartland, Vt., Aug. 18 to 20 Caledonia County Fair, Lyndonville, Vt., Aug. 26 to 28

Lancaster Fair, Lancaster, N. H., Sept. 3 to 6 Three County Fair, Northampton, Mass., Sept. 5 to 11

# LAGASSE AMUSEMENT COMPANY

HAVERHILL, MASS. TEL. 292 Note: Positively no grift-no mitt camps-no gypsies

NUMBER TWO

# Wanted For Greenville, Michigan

CENTENNIAL CELEBRATION, AUG. 3-7.

Legitimate Concessions of all kinds. This Celebration is sponsored by Greenville Chamber of Commerce and 42 Civic Fraternal Service Organizations through Montcalm County. Will sell exclusive rights on Novelties on Centennial Grounds, also to cover five Parades,

Al, Vincent, come on; Ellis Hall,

Write or wire:

C. D. MURRAY, Mgr. W. C. WADE SHOWS, UNIT No. 2 Cassopolis, Mich., July 26-31; or

LEON MORAN, Seey. Chamber of Commerce, Greenville, Mich.

### CHEROKEE AMUSEMENT CO.

Second Man on Wheel and Chairplane, Operator for Fun House; must be sober and drive Semi. WILL BOOK-Snow Cone, Pitch-Till-Tou-Win, Balloon Darts, String, Bumper, Pish Pond, Chrarette Shooting Gallery, Novelties, (no P.C. or experies), for the following Pairs and Celebrations: Frankfort, Kan., July 26-30; Labanon, Kan., Aug. 3-7; Hanovar, Kan. (Days of 49, the Big One), Aug. 9-11; Atchison Co. Fair, Aug. 16-20; Ottawa Co. Fair, Aug. 23-28; Colley Co. Fair, Aug 31-Sept. 3; Concordia, Kan., Labor Day, Sept. 6-7; Washington Co. Fair, Sept. 8-11. Wire or phone:

CHEROKEE AMUSEMENT CO., Frankfort, Kan.

### FOR SALE . . 5-RIDES-5 . . FOR SALE

25 Fil Wheel, neon lights, cream sests, new ticket box, good condition, and Twister, very speedy ride, seats 20, loads on 16-ft, truck, well painted and lighted, in excellent condition; both rides \$2,000.00 down, balance on notes to responsible showman. Double Loop-o-Plane, O.K. in every respect, new safety belts, new paint job, \$500.00 cash. Venetian Swings; 5 tubs, flashy, well painted, steel streamlined tubs, \$450.00 cash for quick sale. Kiddle Chairplane, 12 scats, 25-ft, circle; a steel at \$450.00 cash, 1939 Chevrolet C.O.E. tractor, 22-ft, van semi, away above the average, new tires, \$1,250.00. Diamond T, 1935, 3-tum truck, new 16-ft, body, excellent tires; a bargain at \$450.00. Wire, write or phone:

THEODORE MEADOWS, TENNESSEE VALLEY AMUSEMENTS c/o Tally Milhous Grocery, 404 S. Troupe St., Valdosta, Ga.

### MONROE, MICH. BIG ANNUAL LABOR CELEBRATION

Aug. 2nd thru 8th. Sponsored by all labor unions combined. Buick car given away Sunday. Inside city. Girl Shows, Jimmy Annia mants Man to drive truck and take care of Concessions, Salary and extras. Danny McNames wants Side Show Acts, Tattooer, Mental Act and Annea Attractions, Good opposituaity for Imade Lecturer

Leipsic. Ohio, this week; then Monroe for the big one.

WANTED RIDES, SHOWS, CONCESSIONS FOR YEAR AROUND OPERATION

# BEAUTIFUL IDLE HOUR PARK

Skroter or Dodgem, Octopus, Rolloplane, Phychiane, Caterpillar, Whip, Tilt or any major or Kiddle Bide not conflicting. Will play straight P.C. We furnish all lights and power. No deposit or privilege to pay. Pive minutes from Columbus, Ga., and world's largest military camp. Fort Benning. City has direct to nark. Seven day week. Free cate—free acts daily. Can place Noveltica. Guess Weight and Age, Glass. House, 10-in-1, Monkey Show or any high-class Show. Contact

J. L. MARLOWE, General Manager P.O. BOX 348, Phonis City, Alabama, Telephone, 47434

# INTERESTED IN PLACING FOLLOWING CONCESSIONS FOR

CLEVELAND, OHIO, SEPTEMBER 4-5-6, 1948 CANDY FLOSS, FROZEN CUSTARD, SNOW BALL CANDY APPLES,

PEANUTS AND POPCORN AND NOVELTY ITEMS Prefer trailer self-contained units where possible THE CLEVELAND CONCESSION CO.

214 Marion Bldg.

Cleveland 13, Ohio

at the loss of something beautiful that had been created during months of planning and work. The scenery, decor and costumes had been designed by Raoul Pene duBois, executed under the direction of A. A. Ostrander, with costumes by the finest couturieres. Each tiny thing had been planned with care and love. It didn't seem possible that all of that could be destroyed and lie a sodden, blackened mass of twisted metal and charred material.

I am not given to crying very often, but for the life of me I couldn't keep the tears back nor my chin from trembling more than a little.

When I arrived, every carnie on the lot was there-black and grimy and wet from fighting the fire. When they saw me come in, they busied themselves and looked away-they knew how I felt and they were too kind to look at my grief. They wasted, no words of sympathy, they lost no time with ineffectual condolences. They went to work. Old Frenchie, the Granddaddy of all the head canvas men (he was the head man on the Ringling top), quietly brought his little ditty bag with his needles and thread, bees wax and palm, as did Jack Jackson on the jig top, and Pop Daily, our lot manager. There they sat cross legged on the ground quietly and quickly putting patient skillful stitches into a skin for the burned top.

### All Pitch In

Corte and Snooky Lorow gave us their banners and their new canopy-Pop pulled the canopy off his shop wagon and Nat Rodgers had some extra sidewall. So there they stitched like surgeons-fitting, piecing, knowing just what shape to make it, putting grommet holes in just the right places for the quarter poles and splicing rope for grommets we did not have.

The crew cleared out the mess. The shop wagon started their fires again, rewelded the pipes, straightened the A-frames twisted from the heat.

Carl Goss, our head canvas man, started an intricate weaving of hemp rope, splicing, tying, twisting and turning, an unbelievable maze that was to support the new skin that was being sewn together. Only the infinite knowledge he had of canvas, rope and tents and their strange and obscure ways could make such a gigantic task possible. From the center A-frame to the back wall. this man-made cobweb of hemp took form. In and out, over the proscenium A-frame, out to the quarter poles (cunningly padded with rope grommets), on to the side poles and finally to the back wall. This fantastic skeleton of rope was woven in place to support the ton or so of canvas that had been stitched and fitted by the practiced eyes of Frenchy, Jack and Pop.

### Lace Up Canvas

Hand over hand, inch by inch it moved, this ton of dead weight canvas, like a slothful serpent it crawled. Pulled and hauled, pushed by the weight and hands and backs of every man that could get on it-up the quarter poles, over the A-frames and down over the peak to the other side. Now to be laced to the canvas that was left unburned and spread out and over the rope skeleton Carl had so skillfully woven to receive it. It's weight distributed over the taught hemp, it settled into shape. It actually seemed to move itself-like a vain woman pouring herself into a new gown-and fit! Like a fat gal's girdle! If those three guys can fit dresses as well as they did that canvas, you can give my \$1,500 imported Christian Dior finale dress back to the French. I'll take a little guimpe whipped up by Frenchy, Jack and

In the meantime, I scurried down to the B. & K. Theater I used to play every season (thank, God, I always

# MIDWAY ATTRACTIONS

WANT FOR THE FOLLOWING DATES:

BELLEVILLE ANNUAL COMMUNITY FAIR This Week-Then: CLIO FIRE DEPT. 10TH ANNUAL HOMECOMING

OAKLAND COUNTY 4-H FAIR, Ponfiac WAUSEON, OHIO, STREET FAIR SANILAC COUNTY FAIR, Croswell

Michigan's Largest Labor Day Celebration, Sept. 4-5-6 ROMEO PEACH FESTIVAL

SPACE LIMITED LAPEER COUNTY FAIR, Imlay City

All above in Michigan except Wauseon.

Want LECITIMATE CONCESSIONS that work for stock.

Can place PENNY ARCADE, FUN IN THE DARK, FUN HOUSE, GLASS HOUSE, or any small Show that can show the streets. Will book ANY RIDE not conflicting with office-owned rides. Address:

R. T. WADE

JOYLAND MIDWAY ATTRACTIONS Belleville, Mich., this week; then per route. 

Small Grab, Bingo, Ball Game, Age and Weight, Coke Bottle, Bart, String, Snow Ball, High Striker, American Mitt Comp (no gyps). Pitch-Till-U-Win, ony Hunky Panks, Six Cats, or what have you? Only one of a kind. No gate. The people who wired me before: Sorry, didn't get them till late Saturday night: wire me again.

GUY WHITE SHOWS-Grind, 20%, RIDES-A good proposition for Wheel or Flat Bide. AGENTS-Man and wife for Ball Game and Stock Concessions.

JULY 25 TO 31, WHITE PINE, TENN.

### FOR SALE

Penny Arcade, mounted in a 27-ft. Trailer, consisting of 55 1¢, 5¢, 10¢ Machines, all in good shape. Lots of stock, fluorescent lights. new tires, A-1 shape. Flashiest Arcade on the road. Will sell or trade on a Tilt or any ride in good condition. Come and take a look at it.

### NESSLER'S SHOWS

PALMYRA, ILL., this week; then per route. P.S.: Want Second Man for Merry-Go-Round. Big Jim Daniels, answer Wilbur Hall.

FOR SALE
Merry-Go-Bound, 55 ft. Spollman, 2-abreaut, new
top, run by new 5-b.p. electric motor, 1 25 ft. Ele
Ferris Whoel, 8 acts, operated by electric motor,
1 2-Tub Leop-o-Plane, new motor, all receptor,
All shape; 1 5-Coach Train on rubber, as tracis,
16 passenger, operated by 5-b.p. gas motor ecode
er. All rules excellent condition; must be seen
to be appreciated, Good buy, choup. Can be
seen at Frances's Fostival, St. Leois Park,
Minnospolis, Minn., Ang. 6 and 7, or So. Side
Physic, Passelectors Fork, Minnespolis, Aug. 10
and 11. Quick sale, Context:

MIDWAY SHOWS min Sta., R. S. St. Paul 6, Minn. Nautoe 3870.

### FOR SALE

After Herschell Kuidie Ante Stele 10 our delune model. This ride is mostly averbanded, new yearst next shalls, new heatings, new paint job heard new top, first-class occulence, needy to so; send-solid tires, due wheels mostroes and panels is accollect shape; cooler and clates in period out dition. One must car has been replaced with a Minima. One must car has been replaced with a Minima. One must car has been replaced with a Minima. One must car has been replaced with a Minima. One must car that carries two children. The ride can carry thirteen children. Two Fyra Hagmen, one Lecomotion, two Recent three Hoddesters, two Touring Cars. Sacrifics for \$5000.00 Cach. Reason for miling: Other humbers. All replies to W. S. OMIFFIN, 4310 12th Area. Chattanooga, Tenn, Phone: 2-2071.

Want Concessions of all kinds except Cotton Candy, Snow Ball, Ball Games. No gyptiet, flats or P.C. Need Second Man on Many-

Jamestown, Ind., Homocoming, July 27-31; Greentown County and 4-H Fair, Aug. 3-7. Contact:

ALBERT BARKER JAMESTOWN, IND.

k care of the stage hands pretty | center stairs where the curtains | od) and begged a couple of cur- couldn't be stretched to reach. well, they hadn't been play- The chorus girls and the acts hour.

Sally Tours Peoria

From there I went to a wholesale per house that sells all kinds of ncy corregated cardboard, crepe per, and a lot of flashy stuff they e in window decorating. I bought e and white scalloped awnings. arlet and white and blue correted pasteboard. Blue and white ttered eight-foot fluted columns th chaste white Doric pasteboard ses and tops, gold and silver, and d, white and blue paper ribbon d a big roll of Chinese red paper at looked and felt like velvet. Miles scotch tape and four staple gunsen out to the lot.

By this time the top was up-the ge cleared and cleaned and only little burned.

The borrowed stagehands put up d fitted the theater curtains-we ound all the exposed pipe frames th the red velvet paper and barber led it with gold held on with itch tape. The four staple guns busy with blue and white stripes d scalloped border for the maskfrom ground to stage floor. The ite and gold was stapled on to sk the platform on stage and the es of the stairs. The eight-foot ler Doric columns masked the

### FOR SALE

1 KIDDIE AUTO RIDE 1 7-TUB TILT-A-WHIRL

CLIFF WILSON DIST. CO.

1121 S. Main Tulsa, Okia.

### WILL BOOK

for the

EST CELEBRATIONS AND FAIRS IN TEXAS LOWER, BOWLING ALLEY, CLOTHES IN and AMERICAN MITT CAMP. No 10%
-No Privilege. 50-50 Small Committee Fee.
Address:

SAM ANSHER

c/o SCHAFER SHOWS Hisboro, Texas, this week; Hico, Texas, next week; then as per route,

FORSYTH, MISSOURI, FAIR Sept. 23, 24 4 25 FORSYTH CHAMBER OF COMMERCE Contact: ROY G. BURNS, Pres.

Forsyth, Missouri

FOR SALE

Pulls back of any car. Price, \$600.00 for

HOWERTON TIRE CO. Eureka, Mo.

COOKHOUSE FOR SALE

modern equipment: steam table, electric re-terator and pop cooler, French fryer, Silex fee maker.

DICK GLASS

DOWNRIVER AMUSEMENT CO. land, Mich., July 26-31; then as per route.

### ECOND-HAND SHOW PROPERTY FOR SALE

0.00 Small Hand Organ, Poper roll playing.
1.00 Blue Sateen Drop 12x16 ft. Slightly used.
4.50 Tortura subject. Full size leg. Good prop.
5.00 Wax female head. Brunette. Real hair.
2.50 Child's head on Hygenic Subject.

Se. 2nd St. Phitadelphia 6, Pa.

### PAGE BROS. SHOWS

ant Diggers, Scales, Jewelry, Stock Consalons of all kinds. Dud Brewer, can place of your Concessions, Paul Pittman wants gents. FRANKLIN, TENN., this week.

GIVE TO THE RUNYON CANCER FUND

any flesh in Peoria since the scrubbed the stage and gave the ors got wise to eating and asked three sets of stairs a quick coat of money, but they took down a white water paint. Dick, the front ple of curtains that were mask- man, and his crew stapled scarlet the picture screen, and put them paper to the charred wooden teaser the taxi and, with a little coaxing, wings-complete with S. R. cut out y agreed to meet me on the lot in and stapled over the arches-and, as a finishing touch, he made a big beautiful decoration of bright balloons, flags and brilliant paper streamers to brighten the top stage level.

> The cat men were all over the place. It was they who, with quick forethought, had jerked the dressing room wagons out from under the top. Mirrors crashed; cosmetics, file cabinets and everything tumbled into a crazy mess into the middle of the floor, but the costumes were saved. Back under the top went the wagons. My secretary, a good rugged gal; Charley, the stage manager, and Martha, the dresser (Pee Wee's wife in the War Show), cleaned up the mess and put the wagons in order.

> > Organ Saved

The water wagons, manned by a cat man, sprinkled down the front. Shorty put the spot back up in the crow's nest. (During the fire the boys had grabbed the lights, sound system and seats and dragged them to safety.) They settled the Hammond organ back in place, from where the two boys from the Life Show had dragged it to safety-and suddenly it was 7:30 p.m.

I took a quick French bath in some stinky toilet water, pinned on my best switch, stuck on my gee string, which had only a little ground glass and a couple of crushed benzedrines in it.

Duke, the talker, called a bally, made an opening, turned the tip, Buddy played the opening fanfare, and the show was on! I looked at my watch, it was 8 p.m., sharp, the regular opening time on a still date.

Not one hour's business had been lost. Gosh the show looked beautiful! Honest, all the paper and tinsel looked swell. . But there was something else present on the stage that night that made the show so exciting and look so good. A spirit of triumph over odds, a spirit of people working together toward a common cause in the face of disaster, the combined hopes, good wishes, prayers, sweat and work of every single carnie on the midway, that's what made it shine, and glow and sparkle. The audience sensed it too.

The Show Goes On

As I stood in the back of the darkened tent and saw those swell kids, who only a short half hour ago were scrubbing and painting, looking glamorous and gay, dancing and singing and doing a great job, I felt a glow of pride for my profession. I looked around. Every man and woman who wasn't actually needed on their own show was there. Some of them were a bit misty eyed.

I had heard some say at two o'clock that afternoon, "They'll never get it ready for Brandon. They may get it up for Calgary." No one even dreamed we'd do a show that night, but there it was. And it didn't look make-shift either.

It wasn't until later that Leon Claxton told me he was all set to send his jig show people down to the picture show and let me use his top. It wasn't until later that I found out that Harry Larkin on the Scooter ride, who up till then had never had time to see the show, had had his arm burned terribly by a hot piece of the A-frame which fell on him while he was trying to pull the curtains down. I will never know how many people put their hearts and hands into getting my show ready for that night, They didn't do it for glory or personal gain. That was the day they baptised me carnie and made me one of them.

Yes, I'm with it-and for it!

# BAY OLD HOME WEEK

ONTARIO, CANADA AUGUST 16-21

Location on the Streets

The outstanding celebration of the year in Ontario. Can place all Legitimate Games, Eating Concessions, Popcorn, Apples, Floss, Ice Cream, French Fries, Waffles

# FOR SALE 1946 MOON ROCKET

1947 LOOPER RIDE Both these rides are in perfect condition. Will consider as trade-in material

Apply

a late model Caterpillar, Octopus, or a Ferris Wheel in good condition.

BERNARD B. ARENT

# BERNARD & BARRY SHOWS

Box 367 Adelaide St. Toronto Canada

# CONTINENTAL SHOWS, INC. THE SHOW OF HIGH STANDARDS

WANT FOR FOUR WEEKS IN VERMONT

Including

# BARTON FAIR

Concessions of all kinds.

Change in dates: Barre, Vermont, now week of August 2 to 7.

Wire this week to Schroon Lake, N. Y.

# JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

### WANT TO BUY FOR CASH

Completely framed Shows-Monkey, Big Snake, Side Show, Minstrel or any neatly framed Platform Shows; must be in keeping with our high standard. No junk.

### CONCESSIONS

Can place legitimate Merchandise Concessions of all kinds-Frozen Custard, Novelties, Jewelry, Candy Floss, Photos, Guess Your Age, Scales and Hanky Panks of all kinds.

We are playing in and around Atlanta until Labor Day, followed by a route of real Fairs. Address

### JOHNNY T. TINSLEY SHOWS

Mayson, Turner & Ashby Sts., Atlanta, Georgia, this week.

Bazaars, Carnivals and numbered Laydown Charts, Milk Battles; Cats; Hoopla Blacks and Rings; Horse Race: Dice Cages: Bingo Cages, Cards and Markers: Penny Pitch Charts; Darts and many others. Catalog on

WILLIAM ROTT, Inc., Manufacturers 142 W. 24th Street New York 11, N. Y.

# BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS

AT A SACRIFICE! ....@ \$1,059.00

Write or phone R. B. BOX Elizabeth City, N. C.

Telephone 165

216 N. Martin St.

## BAKERS GAME SHOP

IMMEDIATE SHIPMENT Whoels, all sizes and kinds.

Skillor, Tracks, etc. Razzles, Roll Downs and Charts. Buckets, Bumpers and Blowers. Six Catt

Six Cats.
Soup Pegs with Rings to Fit.
Wheel and Chuck Laydowns.
Under and Over Seson Laydowns.
Milk Bottles, Steel and Aluminum.
Water Fall Blowers and Balls
Jack Pot. Penny Pitches.
Counter Pests. Pea Pool Outfits.

Now-Front Counter Blowers.
Now-Counter Type Slum Wheels.
Nuw-Counter Slum Bumpers.
Baker Counter Wheel Posts.
SIX CATS that look like Cuts.
Many Other Items Not Mentioned.

8108 Desoto, Defroit, Mich., UN 2-0464

# Hoopala Boxes

THE OLD RELIABLE

Grind Store ..... \$50 per set of 30 Punks with the New Look ....

.....\$27 per dox.

23" Big 6 Cats-Wool all around ......\$7.50 each

Penny Pitch Boards-4 Colors 9 Jackpots ......\$60 each

RAY DAKES and SONS BOX 106 BROOKFIELD, ILL.

Home of the World's Greatest Zoo.

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS



As the native of the jungle prepare them. White native and others. Femalt heads with long hair, prepaid \$8.00; Male heads, prepaid \$6.00. Many other manufactured attractions: Well Boy, Fish Girl, App Boy, Cannibal Heads and Bodies, Shrunken Bodies, ilfosire Mummies and Bodies, Attractions made to order. Write for Prices and Photos. TATE'S CURIOSITY SHOP PHOENIX, ARIZONA

RECORDS FOR MERRY-GO-ROUNDS Used by Leading Carnivals Across the Country. Guaranteed To Satisfy or Money Refunded.

Write for Free Listing

MIDWEST RECORDED SPECIALTIES Elmhurst, Illinois



**NEW FORTUNE** Buddha Papers on NEW WHITE

MASTER OUTFITS NOW AVAILABLE. S. BOWER Balle Mead, N. I.

# WANT NOW FOR 10-FAIRS-10

STARTING NOW, ENDING SEPT, 25
All Show People for Side Show, Monkey Show,
Girl Show, Fun House, Ride Men that drive,
Sober Banner Man Concessions open, What
have you's Remember, we go to Texas; close Lenora, Kantas (Fair), this week

### WANTED

FOR ILLINOIS AND MISSOURI FAIRS

Stock Concessions, Mus. Outfit, Cookbouse, One more Grind Show, Will book Octopus, Roll-o-Plane, Pony Ride and Train. Can place top Merry-Go-Round Man. Morrisonville, Ill. (Homecoming), this week; then the Fairs. Contact

JACK WALLACE, Morrisonville, Ill.

### WHITEY WANTS

A-I SECOND MAN for new #12 BIG HILI WHEEL. Only a good man considered. Top wages. Wiro or Write

MIKE ROCKWELL SHOWS Kinsley, Kansas

# MIDWAY CONFAB

Hugh G. Coffey is legal adjuster business, is working stock burlesque

Remember those years when a '49 Camp operator's hardest job was to rent a piano.

Billy Burton, general agent of the Harry Lottridge Shows, recently left the org at Pineville, W. Va.

Al Davis, formerly of Eastwood Park, Detroit, has joined the Playland United Shows as scenic artist.

Bernie Smuckler, concessionaire, plans to enter a Detroit hospital soon for an operation.

Carnivals never need to worry about unbalanced budgets as long as there are concessions to put the bite on.

Jack (Red) Lang, after spending 48 years in different branches of show



MRS. GEORGE A. ABBALE, the former Norma Lee Hubbard, is pictured following her recent wedding in First Christian Church, Miami, Mrs. Abbale is the daughter of Mr. and Mrs. Al Hubbard, well-known concessionaires, currently with the Majestic Greater Shows.

with the Smith Amusement Company, at the Globe Theater, Baltimore,

O. Tate closed with the John H. Marks Shows and joined W. C. Kaus Shows for the remainder of the season with his concessions.

Cookie Zimmerman, of Hills Greater Shows, took delivery on a new trailer while org was appearing in Rapid City, S. D.

This is the time of the year when visiting showmen are shocked at the appearance of all midways except their own.

Tom Wilcox, formerly with Frank Hilderbrand, is handling his own promotions, being booked until next

Roscoe T. Wade, head of the Joyland Midway Attractions, is at his home recuperating following hospitalization in Detroit.

Georgia Brown, formerly with the World of Mirth Shows and who has retired from showbiz, recently visited Endy Bros.' Shows in New Jersey.

Worried general agent is one who carries a map of the United States and starts moving tacks every time he reads The Billboard's route list.

The Ski Princess closed her season July 20 at Detroit and is at home, Terre Haute, Ind., for a few weeks' rest before starting on fair dates.

Ben Liddon, veteran concessionaire, is hospitalized in Pittsburgh. He recently visited his daughter, Mrs. Charles H. Stapleton, in Detroit.

D. Wade, general agent of the W. G. Wade Shows, entered Woman's Hospital, Detroit, July 21, for an operation.

Tommy Pell joined the Endy Bros.' Shows recently at Plainfield, N. J. He reports he plans to make the Southern tour with Jack Gilbert.

Jake Faulkner caught Cetlin & Wilson Shows at Wheeling, W. Va.

# TRUCKS AT REGULAR ADVERTISED PRICES

-NO PREMIUMS-Factory Warranty-G.M.A.C. Terms A Direct Dealer Deal

### MCNALLY-PARKER

"MACK"

5975 N. E. 2d Ave. Miami, Fla. Phona: 78-1886

"BOB" Box 111 Delavan, Wis. Phone: 8011

WHLL DELIVER

# SILVER STATES SHOWS

Units #1 and #2

Unit No. 2 wants Floss, Candy Apples, Peanuts and Popcorn and Slum Stores of all kinds. Can use Side Show or Grind Show with own equipment. Have 14 Fairs and Celebrations.
Address Battle Creek, Iowa, July 29-31; then Pacific Junction, Iowa, Aug. 5-7. Contact

HARRY RICHMAN

Unit No. 1 can use Slum Stores of all kinds, Side Show or Grind Show. Contact

JAMES D. CARPENAUR

119 S. 73d St., Omaha, Nebr. Phone: Glendale 7271. Millard, Nebr., July 26-28; Elkhorn, Nebr., July 29-31.

# CARNIVAL PLASTER

The quality of our merchandise is higher than over before. Carry-out price at the shop has been reduced. Florentine has served the showmen for 30 years, but has been under a new management for the past two seasons. Let us serve you. Write today for our price and descriptive list.

# FLORENTINE ART STATUARY CO.

906 E. 12th, KANSAS CITY, MO. (new address)

Phone Ha. 0996 (night) Dr. 4389

# PEPPERS ALL STATES SHOWS

CAN PLACE IMMEDIATELY

GIRL SHOW MANAGER

Must have at least 3 Girls. Have beautiful outfit, including Neon Front for same, Lehman, Carley McConn, contact. Good opening for Custard.

Can also place COMBINATION BILLPOSTER-LOT MAN Good proposition.

Want capable Wheel Foreman and other Ride Help. MUST DRIVE SEMIS.

Address FRANK W. PEPPERS. Elizabethtown, Ky., this week.

# LINDA LOPEZ

WANTS FEMALE IMPERSONATOR OR ATTRACTIVE GERL FOR SINGLE COOCH SHOW

Good percentage deal. Raynell from Ring Cafe, Dayton, contact. All replies to me. Care L. B. LAMB SHOWS.

# FOR SALE

Donnellson, Iowa, this week.

CHAIRPLANE, LOOP-O-PLANE, KIDDIE AUTO RIDE, KIDDIE AIRPLANE RIDE. Priced for quick sale.

Reason for selling: Too many rides. Want Merry-Go-Round Foreman, Second Man on Wheel. Top salary paid. Rides can be seen by calling at

Northwestern Amusement Company 810 BROADWAY, TOLEDO, OHIO

Stock Stores wanted. Come on, Liberty Center, O., next week.

# WANT

Mankey Show or small Animal Show. Experienced Man to take charge of Glass House, must drive semi trailer. Cookhouse and Grab to join immediately. Frozen Custard, Hanky Pank Concessions open. Boys, if YOU want to play Fairs we have them. All replies:

Madisonville, Ky., naw; Central City, Ky., next week.

# SAM LIEBERWITZ

EXPERIENCED CORN GAME MEN. WIRE SALARY \$60,00 A WEEK. Address: c/o WORLD OF TODAY SHOWS Waterloo, Iowa, July 25-31; Faribault, Minn., Aug. 4-8.

# WANTED TALKER AND ACTS

For Side Show, ALL FAIRS.

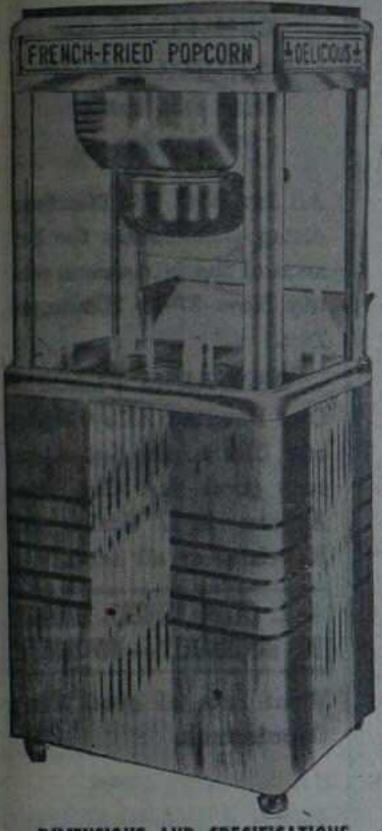
CARL J. LAUTHER

c/o J. J. JONES EXPO. Salem, Ill., this week; Muncie, Ind., follows.

Of all kinds except Cook House, Bottled Soft Drinks, Pop Corn, Peanuts, Novelties, Com-Games, \$4 per foot. Show, 25%, Have 7 Rides. Grab Outfits? Yes, come on.

W. S. Malarkey Binghamton, N. Y.

# PCORN MACHINES—ACCENT ON VALUE—PROFITS UNL



DIMENSIONS AND SPECIFICATIONS SIZE: 65 inches high, 25 inches wide, 19 inches deep.

STOP! LOOK! BUY! ANY LOCATION! SHIPPING WEIGHT: 160 POUNDS. \$50.00 DAILY-EASY-RUSH DAYS. ALL ELECTRIC: 110 VOLTS, A.C. CURRENT. Specify Express, Truck, Freight Shipment.

We HONESTLY believe this ad carries the FAIREST, SQUAR-EST POPCORN MACHINE PLAN "EVER" to APPEAR in this publication. TWO (2) of the FINEST Popcorn Machines that offer FLAWLESS Performance, Perfection in Operation for YEARS of "PROFITS." In fact, so deep is our belief in either or both machines, we offer same on TERMS (below).

108 YEARS' POPCORN MACHINE BUILDING EXPERIENCE BUILT IN THESE UNITS. These machines are built to "stand by" you for years, rugged.

HERE'S ANOTHER "TIP" TO THE "WISE" BUYER: ALL METAL PRODUCTS MUST ADVANCE SHARPLY with curtailment of METAL (ALL TYPES) for the re-armament program of our government. Many manufacturers are ADVANCING their products SHARPLY NOW.

So a word to the "WISE"-as we say here-should SUFFICE-GET IT?

HERE'S THE PRICE TERMS ON THESE TWO "WINNERS"

- FEATURES -BRILLIANT S12.00 HOUR CA-PACITY. PK. - "STAR - P - 50" MODEL-Floor Model.

Does Work of \$700.00 Model. Time Price, add 6% Simple In-terest. 6 EQUAL MONTHLY PAY-MENTS. DOWN PAYMENT, \$175.00; Bal. 6 Mo. Payments. CASH PRICE, DEDUCT 2% CASH DISC.

- FEATURES -FAST \$60.00 PER HOUR CA-PACITY. "KORNKING" - Floor Model.

FORMERLY \$750.00 Time Piece, Add 6% Simple Interest. 6 EQUAL MONTHLY PAYMENTS. DOWN PAYMENT, \$150.00; bal. 6 Ma. Payments. CASH PRICE, DEDUCT 2% CASH DISC.

ORDER FROM THIS AD-ALL DETAILS ARE HERE IN FULL

LIMITED NUMBER WILL BE SOLD ON TERMS-ADD 3 REFERENCES-YOUR BANK WITH ORDER

IMMEDIATE-SAME DAY SHIPMENT, CASH WITH ORDER (LESS CASH DISCOUNT)

THE SEASON IS "N-O-W"—GET ON THE "BALL"—START POPPIN' YOURSELF SOME "DOUGH". WHAT MORE CAN WE SAY? WHAT MORE CAN YOU ASK? EVERY MACHINE "UNCONDITIONALLY GUARANTEED" TO PLEASE YOU OR FULL REFUND MADE. WE CARRY ALL PARTS FOR EACH MACHINE IN STOCK. 16 YEARS SAME LOCATION YOUR FURTHER SAFEGUARD. WIRE US IMMEDIATELY HGW MANY, AND FOLLOW WITH SHIPPING INSTRUCTIONS AND AIR MAIL.



DIMENSIONS AND SPECIFICATIONS

SIZE: 54 inches high, 44 inches long, 29 inches deep. INSIDE WORKING SPACE: 16 cubic feet. \$60.00 POPPING VOLUME HOUR. SHIPPING WEIGHT: 560 pounds.

ALL ELECTRIC-220 VOLT A.C. CURRENT. "AMERICA'S MOST ALERT, PROGRESSIVE POPCORN MACHINE DISTRIBUTOR-MANUFACTURER."

SEND \$1.00 FOR "THE POPCORN POLKA"-AMERICA'S HIT

507-09 WHEELING AVENUE

CAMBRIDGE, OHIO

W. R. GEREN Presents

# MIGHTY HOOSIER STATE

# Zacchini Cannon Act: Shot Over Twin Ferris Wheels

WANT FOR S STRAIGHT FAIRS AND CELEBRATIONS. American Legion Celebration, Aug. 2-8, at Latenia, Ky.: Germantown, Ky., Fair, Aug. 10-14.

Want Concessions-Cookhouses for Germantown, Custard for balance of season, Pitch-Till-You-Win, Ball Games, High Striker, Novelties and Stock Stores. Come on. Shows-Not conflicting with Side Show, Snake, Monkey, Life and Girl. Come on, Committee Money only. Do not phone or write - wire!

All replies to:

W. R. GEREN, Owner

MIGHTY HOOSIER STATE SHOWS

This week, Madison, Ind: Aug. 2-8, Latonia, Ky.: Germantown to follow.

"Here It Is"

Ossian, Ind., Street Celebration, Aug. 3-7. First show in seven years. Green County Fair, Aug. 9-14. Elnora County Fair, Aug. 18-21. Danville Street Celebration, Aug. 25-28. Brazil Labor Day Celebration, Aug. 30-Sept. 6. All Indiana; several more good money spots to be announced at a later date.

CONCESSIONS—Photo, Custard, Jewelry, Cane Rack, Penny Pitch, String Game, Darts, Bumper, Cat Rack, RIDE HELP—Merry-Go-Round Second Man, must drive and have license; other useful Ride Help, contact.

SHOWS—Snake, 10-in-1, Wild Life or Fat Show; good proposition to genuine showman.

All contact

JOHN PORTEMONT, MCR.

DUNKIRK, INDIANA, THIS WEEK.

high class midway attractions

Mansfield, Pa., August 2-7, American Legion Free Fair; then New York-Pennsylvania Firemen's Convention, August 9-14, Horseheads, N. Y., first show in 15 years. More red ones to follow.

WANT CONCESSIONS of all kinds, Grab, Cookhouse, Pop-Corn, Apples, French Fries, Waffles, Candy Floss, Hanky Panks, Photos and Jewelry.

SHOWS all open. Several bona fide fairs to follow. RIDE HELP, Bingo Help. Sensational Free Act.

> MICKEY PERCELL BENTON, PA.

SEPTEMBER 1st-11th Inclusive (2 SATURDAYS . . . SUNDAY AND LABOR DAY)

TIMONIUM, MD. MAN SALEMEN

RIDES . . . SHOWS . . . LEGITIMATE CONCESSIONS (NO EXCLUSIVE).

LES SPONSLER

117 WEST SARATOGA ST.

BALTIMORE I. MD.

# WHITE STAR ATTRACTIONS

WANT Experienced Wheel Man to join at once. Drunks, stay away. Will book Funhouse, Glass House or any small show with own tops. Forest, Ohio, July 28-31.

# WANT CAPABLE FOREMAN

For Forris Wheels and Caterpillar Ride. Must be sober and get up and down. Kalamazeo, Mich., this week; Hammond, Ind., following week.

WAGNER. Cavalcade of Amusements



12 FAIRS . . (Start August 23rd) . . 12 FAIRS

CONCESSIONS

Can place Popcorn, Ball Game, Bowling Alley, Age and Scales, Blower, String, Darts, High Striker, Photo, Jewelry and Novelties, or what have you?

WANTED

Agents for P. C. Tables and Stock Concessions.

WANT

Talkers for Life Show (Pickle Punk) and Fun House.

SIDE SHOW

Jerry O'Brien can use useful People and Outstanding Attractions for his Combined Side Shows. Wants Half and Half and any Side Show Talent.

SHOWS

Can use Girl Shows, Monkey Show, Snake Show, Motor Drome, Posing Show and Hawaiian,

CARPENTERS

Can use 2 good Carpenters at once who can build show fronts. All year around work.

ATTENTION

Mac McKettrick, please get in touch with Frank Caravella at once. Very important. Can use useful Carnival Help in all departments. Such as

HELP RIDE HELP

Canvas Men, Bill Posters and Lot Men. Foremen-Merry-Go-Round, Ferris Wheel, Octopus and Rolloplane. Also Secondmen.

NO DRUNKS, PLEASE-THANK YOU Can place at once and for Fairs: Tilt a Whirl, Chairplane, RIDE OWNERS Flyoplane, Spitfire, Moon Rocket or any Rides not con-

> EDNA, GET IN TOUCH WITH KAY COOPER JACK COLE, CONTACT RONALD HANCOCK

flicting. Pony Ride.

WILLIAM "RED" HICKS FRANK CARAVELLA

This week BARNESBORO, PA., then per route.

# AMERICA'S CLEANEST MIDWAY

BATON ROUGE, LA., JULY 26-31; BUNKIE, LA., AUGUST 2-7

Can place Photos, Scales, Hi-Striker, Custard. Have 5 Parish Fairs, starting September 27, then Jonesboro, La., with Ruston, Marksville, Tallulah, and Sulphur, La., to follow. Those joining now given preference for these dates.

WANT Foreman for Merry-Go-Round, Ferris Wheel, Chairplane; top salaries. Want Foreman for Caterpillar about August 2; salary \$75.00 a week.

WANT Talker for Minstrel Show and Electrician. All replies

ED GROVES

Baton Rouge, La., July 26-31; then as per route.

# A. M. P. SHOWS #1

WANT Ball Games, Pitch-Till-U-Win, Hoop-La, String Games, Lead Gallery, Fish Pond, Age and Scale, High Striker, Penny Pitch, Devil's Bowling Alley and any other Stock Concessions. Will book Octopus or Spitfire. SHOWS-Wild Life, Monkey or Snake. All replies to

A. M. PODSOBINSKI

Alderson, W. Va., this week; Summersville, W. Va., next week.

# M. P. SHOWS #2

Want Custard, Candy Floss, Photos, Age and Scales, Bingo, Dingers, Penny Pitch, Fish Pond, High Striker or any other not conflicting. Want Foreman for Ferris Wheel and Tilt-a-Whirl. Want Ride Help in all departments, Semi Drivers preferred. Want Shows with own equipment. Have Top for 5-in-1. All replies to:

JOHN P. MILLER ALDERSON, W. VA., this week,

# IMPERIAL SHOWS

10 ILLINOIS FAIRS-ALL PROVEN

WANT—Well framed Cook House and Grab. WANT SHOWS—Penny Arcade, Blusion, Monkey Show, WANT—Ride Men. Can place Foreman for either Octobus or Roll-o-Plane. Second Men on Twin Perris Wheels must drive.

Macomb Fair, July 27 to 30; Taylorville Fair, Aug. 1-8; Knozville Fair, Aug. 10-13; Warren Fair, Aug. 19-22; Fairbury Fair, Aug. 24-27; Aledo Fair, Aug. 31 to Sept. 3; Mendota Tri-County Fair, Sept. 4-5.

Address BILL GULLETTE, Mgr.

# Midway Confab

Tom Wilcox, doing a promotional job across the river in Bridgeport, was on hand for the lobby jackpot session in the Hotel Windsor. Harry Stevens, Canton, O., and Mike Harris also were visitors.

This has been a sad season for the Snake Show's geek who, after leaving himself wide open for seven months of Leap Year, finds himself a total failure.

James H. Drew Jr. breezed into Springfield, Ill., recently from the South to cut up a few jackpots with A. C. Hill, an old-time friend.

E. H. Rucker is still producing and managing the Cotton Club Revue on the J. A. Gentsch Shows. He says the unit has added all new stage settings and new wardrobe.

Tom Yanda has sold his Ferris Wheel to Riverview Park, Sioux City, Ia., where he operated it this summer, and has taken over his auto ride in Overton Park Zoo, Memphis.

Jimmie (Carmen Lee) Hilyard is the featured annex attraction with W. L. Latham's Circus Side Show on Hill's Greater Shows, A sister, Pat, also is with the org.

Juice joint operator on the Gate & Banner Shows claims that fairground patrons don't enjoy orangeade unless its been wrung out of a counter rag.

Twenty-seven youngsters of the 20th Century Shows attended a birthday party in the cookhouse of the org at Omaha in honor of Chickie Workman, nephew of Marie Brunk, wife of the cookhouse manager.

Bobbie, Barrow has returned to Miami after spending several weeks at her home in Cleveland, where she recently lost her mother, Mrs. Dorothy S. Markley, and grandmother, Mrs. Henry Stevens.

Judge Ben Tucker, of Richmond. Va., visited The Billboard's New York offices Wednesday (21). He is visiting funspots in the Gotham area and may extend his jaunt to Maine and a visit on the World of Mirth Shows.

Mr. and Mrs. Joe V. Palmer are back home in San Antonio after playing a holiday celebration with Harry Craig's Heart of Texas Shows. They plan to book a pet shop with the same org in the near future.

Shortage of house trailer parking space on midways would get some reasonable attention if it bothered those who can afford rooms in the best hotels.

Bobby Kork, annex attraction on the John Marks Shows, reports visits from Johnny Wright, Grace McDaniels and Glenn Porter, all of World of Mirth Shows, when the two shows played Portland, Me.

Eddie Dellmore infos that his parents, Deacon and Lizzie Dellmore, celebrated their golden wedding anniversary at their home at 639 W. 11th Street, Erie, Pa., July 10. Now retired, the couple trouped with various shows years ago.

Ray Marsh Brydon recently visited Charles H. Hodges, Side Show op, and Eastwood Park in Detroit. Brydon and Hodges were guests of Art Concello, general manager, at the opening of the Ringling circus in Detroit.

Among showfolk in attendance at funeral services in Nashville July 19 for Phil C. Travis, secretary-manager of the Tennessee State Fair, who succumbed to a heart attack while working in the fairgrounds office July 15, were Bertha (Gyp) McDaniels, Mrs.

CAN PLACE for NO. MONTANA STATE FAIR Great Falls, Montana beginning Aug. 1st

All kinds of 10c Merchan dising Concessions for bal ance of the fair season end ing Nov. 27 at Harlinger Tex.

### CAN ALSO PLACE

One Bowling Alley Agent one Clothespin Agent and two good Six Cat Rack Agents. Age, Scales and Novelties at all fairs.

H. C. (STEVE) STEVENS; CONTACT? ME IMMEDIATELY - IMPORTANT!

Want two (2) good Bingo Countermen.

WIRE C/O

JOHN R. WARD SHOWS

Miles City, Mont., until July 28; Great Falls, Mont., beginning July 29

# SCHAFER SHOWS

for long season south, first class Tilt Man, Second Man for Wheel Roll-o-Plane, Flyoplane.

W. A. SCHAFER

Hillsboro, Texas, July 26-31; Hico, Texas, August 2-7.

### NOTICE! Want to hear from M. B. MAUNEY

Concession or Popcorn Man, with some carnival thought to be playing State of Georgia at present time, or anyone knowing his present location.

E. B. STONE FINANCE CO., INC.

Sweetheart of the Ozarks

Want Agents for High Striker, Basket Ball, Pan Game, Shum, Wheel, Pen Ball, Can place Candy Flow, Glass Pitch, Shows, Merry Go-Bound, Notice, Committees Southern Museouri— Have open dates third and fourth week in August and first, second, third and fourth week in

Raymondville, July 30-31; Birch Tree, Aug. 2 to 7; Alton, Aug. 11 to 14; all Missouri.

Experienced Man for Popcorn and Candy Apple Concession, Good proposition to capable man. Fairs start with Great Falls, Montana, Aug. 2. Wire

### JESSIE JEAN WARD

c/o John R. Ward Shows Great Falls, Montana

### EDE SALE

Short Range Callery on wheels. Booked exclusive Eddie L. Wheeler Shows. Complete outfit with booking. First \$400 takes it.

PATRICK O. MONOHAN Benton, Tennessec, this week,

## JOHNNY J. JONES EXPOSITION

CAN PLACE LIMITED NUMBER

LEGITIMATE CONCESSIONS

DELAWARE CO. FAIR, MUNCIE, IND. ALLEN CO. FAIR, FT. WAYNE, IND.

AND FOR REMAINDER OF OUR FAIR SEASON LASTING THRU NOVEMBER 1ST

Can place nicely framed Monkey Show or Fat Show or other String Show for these twelve weeks of fairs.

> MORRIS LIPSKY, Manager JOHNNY J. JONES EXPOSITION SALEM, ILLINOIS

## DICK'S Greater Shows

WANT

WANT

WANT

PAULSBORO FAIR, PAULSBORO, N. J. WEEK AUGUST SECOND

WANT SHOWS-Wild Life, Motordrome,

CONCESSIONS-Grind Stores of all description that work for ten cents. Wheels all sold. Fish Pond, Grab, Photos, Penny Arcade, Candy Floss. Will sell Novelties exclusive.

RIDE HELP-Ferris Wheel Foreman, help on other rides, semi drivers preferred, top salaries.

Prince Mondhi wants Magician that can pitch or lecture inside. Girls for Illusion. Freaks and Novelty Acts for Side Show. Wire Mondhi.

R. E. GILSDORF, Mount Holly, N. J., this week

# C. W. ADKINS

# PRESENTS

-SOLID PICNICS—CELEBRATIONS—FAIRS——FIRST CALL FIRST CALL-LOOK OVER THIS ROUTE:

Arcadia, Kans., July 28-31 Centralia, Kans., Aug. 3-9 Nefawaka, Kans., Aug. 10-14 Independence, Kan., "The Big Fair" Oswego, Kans., Aug. 24-28

SALES PROPERTY AND ADDRESS.

Mound City, Kans., Aug. 31-Sept. 3
Pittsburg, Kans., Labor Day
West Mineral, Kans., Sept. 8-11
Bristow, Okla., Sept. 14-18
Guthrie, Okla., Sept. 21-25
Chelsea, Okla., Sept. 28-Oct. 2

THEN THE BIG ONE-BROKEN ARROW, OKLA., FOR YOUR WINTER B.R. WANT

WANT MAN and WIFE FOR COOK HOUSE—BALL GAME AGENTS-RIDE HELP. COME ON TO ARCADIA FOR PREFERENCE FOR BALANCE OF SEASON.

Address: C. W. ADKINS c/o BROWNIE AMUSEMENTS, Arcadia, Kans., this week; then per route above.

## HARRIS UNITED SHOWS

12 Fairs starting Aug. 16th, closing Dec. 1st. 7 modern Rides, 4 Shows, Light Towers, Diesel Light Plants. No gate and no racket.

Light Plants. No gate and no racket.

CONCESSIONS that work for stock. Opening for Cookhouse or Grab. Butch Goff, wire Jack Rooney. Age, Scales, Floss, Diggers. SHOWS with own outtits, 20%. Have 30x50 top, banner line and banners, will book small Colored Show on P.C. FOR SALE or will lease 1947 line and banners, will book small Colored Show on P.C. FOR SALE or will lease 1947 line and banners, will book small Colored Show for flat rate, must put up deposit. HAVE Rolloplahe with transportation to reliable show for flat rate, must put up deposit. HAVE FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, For SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, FOR SALE Neon Front for Penny Arcade, words "FR

A. C. HARRIS, Manager SHAWNEE, OKLA., THIS WEEK.

## Wants-MURRAY AMUSEMENT CO.-Wants

FOR 18 FAIRS AND CELEBRATIONS. ALL ILLINOIS. Petomac, July 26-25; Piper City, 29-31; La Fayette Fair, Aug. 3-8; Winnebago Homecoming, Aug. 7-8; La Meille Homecoming, Aug. 9-11; Pentiac Fair, Aug. 10-12; Cullom Homecoming, Aug. 7-8; La Meille Homecoming, Aug. 9-11; Pentiac Fair, Aug. 10-12; Cullom Homecoming, Aug. 12-14; Ridge Farm Temato Festival, Aug. 16-18; Mahomet Fail Festival, Aug. 18-21; Muckinzw Homecoming, Aug. 25-28; Minier Homecoming, Aug. 27-28; Creve Cocur Fish Fry. Muckinzw Homecoming, Aug. 25-26; Minier Homecoming, Aug. 27-28; Creve Cocur Fish Fry. Muckinzw Homecoming, Aug. 31-5ept. 2; Braidwood, Sept. 4-6; Rutland, Sept. 8-12; Golden, Sept. Aug. 28; Rockford, Aug. 31-5ept. 2; Braidwood, Sept. 4-6; Rutland, Sept. 8-12; Golden, Sept. 15-18. Southern route to be announced later. WANT STOCK CONCESSIONS OF ALL KINDS, PRIVILEGE \$15.00; NO FLATS OR GYPSIES.

## ROSS MANNING SHOWS

MENANDS, NEW YORK

(ALBANY - TROY - WATERVLIET) 300,000 POPULATION

BILLED LIKE BARNUM & BAILEY CIRCUS

FIREMEN'S CELEBRATION, AUGUST 2 TO 7

CONCESSIONS-American Palmistry, Custard, Photo, Over 12, String, Guess Weight, or any concession that works for stock.

Will give exclusive on all fairs.

SHOWS-Earl Meyer wants Talker for Girl Show, one that can stand prosperity; also Talker for 120-Ft. Side Show, Man to handle Two-Headed Baby-framed on truck. Girls for Posing Show, \$50.00 per. Salaries office paid. Wanted to join at once. Can use 5 or 6 Hillbillys for show: have top and transportation. Have 30x40 Top complete, sound. transportation. What have you? Will book any show that does not conflict for following fairs-Norwich, N. Y .: Great Barrington, Mass .: Brookfield, N. Y.; Ossining, N. Y. (Am. Legion Convention); Manchester, Conn. (Firemen's Celebration), and Danbury, Conn., Fair.

ALL ADDRESS

#### ROSS MANNING

HARRIS HOTEL

RUMFORD, MAINE

## AUGUST 2-7 - 6 BIG DAYS - AUGUST 2-7

## 100TH ANNIVERSARY CENTENNIAL

AT AUBURN, NEW YORK

Giant Pageant, bona fide Celebration, Down Town, on the Streets. No Exclusive.

Booking any Flat Ride, Legitimate Concessions, clean Shows or Attractions.

Can use Agents and Help in all departments.

FAIRS TO FOLLOW.

Contact Ernie at 18 East Lake Ave., Blasdell, N. Y. Phone: Triangle 1715.

## BARKER & ERNIE'S MIDWAY ATTRACTIONS

## TWIN CITY SHOWS

One or two nice Kiddle Auto Rides. All Concessions open except Diggers, Bingo, Photo, Candy Floss and P.C. RIDE HELP-Second Man, Merry-Co-Round and Octopus. Attention, Fair Secretaries and Celebration Committees-We have 2 open dates the last week in Sept. and first week of Oct. Have 8 Rides, 30 Concessions and Shows. 15 Fairs and Celebrations. Frank King, contact. Mack McCary, contact Geo. Crable. No phone calls.

CRANT CITY, MO., JULY 26 TO 31,

Celebration uptown, Black Oak, Ind., P. O. Gary, Ind., July 26 through Aug. 2. Want nice, small Cookhouse; Popcorn, Lead Callery, Photos, Jewelry, Basket Ball, String Came. Also want Monkey Show. These spots O. K. Going south after September 9. Tommy Humphreys needs 2 Countermen for Bingo. Fay Curtis, contact Tommy Humphreys. We need soper Ride Help. No gate. No grift, no gypsies wanted. Committeemen wanting a clean 4-ride show, contact

> C. COLEMAN, STATE SIDE SHOWS CENERAL DELIVERY, GARY, IND.

#### MIDIRIE LAND SHOWS WANT

For ten of the best bona fide Homecomings and Celebrations in Central and Northern Michigan. Beulah, Mich., this week; Swartz Creek, then Otter Lake,

Concessions of all kind that work for stock. Will sell X on Mug. Jewelry and High Striker. Want A-1 Foreman for Little Beauty Merry-Co-Round. This show has seven beautiful Rides and three Shows. Cet with a good clean show that is a winner. Louise Morgan, wire. Will sell you X. All wires as per route.

C. Crittenden, Owner-Manager Tony Carl, Asst. Mgr.

### FREAR'S UNIDED SHOWS

Want for St. Lucia Celebration in Omaha, Nebr., Aug. 7 theu Aug. 15, and Sidney, Iowa, Radgo, Aug. 17 thru Aug. 21

Stock Throwing Concessions of all kinds. Agents for Penny Pitch, Ball Games, Cigarette Shooting Gallery, Set Joint, 2 Pin Store Agents, 2 Count Store Agents, Help for Cook House and Griddle Man. Manager for Girl Show with girls for Sidney, Iowa, a red one, Riste Help on all Rides, Pirst and Second Men.

ROY FREAR, Owner and Manager, Council Bluffs, Iowa, and Omaha, Nebr., 6th & Pierce St.

ALL STAR ROUTE OF NEW YORK FAIRS

AUGUST 3 TO 7-BOONVILLE FAIR AUGUST 16 TO 21-LOWVILLE FAIR AUGUST 24 TO 28-SANDY CREEK FAIR AUGUST 31 TO SEPTEMBER 4-RHINEBECK FAIR SEPTEMBER 6 TO 9-SCHAGHTICOKE SEPTEMBER 13 TO 18-MORRIS SEPTEMBER 21 TO 24-COBLESKILL

CAN PLACE Legitimate Concessions of all kinds and Independent Shows of merit. This is the finest route of fairs in Eastern United States. Contact as per route above or

## KING REID SHOWS

Saranac Lake, N. Y., this week

## LEWIS SHOWS

WANT

For the following celebrations and Italian Feast, Ogdensburg, N. J., July 26-31; Boonton, N. J., August 2-7; Rockland Lakes, N. Y., August 9-14; Montvale, N. J., August 16-21; St. Rocco's celebration and feast, Martins Creek, Pa., August 23-29; Bath, Pa., August 30 to September 4; then first in the center of Allentown, Pa., September 6-11, ALL RED ONES, CONTACT NOW.

CONCESSIONS-Custard, French Fries, Diggers, Cover the Spot, Hoop-La, Pitch Till Win, String Came, or what have you all? P.C. Outfits will open from Aug. 21 on. SHOWS-Will book any Show with own outfit, Girl Revue, 10-in-1, Wild Life, Hillbilly, Hawaiian, Fun House, Monkey Show. HELP-Can always place Ride Men that drive semi trailers. More Celebrations and Fairs to follow, contact at once as per route or

TED LEWIS SHOWS

12-37 ROSEWOOD STREET

FAIR LAWN, NEW JERSEY

## WANTED

HIGH DIVER AND DIVING GIRLS FOR SPRINGBOARD. WANTED-Concessions working for 10 cents. RIDE HELP-That can drive Semis. POR SALE-2 Light Plants, cheap; 20x30 Bingo Top and Stools.

JOHN KEELER

## KEELER'S MODERNISTIC SHOWS

FRUITLAND, MD., THIS WEEK: RIDGLEY, MD., AUG. 2-7.

## WANTED AT ONCE TO ENLARGE SIDE SHOW

FOR FOURTEEN FAIRS AND ALL WINTER'S WORK IN FLORIDA.

Inside Lecturer that does Magic, Mind Reader, Novelty Working Acts, Tattoo Man, fast Ticket Sellers that can stand prosperity. Joe and Mabel, contact me at once.

HICKSVILLE, L. L. N. Y.; then as per route. JAKE "SEALO" AUGHMAN

PRELL'S BROADWAY SHOWS

## STARLIGHT AMUSEMENTS

Now playing the coastal plains in the heart of early cotton. Now picking a bumper crop.

WANT WANT Pop Corn and Peanuts, Frozen Custard, Mug Outfit, Long Range Shooting Gallery, Age and Scales, Coke, Jewelry, Milk Bottle, Basket Ball, Watch-La and Grab Outlitt must be clean.

Snake Show, Mechanical or Minstrel Show.

Ernest Luther wants Talker, Working Acts, Freak to Feature, Annex Attraction for Side Show.

JULY 28-31, ROBSTOWN, TEXAS; then as per route.

## Midway Confab

Hodie Jones and Mrs. Bootsie Paddock, of the Johnny J. Jones Exposition, who made the trip from East Liverpool, O.; Al Wagner and Doc LaMarr, who arrived from the Cavalcade of Amusements at Battle Creek, Mich., and Marie Simpson and Flonnie Ayers, who came on from Birmingham.

Times have changed since the boom days. Already the bally-talking grouches have started chasing kids out of their tips thru fear that they'll kill good turns.

Biletza Ni-Fong and Jack Richards motored from Philadelphia to Red Lion, Pa., to visit their friends, Bud Valier and Karl Alzora, who were playing the Red Lion Fair. Ni-Fong and Richards formerly were with the W. C. Kaus Shows.

Joe Frederick, who had the Ferris Wheel, Penny Arcade and three shows on the Down River Amusement Company, has left that org to play a short route of independent fairs and then will join the Majestic Greater Shows for the Southern fairs. Frederick recently purchased two new tractors.

J. W. Hartigan Jr. writes from Morgantown, W. Va., that Cetlin & Wilson Shows played to excellent business during the stand there when weather permitted. "It was," says Hartigan, the largest and cleanest show to play the town in many years."

Jesse S. Raupp, 77, father of Frank Raupp, has been missing for three weeks, his son reports. The elder Raupp, en route to Florida from a convalescent home in Ashland, Ore., is believed to have been hitch-hiking. Raupp says his father probably will contact shows en route and asks anyone knowing of his whereabouts to wire Frank Raupp in care of the Playland United Shows.

It's true that the neighbor of yesteryear who lived in a box wagon next to your living top didn't own a radio to keep you awake all night, but he did have a son who practiced beating a drum cooche-show style.

Ken Wheeler and Tommy Fitzgerald motored to Norwich, N. Y., to visit Jimmy Travis (Zonzinnettee), annex attraction on Lawrence Greater Shows. They all motored to Utica, N. Y., to visit Bertha Bert, Madeline, Claude Bentley and personnel of the Bentley Side Show on James E. Strates Shows, En route to Utica they stopped off in Waterville, N. Y., to visit the personnel of Lee Bros.' Cir-

Smiley Sprenger, nine-year-old daughter of Smiley and Del Sprenger, formerly with Beckmann & Gerety, Capell Bros., Siebrand Bros. and Alamo Exposition Shows and Pete Kortez's Side Show, was the subject of an interesting story in the July 11 issue of The San Diego (Calif.) Union. An accompanying two-column pic showed the youngster exhibiting her prowess as a musical trickster, utilizing bells, drums, octofone and vocalsax.

Roster of Lentini Oddities Side Show on Gooding Greater: Mrs. Frank A. Lentini, secretary; Ned Lentini, outside talker and assistant manager; Harlin Isam and Clarence Brown, ticket sellers; Frank A. Lentini, feature attraction; Mr. and Mrs. E. W. Brundell, magic and illusions and inside lecturer; Marion Johnson, electric chair; Pauline Brundell, sword box; the Musical Macks and their Hollywood trained dogs; Mr. Reese, one-man band; Ling Ho, sword ladder; Texas Jim, knife thrower; Lady Phyllis, rag pictures; Prince Dante, fire eater.

## GET WITH TH WINNER AMERICAN MIDWAY SHOW

TAYLOR COUNTY FAIR Bedford, lowa, this week

ADAMS COUNTY FAIR Corning, Iowa, Aug. 2-6 MILLER COUNTY FAIR

Malvern, Iowa, Aug. 10-13 PAGE COUNTY FAIR Clarinda, Iowa, Aug. 16-18

RINGGOLD COUNTY FAIR Mount Ayr, Iowa, Aug. 19-2

ADAIR COUNTY FAIR Greenfield, Iowa, Aug. 23-26 3 CLASS A OKLAHOMA FAIRS

CHEROKEE COUNTY FAIR Columbus, Kansas 5 TEXAS FAIRS FOLLOWS

RIDES

WILL BOOK OR LEASE AND RIDE NOT CONFLICTING

SHOWS

WILL BOOK SHOWS OR FUN HOUSE

CONCESSIONS STOCK CONCESSIONS COME ON. NO "EX."

OPENING 1949 SEASON CHARRO DAYS FIESTA BROWNSVILLE, TEX. FEB. 17-27

One Long Range Shooting Gallery, built of truck, 1941 Dodge cab over engine, branew oversize tires, dual wheels, motinguaranteed. The heaviest piece of steel of the sides, weight 8 lbs. One man can pit up in 2 hours. This gallery will be so very reasonable. Six good Winchester Automatic Rifles go with it, also plenty a Loading Tubes. Have plenty of Ammunition which I will sell to the buyer at cost price pon't waste any time, as this will be a bar Don't waste any time, as this will be a bargain. It is now in operation on the J. J. Pen Shows. Reason for selling, I have too must stuff on hand. If interested, wire for particulars or come and see it. Must be for care EDDIE DAVIS

c/o I. J. PERRY SHOWS, YORK, PA.

## W. E. ATTRACTIONS

Agents for Slum Concessions, also Slum Skills
Agent, Will book Mitt Camp and Slum Concessiona. Want experienced Mix-Up Foremas.
Oscar Burlingame, come on. Want to buy good Set Joint and 10212 Top. Carter will place Pop Corn. Come on.

W. E. WEST, Owner Lynnville, Tenn., this week.

Want Stock Concessions, Ice Cream, also Shows of all kinds for Miami County 4-H Fair and Livestock Show, Peru, Ind., Aug. 3-7. Address:

ROXID HARRIS Milford, Ind., this week.

#### WANTED

For big annual Street Fair at Waveland, Indian August 23 to 28.

Concessions of all kinds. Bingo, P.C. can we Ball Game, Photo Gallery, Fish Pond. Pitch 7 You Win. Address:

Doe Stoddard Ramsoy Hotel Crawfordsville, In

WANTED TO BUY

ONE MERRY-GO-ROUND

B. L. Johnson

Box 414

Sulphur Springs, TCL

## arrahan Men Hurt Free Bus Service Truck Accident

WILKES-BARRE, Pa., July 24. en members of Jack Garrahan's intain of Youth Shows were ined Sunday (11) near Dallas, Pa., en the driver of the truck in which were riding fell asleep at the eel and the vehicle overturned. e truck, carrying ride equipment, s en route from Bernice to Kings-Pa.

Three of the injured were admitted Nesbitt Memorial Hospital here, ile the remainder were treated and charged. The admitted were Paul pich, fractured finger and hand; arles Molcavage, fractured wrist amputation of two finger tips, Dominick Palmentera, head and nal injuries. Those treated and charged were Walter Drach, Joseph sheck, Joseph Dugel and Louis rtoli, who suffered lacerations and ly contusions.

The truck contained center units of Octopus and Flying Scooter. Garan said both units were damaged that the show was able to get the opus working Tuesday night (13) Kingston. It will be more than a ak before the other ride is operathe said.

## Stahl Comes To Aid Of Playland Shows

DETROIT, July 24 .- Harry Stahl, perintendent of Eastwood Park, iyed the role of good samaritan en the Playland United Shows re spotted at Eight Mile and Harper ads here.

Shows' Ferris Wheel truck overmed while moving onto the lot here d the wheel's engine was damaged. ahl, upon hearing the news, rushed er a replacement from his park. ank Raupp and his crew succeeded making the necessary repairs after first day.

Playland Shows, taken over this ring under the exclusive manageent of Jack Gallagher, with his other, Jimmy, as manager, have en playing dates, both still and onsored, in the Detroit vicinity. The ute of fairs and celebrations in chigan and Indiana will start soon. Among visitors to the shows during e stand at Eight Mile and Harper ads were, in addition to Stahl, rb Pence, John Carrigan and Mr. d Mrs. Ben Millar.

Org's staff includes Jimmy Gallaer, manager; Bessie Gallagher, secary; Bill Hollensworth, ride supertendent and electrician; Joe Mury, concession manager; Art Kavaugh, billposter; Al Davis, scenic tist; Virgil Wood, Merry-Go-Round reman; Gene Crawford, Ferris heel foreman; Harold Somers, terpillar; Frank Rupp, Swingaroo; hn Taylor, Chairplane; Milo Rupp, ddie plane, and Jerry Rupp, kiddie Browning Plays Salem Fete to.

## maha Takes Ban Off Kids

OMAHA, July 24.—Welfare Inspec-Tom Knapp's edict that children ider 12 could not ride the Merryo-Round of the 20th Century Shows parently didn't affect the Albert artin carnival.

Knapp amended his order to allow ds under 12 to ride the Merry-Goound if accompanied by adults. nat meant an additional rider.

alsing Knapp, saying, "We like to business with him because he out."

## Bolsters Strates' Utica, N. Y., Gate

UTICA, N. Y., July 24 .- To overcome a bad transportation problemservice every 30 minutes to the end of the line a quarter-mile from the Bankert showgrounds - James E. Strates, owner-operator of the shows bearing his name, chartered buses that carried passengers free from the downtown shopping district to the org's front gate. The move paid off in bigger crowds and grosses than would ordinarily have been expected. The free transportation, new for local midway patrons, was plugged over the air and in newspaper ads.

The first of a series of National Showmen's Association benefit shows, produced by Georgia Sothern and Rita Cortez, was staged Thursday midnight (15). The two-hour original presentation was attended by a straw house, Jean Dellabate and Frances Fornier, both seasoned concessionaires, handled the refreshment stand to a good take. Bingo games, parties and other money-raising shows will be given thruout the season.

Topping the midway here were Nate Eagle's Hollywood Midget Stars and George Murray's Lion Motordrome. Tom Evans, veteran trainmaster and builder, joined to take over the management of the Glass House. Doc and Betty Hartwick reported good business with their Wild Life and Stella shows. The redecorating of rides and shows is nearly completed.

## Three Bill Lynch Units Are on Tour

ST. JOHN, N. B., July 24.-The Bill Lynch Shows this year have three units touring the Atlantic provinces. For seven years, the Lynch org has had a No. 2 Unit on the road, making spots chiefly thru the province of Nova Scotia and playing villages and small towns not visited by the No. 1 Unit. The No. 1 Unit covers not only Nova Scotia but the adjoining provinces of New Brunswick and Prince Edward Island.

This season Lynch has added a third unit, which is making the villages and smaller towns of both Nova Scotia and New Brunswick. Jack Lynch, brother of Bill, is managing the No. 3 Unit.

In addition to the three Lynch units, other carnivals playing the maritime provinces include All-Maritime Shows, headed by Len (Kid) Dryden, Bernie (Kid) O'Neill and Cec Wiggins; the Libbey Shows, headed by Len Libbey; Ted's Broadway Shows and the Elliott Shows, headed by Frank Elliott Jr.; the Maine Amusement, Buck's Columbia Shows and the Pine Tree Shows.

SALEM, Ore., July 24.-Browning Bros.' Amusement Company showed the Cherryland Festival here for three atronizing Merry-Go-Round days, beginning Thursday (15). Org is owned by Fred, a local resident, and Bill and Ed Browning, of nearby Prineville. Their father, Fred Sr., broke into the business 40 years ago. The sons have been active for about 22 years.

L. B. Lamb, owner-manager of the shows bearing his name, returned to the org at Kewanee, Ill., after a booking trip thru the South on which he So Martin wrote the city council inked contracts for the shows to provide the midway at fairs in Moulton, Hartselle and Luverne, all in Alaems to understand what it is all bama, and Marianna, Panama City and Apalacchicola, all in Florida.

## JOHN FRANCIS SHOWS

WANT

WANT

Ride Men that can put it up and take it down. Will pay highest salaries for good men. Boozers and chasers, save your time and mine. Can use a few more clean Concessions that work for stock. Can place clean Cookhouse. Green Lake County Free Fair, July 28 to August 1: West Bend Legion Celebration, August 3 to 8; Darlington Fair, August 11 to 15; Janesville Fair, August 19 to 26; Lancaster Fair, August 27 to 29; Plymouth Fair and Labor Day Celebration, September 2 to 6. This is the biggest Labor Day fair and celebration in Wisconsin. Four more fairs and celebrations to follow and that ends it.

Address

### JOHN FRANCIS, Mgr.

Green Lake, Wis., this week; West Bend, Wis., next week; then per route.

## STANDARD SHOWS

CAN PLACE FOR FOLLOWING FAIRS

JOHNSON COUNTY, AUG. 17-19; CAMPBELL COUNTY, AUG. 21-24; WYOMING STATE FAIR, AUG. 25-28; PLATT COUNTY, AUG. 29-SEPT. 1; GRANT COUNTY (NEB.), SEPT. 3-5; CUSTER COUNTY FALL FESTIVAL (NEB.), SEPT. 9-11, AND THREE MORE CELEBRATIONS TO FOLLOW

HAVE SOLD X ON FOLLOWING: Bingo, Diggers, Ball Games, Popcom, Mitt Camp, Percentage and all Shows using Monkeys.

E. J. KASTLE can use Agents for Stock Stores. Gus Abold can place Man capable of operating flashy Mug Outfit; everything furnished, cut money.

Will give flashy Merry-Co-Round a good proposition.

Want Help for following: Foreman for Octopus, top wages; Second Men- for all Rides, Working Men in all departments. If you cannot cut it stay where you are. No tickets, but we do pay every Thursday.

ADDRESS: BOX 1255, SHERIDAN, WYO.

## MIDWAY" MODERN

WANT Legitimate Concessions-Photo Gallery, Jewelry, High Striker, Penny Pitch, Hoopla, Cotton Candy, Candy Apples, Bethel, Ohio, Sesquicentennial, July 28-31, on streets Hagerstown, Ind., Annual Street Carnival, August 2-7 Also want Games, Concessions for Croton, Ohio, Fair, August 11-14-Shooting Gallery, Ball Games, Pitch Till Win, etc. Answer; W. S. CURL Bethel, O., this week.

### ATTENTION, CONCESSIONAIRES, DO YOU WANT PROFITS?

Phillip's Real California Orange Juice Syrup ..... Phillip's Mixed Fruit Punch Syrup ... Phillip's True Fruit Grape Syrup .... Phillip's Wild Cherry Pit Syrup .... Phillip's Loganberry Syrup

(Just mix one callon of syrup with five gallons of water)

Also: Phillip's Finest Quality Root Beer

Phillip's Hignest Type Cola Syrup

Deposit 25% with order, balance C. O. D., F. O. B. Cleveland, Ohio.

All 4 gallons to case. Dispenser information and samples upon request. \$1.65 Per Gallon PHILLIP'S ORANGE COMPANY

HOWARD BROS.' SHOWS

Manufacturers Since 1821

WANT FOR 10 WEEKS OF FAIRS OHIO, WEST VIRGINIA, PENNSYLVANIA

SHOWS-Wild West, Motordrome, Side Shows, Fat Show commencing Lucasville, Ohio, Fair, August 2-6.

WANT for Quaker City Home-Coming, August 10-14, Concessions; all open but Popcorn. Want Second Man on all Rides who drive semi. Lucasville, Ohio, July 27-August 6.

## FOR SALE

Complete Frozen Custard Outfit. Built on late Diamond T Truck. Easy Way Machine, 5 H.P. Motor, built special for this job. Meets all sanitary requirements. Outfit made to work Florida fairs. Body is built of stainless steel and aluminum. Will last indefinitely. Reference, Frank Thomas, General Equipment Co., of Indianapolis, Contact

### GOLDING'S CONCESSIONS

2915 East Riverside Drive

1243 W. 3RD ST.

Phone: Talbot 1437

Indianapolis, Ind.

CLEVELAND, OHIO

## R. WARD SHO

Want for Fairs starting NORTH MONTANA STATE FAIR, Great Falls, week of August 2, followed by

Midland Empire Fair and Rodeo, Billings, Mont. Central Wyoming Fair, Casper, Wyo. Black Hills Fair and Expo., Rapid City, S. D. Brown County Fair, Aberdeen, S. D. Kentucky State Fair, Louisville, Ky. Fair at Florence, Ala. Columbus, Miss., Stock and Dairy Show American Legion Fair, Caruthersville, Mo. Tri-Parish Fair, Eunice, La. Mid-Winter Fair, Harlingen, Texas

Can book Hi-Ball, C-Cruise, Looper, Spitfire. Want War Show, Life or Unborn, Fat, Midget, Glass House, Iron Lung or any other non-conflicting Shows. Want Talker and Boss Canvasman for Girl Revue. Will book Stock Concessions, Age and Scale and Novelties. Want Ride Foremen for Fly-o-Plane, Rocket, Octopus, Merry-Go-Round and Ride Help for all Rides. J. D. Powell and Lee Springfield, answer. Want Polers and Tractor Drivers. Want experienced Man and Wife to operate Frozen Custard Machine on percentage. Address:

JOHN R. WARD SHOWS GREAT FALLS, MONTANA

WANTS Cookhouse that caters to show people. Want Foreman for Tilt and Octopus, must drive. Can use Second Men that drive, \$35.00 and \$40.00. Also third that drive on all rides. Want Ball Games and Slum Concessions for Thief River Falls, Minn., Fair, starting Monday, Aug. 2; followed by fairs at Bemidji, Hibbing, Preston and Hutchinson, Minn., and Marshalltown, Monticello and Postville, Ia., fairs. Thief River Falls, Minn., from July 27 to Aug. 5.

The Show With The Proud Reputation CAMBRIDGE, MD., COOTIES AND VETERANS FOREIGN WARS COMBINED. NINE DAYS. THEN SALISBURY, MD., FOLLOWS.

WANT AT ONCE: Candy Apples, Popcorn, Candy Floss, Mug Outfit, Long Range Shooting Gallery, Hoop-La, Ball Games, Penny Pitches, Basket Ball and Huckley Buck. OUR FIRST FAIR, AUG. 26, KELLER, VA.

John Riddick wants to hear from Trombone Player and Chorus Girls for Minstrel. Wire or write: WM. C. MURRAY

VIRGINIA GREATER SHOWS, CAMBRIDGE, MD., this week.

## THE BOSTON SHOWS

Merry-Co-Round Foreman, also Ferris Wheel Foreman. Highest wages paid to sober, reliable men. Can place all kinds of Stock Concessions for the next 10 big weeks, playing church lots in Massachusetts. Can use one Grind Show, Salem, this week, ending July 31; Winthrop, week ending Aug. 7; Webster, week ending Aug. 14; Ludlow, week ending Aug. 21. (5) Rides on Midway (5). We have fireworks show 2 nites a week. Contact

JIM DEARY

11 SOUTHSIDE AVE., WEST LYNN, MASS.

8 RIDES WANT For Balance of Season LIGHT TOWERS

5 SHOWS SEARCHLIGHTS

CONCESSIONS: Photos, Ball Games, Cigarette Shooting Gallerr, Long Range, Hi-Striker, Penny Pitch, Bumper, Novelties, Scales, Age, Coke Bottles, String Game, SHOWS: Can place one Grind Show, RIDES: Can place Spitfire, HELP: Useful Show and Ride Help, WIRE ALL REPLIES: MICKEY STARK, Mgr.

Benson, Minn., July 26-28; Ortonville, Minn., July 29-Aug. 1; Canby, Minn., Aug. 5-8.

### FOREMEN WANTED FOR BIG ELI WHEEL AND BRAND NEW TILT-A-WHIRL

Also Ride Helpers of all kinds. Must be sober, reliable, capable and should be able to drive semi-unit safely. Good salary. Fair treatment and the best of equipment. Address inquiries:

Gooding Amusement Co., Inc.

1300 NORTON AVENUE

COLUMBUS, OHIO

## CAPELL BROS.' SHOWS

For Yale, Oklahoma, Annual Legion Reunion, next week, and for balance of season. Hanky Panks of all kinds. Want Foremen for new Octopus, Eli Ferris Wheels, Spitfire, Merry-Go-Round, Roll-o-Plane. Working Men for Rides-O and Kid Rides. Top salaries paid, good treatment. Positively no drunks or chasers tolerated. Address:

H. N. "DOG" CAPELL, Chandler, Okia., this week; Yalo, Okia., next week; then per route.

## FROM THE LOTS

### Larry Nolan

OAKLEY, Kan., July 24. - The front end enjoyed a big week here, as org operated on the city owned ball park. Mr. Smiley, Bill Brenton and Eddie Kirkman joined John Duggans's concessions. Gary Henr's Side Show still is topping the midway, with Jo-An Mysteries of Life a close second.

Owner Larry Nolan went to Illinois and returned with a Ferris Wheel, Ray Martin continues to click with his Octopus. All fronts and rides have been repainted for the fair season. F. A. (Dutch) Lober closed here as general agent, Lot boss Elvin Bishop recently completed new platforms for the kid auto ride. Night watchman Hollingsworth painted them a flashy Mighty Page

The office-owned cookhouse has been restored. Dick Logston booked with a larger one for the fairs. A new two-ton Dodge truck has been Jimmy Cunningham, painter received to handle the wheel.

sick list. Jimmy Keyes was under doctor's care for a couple of days. Both are back at work. Chet Reese is doing okay with his four pc stores. -BUBBLES REESE.

### Johnny's United

ROSEDALE, Ind., July 24 .- Org moved in here early Sunday afternoon and personnel enjoyed a rest until Monday morning. That night everyone was ready to work, but biz was poor for rides and shows. Among visitors here were Bill Green and H. Stokes, of Mighty Hoosier State Shows, and Mr. and Mrs. John Mack.

Members of the shows enjoyed a beach party here, with festivities including a wiener roast. Joe Wherry called an old-fashioned square dance, assisted by Mack Murray, Merry-Go-Round foreman, on guitar, and Al Beltz, concession agent, on banjo. Other performers included Lynn Griner, Shorty Gaum, Norman Rady, Kenny Etzle, Betty Thorner, Billy and Mary Portement and Betty Harper.

Shows purchased a new Funhouse from John Mack recently. Tony Gene Harper won first prize, and Michael Kent, second prize, in a local baby contest.-M. PORTEMONT.

### Penn Amusement Co.

MIFFLIN, Pa., July 24 .- Show had its best spot of the season here this week, altho it was rained out Thursday night. It was the first show here in 20 years. Personnel includes Doc Cook, Ferris Wheel and two ball games; Peck Martz, electric train and popcorn; Ditzler, pony ride; Bob Walker, Chairplane; Bob Walker, manager Athletic Show, and Kid Steffen, wrestler; Girl Show, Jack Donahue, manager, and Mrs. Donahue, dancer; Wild Life Show, Jack Donahue, manager; Charles Simmons, grab, toy wheel, dart balloon, big six and p.c.; Mr. and Mrs. Hugh Gross, French fries; Mr. and Mrs. Schmacher, ice cream and popcorn; Mr. Shadle, string game and cork gallery; Mr. and Mrs. I. Mendleson, blanket wheel; Ed Abernathy, guess-yourage; Mr. and Mrs. John Pinfold, mug joint and mitt camp; Mr. and Mrs. Tom Chambers, candy apples, snow cone and mitt camp; Joe Boyd, cork gallery. Show fronts and rides are being painted.-MEL SOBER.

### Art White

CLARION, Pa., July 24. opened here on a new lot, part Culbertson's Airport, Biz was factory despite opposition fr med show. Art White is painting rides and will have a long south after Labor Day. Visitors Sam Spencer, Mr. and Mrs. Ho Bantley, Mrs. Sue Copping. Howard; Mrs. Ann (Gething) and husband, Charles, of De Pappy Dietz, Paul Rihel, T Bortz, Tom and Ann Schrieber Tom Crawford, from Eddie's Shows; Bill McDonald, of Ship ville, and Mr. and Mrs. Frank Rimersburg, Pa. Dick Feidler, D rider, visited friends.-BURT FR

GREENVILLE, Tenn., July Org encountered rain and thu showers every night here wee July 12 but the lot drained builder, has joined. Junior Lec Mrs. Charles Scott has been on the is on bingo as counter clerk school starts. D. Carter place mug joint several weeks ago, folks of the writer's wife at Joh City, Tenn., were visitors .-BUFFINGTON.

Good proposition to one that can grind e hours. BANNER MAN THAT CAN THEM CLEAN AND PAINT THEM, L that can work Sword Box.

PAN-AMERICAN ANIMAL EXHIBIT Mount Dora.

or as per Billboard route

## Florida Amusement Co

Wants Shows, Monkey, Pit, Mechanical, etc. ( First Ride, Slum Concessions, Basketball, Place Bingo this week. Marion, Ind., this week; Attios, Ind., follow

then Marshall, Ill., Fair. HOWARD INGRAM

WANT AGENTS For 2 Count Stores, Skillo and Line-Up Stor Have good route and have all the Concession on American Eagle Shows. Address:

PETE NEESE

### Abingdon, Ill., this wesk.

P.S.: Those who worked for me before, come of

Will book Concessions of all kinds. Wire or phone

CAPTAIN JACK O'NEAL Garyville, La., July 26-Aug. 1; then Luth La., 2-8.

### CAN PLACE

Organized Side Show for complete new top, bann and front, James Watts, get in touch with a Tried to contact you. All reply to

SAM COLDSTEIN MAJESTIC GREATER SHOWS McKeespart, Penna,

### FOR SALE

"Taylor" Frozen Custard Freezer, 2 % gal. capacit plus 30-gal. freezing compartment. Operation excellent.

I. D. KAPLAN

1511 37th Street

Anderson Amusement Co. Wants for Claracville, Mich., Homecoming, Aug. 4-Concessions of all kinds, Bingo. Agents for P. Game; "Sleeper" Johnson, contact. Want Mer Go-Round and Rides not conflicting. Middlets Homecoming, July 30-31. Contact EZRA GOOD, Claraville, Mich., or JOHN

Ride Help who drive semis. Shows with or without equipment, Big Snake, Midget Side Show. Madison, Wisc., this week: Jefferson, Wisc., Fair, next.

on wire. State salary,

MANAGER Must know Texas and Oklahoma, ave car. Seven-ride show, join

GENERAL AGENT AND ASSISTANT

Shawnee, Okla., this week.

## WANT

Concessions of All Kinds

egan, Ohio, Veterans' Celebration, week furting Aug. 2; other Ohio Celebrations to ollow. Contact

VOLAN AMUSEMENT CO.

toxahala Park Phone 7937

Zanesville, Ohio

Iders, both male and female; Ticket Sellers or long season and all winter's work in Cuba ith Thrill Show. Betty Lee Allen, Travis Ward, Jack Crawford, answer.

SAMMY LOWREY

c/o Johnny J. Jones Show Salem, III.

Starting COOPERSVILLE, AUG. 5. ating and Drinking Stands and any 10¢ Concession.

SAM GOLDSTEIN

dcKeesport, Pa., this week; Coopersville, Mich., next week.

## FUR SALE

Candy Floss Machine, double head hi speed, perfect condition, \$150.00. Also one single hoad machine, \$140.00. Need Agents for Hot Dog and Floss Outfits.

S. E. MERONEY

Fair Grounds

Great Falls, Montana

## FOR SALE

ide in good condition, new center cover, reen lighting, 15 h.p. 3 phase slipring motor. Now operating in park. Write

G. H. DREW

319 Lake St.

Elmira, N. Y.

f married can place wife. Salary and percentage to sober, reliable man for taking charge.

Peerless Celebration Amusements

Duncanville, Penn.

Will sell "ex." on Bingo. Playing all Fairs and Celebrations. Can place Stock Concestions of all kinds. Also Second Men on all Rides. Address:

MASON CITY, ILL

## JACK MURPHY

WANTS

Whitey, contact me. Rozeville, Ohio, this week.

YOUNG'S AMUSEMENT COMPANY WANTS

there Concernious except Ball Games and Proposition, sold on Bings and Grah, Kenny Eszel, contact carl Young at once. Playing only the best in Micharitions and Fairs in Illinois and Iowa. Can be present Mechanical Show, any Show of merit. Wire Chalmers Quigley, o/o Young's Amusement Company, Hamstor, Ill., Annual VFW Colebration, July 28-31; Eric, Ill., Homecoming, Aug. 4-7.

## **NEW POLICY** NEW POLICY

CAN PLACE FOR OPEN MIDWAY

Concessions of all kinds, except Popcorn, Bingo and Percentage. Good opening for choice Wheels, Grind Stores and Arcade.

Hanky Panks, come on.

HEADING FOR THE GULF AND OUR FAIRS

Will place Snake Show, Mechanical Show, Motordrome and Grind Shows with own equipment at 25%.

Brownie can use Working Acts for Side Show.

Dancing Girls . . . Talkers . . . Ride Help . . . Wanted.

Address

FRANK W. PEPPERS, Gen. Mgr.

Peppers All State Shows, Elizabethtown, Ky., this week.

PRESENTING "THE SHOWS OF SHOWS"

In heart of town. First one in this year, with the Greater Welrwood, Va., Colored Fair to follow.

Five big days and nights. The biggest Fair on the Eastern shore.

Can place Concessions of all kinds. French Fries, Grab, Novelties, Custard, Candy Fioss, Snecone, Photos, Fish Pond, Penny Pitch, Ball Game, Shooting Gailery and a few choice Concessions open. Will book any worth-while Grind Shows. Will book Rolloplane, Spittire or Comet balance of season. Pete Joseph, can place your Rolloplane and Concessions; join at Leesburg. Tom Joseph, set in touch with me; will book your Spitfire. This is the big one. Fairs from then on. Watch for fair routes next issue, Want Colored Performers and Musicians, mlary paid out of office. Carl, trumpet player, get in touch; Joseph Brantly, get in touch. Want Chairplane and Octopus Foremen and Second Man, top salary, long season south. Mrs. Harrison wants Ball Game Agent. All mail and wires to Frank Harrison, Owner-Manager, Winchester, Virginia; then as per route.

HARRY SCHRIEDER More.

ERANK HARRISON HARRY SCHRIEDER, Mgr.

LAHOMA, TENN.,

CONCESSIONS—American Palmistry, Bingo, Custard, Penny Arcade, Popcorn, Floss and Candy Apples. Any 10s Concessions only. RIDES—Tilt, Rolloplane, Flyoplane. Want especially Kiddie Rides, SHOWS—Motordrome, 10-in-1 or any Show with own equipment not conflicting. Want Duncing Girls, Boxers and Wrestlers. Ticket Takers and Talkers. Office paid. Special! Can place small Rodeo for twelve (12) Southern spots and all winter's work. Mary and Shorty Nichles, Dixie Lee and Chuck, Shim and Ann Yelton, important. Contact Manager, All address:

JOHNNY J. CARUSO, Owner & Manager, Tullahoma, Tenn., this week.

P.S.: David Sermour, Curley Nelson and Chuck Lavine, contact James Cole. Fred Webster is no longer associated with this Show.

## HAPPY HOLIDAY SHOWS

MICHIGAN'S MODEL MIDWAY

LEADS AGAIN

Big Labor Day Celebration sponsored by CIO Lansing United Council. 20,000 to 30,000 gathering.

Will book Rides and Shows and Concessions that work for stock. Twin Lake, Mich., Muskegon County, July 28-31; Barryton, Mich., Aug. 2-3; Marion, Mich., Aug. 7; Potterville, Mich., Aug. 13-14. Address:

HERBERT SIMPKINS, Owner and Mgr. TWIN LAKE, MICH., THIS WEEK

Want Hanky Pank Concessions, \$12.50 a week. No flats. Will sell "X" on Photos, Diggers, Candy Floss, Candy Apples, Grab, Long or Short Range Gallery and Penny Arcade. Can place any independent Shows or will furnish outfit for 10-in-1, Half and Half, Snake Show, Good proposition to Octopus, Tilt or Rolloplane. Have 10 Fairs (not pending) in Mississippi and Alabama, Can place A-1 Merry-Go-Round Foreman for Parker 3-Abroast, Ray Hickman, Melvin McGee, wire. Top salary,

Bomis, Tenn., this week. Jackson, Tenn., Colored Colebration, week Aug. 2-9; guarantee of 20,000 colored people. Lexington, Tenn., to follow; then Fairs.

P.S.: Have Bingo and Tractor and Semi for sale or will turn over to operator.

## H. & H. SHOWS

Want for line of Still Dates and Fairs-Concessions, Side Shows and a little P.C. open. Especially interested in Bingo and Sit Down Grabs. Ride Help for Ridee-O and First Man for Ferris Wheel. Salary no object if you can open Monday night. All replies to

W. (EDDIE) HORNE HICKORY, N. C.

## MODEL SHOWS, INC.

Want for 12 bona fide Fairs, starting Knoxville, Iowa, this week, Stock Concessions of all kinds and Concession Agents. SHOWS-Fun House, Snake, Animal, Mechanical or any Show of merit. RIDE HELP-Octopus Foreman and Second Men on all Rides, RIDES-Train. Pony, Rolloplane and Kiddle Aeroplane. Frank Bennets, get in touch at once. Address:

JOHN L. ROBINSON

Knoxville, Iowa, Fair, this week; Central City, Iowa, Fair, next week,

### STREET CELEBRATIONS

113

Geek Show; have new banners and top. Two Second Ride Men that drive.

CONCESSIONS-Hanky Panks of all kinds Dark Room Man wanted. Girls, wire Dick Hyland, Ball Game Girls, wire.

Following on the Streets: Mt. Olive, this week; Lawrenceville, Roodhouse, Rantoul; all Illinois. Then south for string of Arkansas, Louisiana and Texas Fairs.

## WANT

Man for Chocolate Dip Ice Cream Bar, capable Man for Guess Your Age.

### AL BAYSINGER

Care Imperial Expo Shows

Beardstown, Ill., this week; Chippewa Falls, Wis., Fair, next week.

## WANT

A-1 CATERPILLAR RIDE FOREMAN for 1947 model in perfect condition Good salary and percentage

> to the right man CARL HANSEN

c/o Imperial Exposition Shows Beardstown, III,

Three more Girls to strengthen two Shows for the Fairs. Neat appearance and dancers essential. Wire or come on.

RAY AYERS

c/o World of Today Shows Waterloo, Iowa, this week; Faribault, Minn., next week.

## WANT

Mind Reader, Musical Act, Ticket Seller, Griddle Man, Side Show Working Act.

BILL CHALKIAS SNAPP GREATER SHOWS Slinger, Wis., July 26-30; Cedarburg, Wis., August 1-6.

1947 Spitfire, A-1 condition, with transporta-tion, complete \$7,500,00, 32-Ft. Parker Merry-Go-Round, new side wall, perfect condition, with transportation, \$5,500,00; 24-Seat Chairplane with transportation, \$1,700,00. All Rides and Trucks are in A-1 condition; come and get them. First come, first served. Can be seen in operation this week at 4100 Liberty Rd., Houston, Tex.

17 N. SAMPSON, HOUSTON, TEXAS

### **Best Stick Route**

On earth, Galva, III., on streets, this week; Marengo, lowa, Jublice, follows; Manchester, lowa, Free Fair, next.

Want Athletic Show talent: Wrestlers, Boxers, Acts for Sids Show, Agents for Straight Wheels, P.C. Dealers, Basket Ball, Cat Racks, Watch-La, Picture Gallery, Novelty or Novelty Jewelry open. Mechanical Show, join immediately.

Dyer's Greater Shows

## GRACELAND GREATER

WANT GENERAL AGENT

who knows his business.

ROSEVILLE, OHIO, THIS WEEK.

Or Tattoo Man in Fairs and Celebrations now for

LUCKY DARNELL

CENTRAL STATES SHOWS

Wire or call Jewell, Kansas, July 26-28; Lincoln, Kansas, July 29-31.



Neon Lighted From Front to Back

FAIRS

FAIRS

FAIRS

Want Jewelry, Photos, Rotaries, Penny Arcade. Need some Kid Rides for fairs, such as Pony Ride, Kid Auto and Kiddie Aeroplane. Want American Palmistry. Must be American born. Want Snake Show, Wild Life, Mechanical City and Girl Show. Marvelous opportunity for Motordrome. Will positively clean up at these fairs. Will book Spitfire. George Malcomb, you did not pick up telegram. Phone me or wire, Sabraton Fire Dept., Sabraton, W. Va.

Want Spitfire Foreman, \$75.00 a week.

Seven fairs in West Virginia, starting at Marlinton, week Aug. 9, then Sutton, Clay, Webster Springs, Summersville, Belington Free Fair and Philippi Free Fair, then south.

This week, Sabraton, West Virginia; Davis, W. Va., Aug. 2 to 7.

## JOHNNY J. DENTON UNIT NO. 2

Will carry nine Rides and seven Shows. Can place Men for Fairs on Twin Wheels and other Rides. Want Man to take charge and operate huge Army Searchlights. Following people contact: Bud and Mary, Sandy West, Doc Carpenter, come on. Mrs. Bailey, contact, Tom Hale, contact Norman Anderson. Jack Renfro, Mr. Carter and Mr. Smith, set in touch. All address:

BOB ANDERSON, Manager, or FRED WEBSTER, Business Manager, Richmond, Ky., this week.

Robertson Bros. combined with Anderson's Greater to form gigantic unit of 12 bons fide Fairs, starting with the Great Shelby County Fair, Shelbyville, Ky., next week. Have opening for few more Stock Concessions and a few choice Concessions. Hi Striker, Jeweiry, Novelties, Custard, Long and Short Range Shooting Galleries, Mug Outfit, Shows—Can place any Show with own outfit. Want Fat Show, Midget Show or Motordrome. Have complete outfit for Geek or Snake Show and second Girl Show. Want capable operators.

## GRACELAND GREATER SHOWS

Want for Downtown Newark, Ohio

RIDES-Kiddie Auto and Kiddie Airplane. SHOWS-Side Show, Illusion, Snake or any Pit or Platform Show that can get the money. CONCESSIONS-Custard, Ice Cream, Diggers, Pan Game, Novelties, Age and Scale, Long or Short Gallery, Country Store and Concessions not conflicting. RIDE HELP - Merry-Go-Round Foreman, also Second Men on all Rides. All replies to

HARRY ALKON

Roseville, Ohio, on streets, this week

## CANDY BUTCHERS

Candy Stand Men, Novelty Men and Seat Butchers. I have eleven big weeks, opening Springfield, Ohio, Elks' Circus, August 2nd; then Milwaukee Centennial, Michigan State Fair; Hutchinson, Kansas, Fair; Midsouth Fair at Memphis and Texas State at Dallas. I hold exclusive rights on Terrell Jacobs Circus and Ray Marsh Brydon's Shows on the above dates for all Items. Men joining at Springfield will be given best considerations.

P. O. Box 56, Bloomington, Ill., until July 28th; then as per route. Phone 5026-9.

## SOUTHERN VALLEY SHOWS

FOR LONG STRING OF FAIRS STARTING AUGUST 2

CONCESSIONS of all kinds, including Scales, Age, Balloon Darts, Novelties, Watch-La, Penny and Nickel Pitches, etc. SHOWS—Want 10-in-1 with own outfit. Mary Glen wants Girls for Dancing and Posing Shows. Wrestlers and Boxers for Athletic Show, Marty Michils wants 2 Skillo and 2 Grind Store Agents. Want to book Spitfire Ride, WIRE OR WRITE

EDDIE MORAN

SOUTHERN VALLEY SHOWS, Pocahontas, Ark., this week; Mansfield, Mo. (Fair), August 2-7; Houston, Mo. (Fair), August 9-14; Mammoth Spring, Ark. (Fair-Reunion), August 16-21.

Bingo, Electrician, Ride Help, Agents of all kinds, Cook House Help, Banner Man, Front Entrance Man. Book Stock Stores, one Grind Show, one Ride not conflicting. Lawrence Woolever wants Girls for Girl Show.

Uptown, Syracuse, Col., July 26-31

## WANTED-EXPERIENCED SLUM STORE AGENTS-WANTED

Wonderful Fair route. No drunks. Experienced help, contact me,

CLIFF BAMMEL

Hennies Bros.' Shows, Milwaukee-Madison, Wis., this week; then Springfield, III., Fair,

#### ORANGE BLOSSOM SHOWS

Want for the following Fairs: Dunkirk, Ohio, Aug. 5 to 7; Ridgeway, Ohio, Aug. 11 to 14; Fairslew, Ind., Aug. 18 to 21; then two more spots; then South for the winter.

CONCESSIONS—Ball Games, Photo, Shart Hange, Pitch-Till-U-Win, Novelties, Darts, Huckler Buck, String Game, Bumper, Ire Cream, or any Stock Concessions. Will book clean American Mitt Camp, RIDES—Pony Ride and Marry Go-Round. SHOWS—Any Grind Show with own outfits. Ride Help on Wheal, Swings, Kiddle Auto.

This Show Plays Ohio and Indiana until Labor Day, then all the way down to the Orange Groves. If you want a long season, join now. All wires, no phone, to Mechanicaburg, Ohio, this work.

A. P. Hinnant or W. H. (Bill) Myers

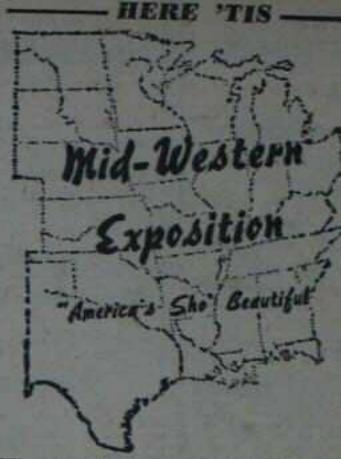
P.S.: Frog. Bill Mayers said come on

### WANT

Rides - Titt, Octoput. Roll-o-Plane, Spitfire, Kiddle Autos and Planes, Pony Track.

Shows -- Side Show, Drome, Fun or Glass House, Fat. Need Talent. and Managers for complots Girl and Athletic Shows, Place Arcade and Grind Shows.

Remember-We feature Free Acts with a Free Gate. Booked solld till Dec. 1st.



### WANT

Concessions - B Pop Corn, Diggers, Snew, Photos, Gook or Grab, Custard, ry, Fish or Duck P. String, Striker, Lan Short Range Calle Palmistry, Nail 84 Midway open. One

Help and Agents Penny and QI Pitches, Ball Qu Jingle Board, Perage, Color, One D Age and Weight. Br ets, Rolldowns, Still Office owned and erated. Truck Orl and Ride Help.

### ROUTE-FAIRS AND CELEBRATIONS

Fire Dept. Street Celebration, Woodburn, Ia., Aug. 6 and 7; Jackson County Fair, Maquoketa, Aug. 8 to 11; American Legion Street Celebration, Galva, Ia., Aug. 12 to 14; Lions' Club St Fair, Waynesville, Mo., Aug. 18 to 21; Gentry County Fair, Albany, Mo., Aug. 23 to 28; We County Fair, Grant City, Mo., Sept. 2 to 4; Conway County Fair, Morritton, Ark., Sept. 13 to 1 Lawrence County Fair, Imboden, Ark., Sept. 30 to Oct. 2; Jackson County Fair, Newport, Sept. to 25; Mercer County Fair, Princeton, Aug. 30 to Sept. 1. NOTE-Our Mississippi, Louisiana Texas Fairs and Celebrations will be announced upon completion of the above-named Fairs. Was for this forthcoming star route. Nothing to compare. All wires and correspondence to

OCTAVIO PEDRERO Gen. Representative

Moulton, Iz., Celebration NOW, City Streets, followed by Agency, Iz., Aug. 2 to 4.

TED WOODWARD

Owner & Gen. M.

## CAN PLACE-CAN PLACE

Fourteen more bona fide Fairs to go

Will sell exclusive on Long-Range Lead Gallery: Walter King, wire. Why play still dates when you can play fairs under shade trees in old Kentucky. All Concessions open. Good opening for Scale, Age, Fish Pond, Ball Games, Coke Bottle, Cork Gallery, and what have you. No shows or rides needed. Ted Fisk, wire.

## JOHNNY J. DENTON SHOWS

Downtown Lexington, Ky., this week; Russell Springs, Ky., Fair follows

FLASHY PLASTER SOME NEW SENSATIONAL NUMBERS

Packed Picked Up Packed Picked U DECK BROTHERS

3840 ASHLAND

NEWSTEAD 2058

ST. LOUIS 7. MO

## KUNTZ BROS.' SHOWS

FEATURING THE GREAT BERSON! Ten office-owned Rides. Want for three big still dates: July 21-31. Greenwood Lake, Vacation Land August 2-9, Greenport, Long Island: August 11-17, Goalen, N. Y.: August 17 week of Hambletonic Fair Races, 60,000 to draw from Cars given away all spots. Will book Frozen Contact. Hall Game Bingo, Hi Striker, Age, Scales, Bladet Pitch, French Fries, Snow Ice, Coke, Add Em Up, Pan Blowe String Game, Penny Pitch, Cigarettes, Hoop-La, Bowling Alley, Cane Rack, Photos and any Consense and conflicting. All reply to

### WANT FOR NUMBER TWO UNIT

AL KUNTZ JR. AS PER ROUTE BY TELEGRAM ONLY

Help for Ferris Wheel, Merry-Go-Round and Chairplane. Good salary, long season. Must be sober and reliable. Want Concessions of all kinds not conflicting with what I have. The show carries three octs. No gate. All apply:

SAM TASSELL SHOWS

5839 WALNUT STREET

PHILADELPHIA, PA

vnohee meteral

## SUNSET AMUSEMENT CO.

Tilt and Octopus Foremen. Can use Helpers on Rides, must drive semis, \$35.00 and \$40.00 per week. Must join Thief River Falls, Minnesota, by July 30.

## CONCESSION AGENTS WAN

For Milk Bottles, Dart Games, Hoop-La, Cork Gallery, Fish Pond and Clothes Pin Store Drunks and agitators, do not answer. Playing Minnesota and Iowa Fairs and then south

EARL TAUBER

c/o Sunset Amusement Co., Thief River Falls, Minn., July 28-Aug. 5.

## HUNTINGTON, IND., CENTENNIAL CELEBRATION

AUG. 23-28, on the Downtown Streets.

We hold contract for all Rides. Shows and Concessions for the above event, which should be one of the largest celebrations of the 1948 season. All civic and other organizations are co-operating and plans are being made for 75,000 visitors.

WANT ALL KINDS OF LEGITIMATE MERCHANDISE AND CATERING CONCESSIONS. NO EXCLUSIVES. POSITIVELY NO GRIFT, MONEY GAMES OR GYPSIES. HAVE OPENING FOR FIRST-CLASS PHOTO, JEWELRY OR ANY SALES CONCESSIONS. CAN PLACE DEMONTRATORS. GADGETS, SCOPES OR ART. SPACE IS LIMITED BUT PRICE WILL BE IN KEEPING WITH PRESENT CONDITIONS. STATE ALL IN LETTER OR WIRE.

SHOWS: Have two lots available for use of clean Legitimate Shows or can use Shows that can set on street. Particularly want Fun House, Glass House, Motor Drome or any Show not conflicting with Midget or Monkey Show. Positively no Girl Shows.

RIDES: Can place one or two Major Rides not conflicting with Wheel, Merry-Go-Round, Tilt, Octopus or Roll-o-Plane. Can use Live Pony Ride. All Rides, Shows and Concessions can et up Sunday. Address all communications to:

TOM L. BAKER, Baker United Shows

Noblesville, July 26-31; Fowler, Aug. 2-7; Delphi, Aug. 9-14; Winimac, Aug. 16-21.

P.S : Can use Concessions and Shows for above spots.

## MODERN MIDWAY"

Can place for following dates, all in Indiana: American Legion Fair, Fowler, August 3-7; Annual Home Coming, Delphi, Aug. 10-14; Pulaski County Fair, Winimac, August 17-21; Centennial Celebration, Huntington, August 23-28,

CONCESSIONS-All kinds legitimate Merchandise Stores, no exclusives. NO RACKET. NO GYPSIES. Can place catering Concessions for Huntington. SHOWS-Any Shows of merit with own outfits and transportation not conflicting with Monkey or Midget Show. RIDES—Can place one or two major Rides for Huntington only. HELP WANTED—Can place Second Men on all Rides-must drive and have license. If you drink, please save my time. Also other useful Help wanted. Charley Eakin wants Talker for Jungleland Show. Must know snakes and monkeys. Art Noble wants useful Help around Midget Show.

Address all communications this week to Noblesville, Indiana.

Can Place for Johnstown, Pa., August 2-7

RIDES-Merry-Go-Round, Chairplane, Octopus, Autos, Trains or other Kid Rides.

SHOWS-Organized Side Show. Have new top and banners. Rider-Manager for office-owned Motordrome. 50-50 proposition.

Concessions of all kinds, Popcorn starting next week. Harry Johnson can place Griddle Man and Waiters for Cookhouse.

Want Ride Help that drives semis. Address

SAM GOLDSTEIN

McKeesport, Pa., this week.

For Marcus Hook, Pa., Ten Days, July 28 to August 7-School Grounds, Center of City

Want Concessions, Ride Help and Foreman. Long season South, Pocomoke City, Md., Aug. 9 to 14: then the big one, Tasley Fair, Aug. 16 to 21. No exclusive at this fair, FOR SALE-Kiddy Auto Ride, Rocket and Terrapiane, Mangels eight-car Whip, priced to sell. For unit No. 2-Haverstraw, N. Y., auspices Elks on Elks' grounds. Want one major Ride. All Concessions open week Aug. 2 to 7. Pop Corn, Candy Apples, Diggers, Rotarys, Ball Games, Pitch Games, Penny Pitches, Hoop-la, Merchandise Wheels, Candy Floss, French Fries. No grift. This week Roseto, Pa.; Marcus Hook, Pa., 10 big days and nights, July 28 to Aug. 7; Haverstraw, N. Y., Aug. 2 to 7. Awards every night. De luxe Plymouth car awarded Saturday night, All address

HARRY HELLER, General Manager

Marcus Hook, Pa., this week; then as per route.

Rhinelander Free Fair, Aug. 12th-15th; Eagle River, Aug. 18th-22nd; Iron River Free Fair,
Aug. 23rd-25th; Forrest County Free Fair, Aug. 26th-29th.
One major Ride not conflicting with Merry-Go-Round, Wheel, Caterpillar, Chairplane; one
Kiddy Ride, one Grind Show, also a few Concessions. Address all answers to

P.S.: Wanted-Merry-Go-Round and Wheel Foremen.

### COOKHOUSE FOR SALE

Beautiful modernly equipped 27x30 ft. outfit. Complete kitchen on special built truck. Equipped with two griddles, buttle gas, three new ice boxes, I new deep freeze, deep fat fryer, coffee urn, large burners for cooking, hot water, sink, fans, dishes, pots, pans; in fact, everything. Counters and stools, tables and chairs and brand-new top. Must leave road reason for selling. Now in operation and can be booked on same abow. Must see to appreciate. Reasonably priced.

D. M. SIMMONS, c/o Johnny Tinsley Shows Atlanta, Gz. next week, 914 Gregory St., Greensboro, N. C.

## WANTED-C. A. STEPHENS SHOWS

CONCESSIONS—High Striker, String Game, Jewelry, Age, Scales, Six Cat, one neatly framed Count Store, Diggers, Mitt Camp. No phones, please. Will book one Percentage Table with one Stock Store. SHOWS—Ticket Sellers for Snake and Side Show, Girls for Girl Show. RIDES— Place A-1 Truck Ride or Tilt.

C. A. STEPHENS

laeger, W. Va., this week; then as per route.

### WANT For WANT HASTINGS, PA. COUNTY FIREMEN'S CON

AUGUST 2 TO 7

With Other Firemen's Celebrations To Follow

CONCESSIONS-Cork Gallery, Lead Gallery, Hoop-La, Basket Ball, Dart Balloon, Fish Pond, Bowling Alley, Huckley Buck, String Game, Shoot-the-Bee, Bumper or any other legitimate Concession working for stock. No grift. Due to disappointment have an excellent opportunity for Lunch Stand and X on Bingo.

SHOWS-Can place A-No. 1 Shows with own outfits; Minstrel, Monkey, Wild Life. etc.

RIDE HELP who can drive needed on all eight office-owned rides. Address all answers to

THOMPSON BROS.' UNIT NO. 2

Coudersport, Pa., July 26 to 31.

# Brighest Midway

WANT RIDES not conflicting. Good opening for Flat Rides, Rolloplane, Octopus, Tilt-a-Whirl. Place Miniature Railroad, Pony Rides. Place Shows not conflicting. Working Acts for Side Shows. Good opening for Motor Drome, Penny Arcade. Place Concessions-Hanky Panks, Photos, Glass Pitch, Bowling Alley, Bumper, String Game, Jewelry, Waffles, Basket Ball, Coca-Cola Bottle, Balloon Darts or any Concession not conflicting. Ride Help-Must drive semi. Write or wire

JOHN GECOMA OF L. C. HECK

Rochester, Pa., this week; Farrell, Pa., VFW Celebration, week August 2nd; Tyrone, Pa., Central Firemen's Convention, week August 9th; then Fairs.

## PENN AMUSEMENT CO.

WANTS FOR ADAMS COUNTY FAIR, ABBOTTSTOWN, PA., AUG. 17-21.

CONCESSIONS-Bingo, Custard, Fish Pond, Duck Pond, French Fries, Pitch-Till-You-Win, Novelties, Arcade, High Striker, Long and Short Range Galleries.

SHOWS-Complete Girl Show with own equipment. Girls, contact Jack Donahue for No. 1 Show. Want Snake, Monkey, 5-in-1, and others.

RIDES-Can use Ferris Wheel week of August 27.

Contact MEL SOBER, Mgr.

WEST BERWICK, PA., JULY 26-31; WORMLEYSBURG, AUG. 2-7.



ATHLETIC SHOW MANAGER, ELECTRICIAN, BILLPOSTER, SIDE SHOW MANAGER WITH SOMETHING FOR INSIDE, WE HAVE COMPLETE FRAME-UP. ALSO WANT FUN HOUSE, GLASS HOUSE, GRIND SHOWS. RIDE HELP AND WORKING MEN IN ALL DEPARTMENTS. Blackwell, Oklahoma, Harvest Festival, July 26-31. Lawton, Oklahoma, Birthday Celebration and Rodeo, August 2-7. Anadarko, Oklahoma, Indian Exposition and Fair, Aug. 16-21. Address: Blackwell, Okla., this week.

## WANT WANT

All kinds Hanky Pank Concessions. Want small Cookhouse or Sit Down Grab. Have several Fairs in Virginia. First Fair starts middle of August. Bingo, Popcorn, Novelties, Mug Outfit and P.C. sold. Earl Linville wants Hanky Pank Agents, one P.C. Dealer. Big Bamma and Dick Gillam, come on.

HAVE SIX RIDES—RIDE MEN WANTED

First and Second Men for Octopus. First and Second Men for Smith & Smith Chairplane, Second Man for #5 Wheel. All must be semi drivers. Must be sober and reliable, no drunks. All reply to

> TROY E. WILLIAMS WILLIAMS AMUSEMENT CO., Clinchport, Va., this week.

### FOR SALE ONE COMPLETE POPCORN, CARMEL CORN AND CANDY APPLE TRAILER

16 feet long by 7 feet wide. Very strong angle iron under frame and well built all over. Equipped with one Cretor corn popper, one Burch carmel corn outfit including dry corn popper, carmel kettle and drying table. Both poppers operated by bottled gas, and one candy apple equipment operated by gasoline. All the appurtenances necessary including a good stock of supplies.

Phone Weston, W. Va., 740 or 1103-J. or write:

RICHARD L. CAIN

809 WALNUT ST., WESTON, W. VA.

### LONE STAR SHOWS

Want Ride Help for Merry-Go-Round, Super Roll-o-Plane, Tilt and Octomus, Chairplane, Speedway Ride, Want Mechanic that can keep Speedway Cars in running condition. Want Concessions of all kinds for New Carlisle, Ind., Aug. 3-7; Three Rivers, Mich., V. J. Celebration, Aug. 11-16.

Plenty of Fairs to follow.

Have 2 Speedway Rides, one for sale with new Wisconsin engine. Chairplane also for sale with Eliclutch and power unit. This ride in A-1 condition. Will sell for \$800,00. One G.L 10-Wheel Truck with winch and semi trailer, 18-ft. Van, for \$600,00. Chairplane, Truck and Semi for \$1,200.00 if sold next ten days. Address all mail and wires to:

J. R. McSPADDEN

La Porte, Ind., July 24 to Aug. 1.

## CARNIVAL WANTED

Good clean outfit, one week stand, August 15 to 21. Yearly event. Wire

STAR CAYWOOD, Sec. SPANISH PEAKS FIESTA ASSN.

Walsenburg, Col.

## WANTED

Rides of all kinds, Side Show Attractions, some Concessions, no Bingo, for Mardi Gras Fountain Lake Carnival, Hot Springs, Ark. This will be an annual event. All State advertising radio and poster. Fireworks display on Sept. 6th. Contact

W. C. (BILL) BROCK

## FIREMEN'S FALL FESTIVAL LENA, ILLINOIS September 9, 10, 11, 1948

WANTED

CONCESSIONS, CAMES and SHOWS

H. V. WALES, Secretary LENA, ILL.

For Big Fall Festival and Two-Day Rodeo Celebration, 90-year anniversary of Chetopa, Kansas, starting Sept. 2nd, 3rd, 4th and 5th, Please contact

LEO M. THOMAS

Chetopa, Kansas

Phone =1199-F3

For Northern Indiana, Aug. 4-5-6-7. Four or Five Major Rides and 30 or 40 Concessions

Wire - Write - or Phone TOM BELL

Knox, Indiana

Phone 5257

### WANTED For Petersburg, Tenn. COLT SHOW

SEPT. 6th to 12th. A small Carnival, from 3 to 4 Rides, 2 or 3 Shows, and 15 or 20 Concessions. No Flat Outfits, Girl Shows or Cypsies. Address all mail to:

CLAYTON SCOTT—Sec. PETERSBURG, TENN.

## Entertainment Committees!

Looking for something different in entertainment? I have a few open dates for my unusual 1 1% hr. attraction for your Celebrations or Conventions, indoor or outdoors. Can also supply small unit for banquets or smaller affairs. Labor Day open.

MEL HUMMITZSCH 1943 N. 19th St., Sheboygan, Wis. Ph. 5102

Or Concessions and Free Acts for Sept. 3-4, 1948. JACK W. THOMPSON, PRES.

DAVIS COUNTY REUNION. Drakesville, Iowa

PREE ACT AND GAME CONCESSIONS—FISH POND, SHORT RANGE GALLERY, ETC.

At Sesqui-Centennial, Grove City, Pennsylvania HERMAN M. RODGERS, Grove City, Pennsylvania

#### WANTEDID

A Carnival for one week, last week of August, any week in September. Painters' Local Union 647.

CHARLES F. HUFFMAN Committee Chairman 2907 S. FLORENCE ST., MARION, IND.

## SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

### Program-Kid Tie-Up Spurs Springfield Jaycee Show

SPRINGFIELD, Ill., July 24. -Jaycee's third annual Hippodrome Junior Chamber of Commerce Fiesta Thrill Circus will be held in Lanphier | will be held here August 17-22 at the Baseball Park here July 28 thru intersection of Avalon Boulevard and August 2.

Programs are being sold in advance at 25 cents at local retail stores. Each page is divided into spaces, each space representing a circus act, animal or performer. This takes the place of the usual advertising but with the firm's name sponsoring the space in small type. Children of grade school age are asked to color the 36 Midway for Sanborn Event pages in a contest closing in September with Shetland ponies and bicycles as prizes to winners. Program idea and concessions, free acts, sports was created and sold by local Morri- events, and afternoon and evening son Advertising Agency.

Bros.' and Dailey Bros.' circuses, Gem reports F. H. Harder, of the advertis-City Shows and World of Today ing and publicity committee. Free Shows in Springfield April thru June, watermelon will be served and an it will be interesting to see the final enlarged grain show will be sponresults of this year's Jaycee show, sored in connection with the event. Mills Bros., sponsored by the Harvard A. C. Dietz is secretary. Park Dad's Club in May netted the local dads around \$1,500. This has Hyattsville Cele August 5-7 been the only outdoor attraction showing satisfactory profit so far this season.

McGivney Council, Knights of Co- the feature acts. Stock will be suplumbus will stage its annual carnival August 20-28. Proceeds will be cer A. Stine will be in charge of conused for a building fund.

### Wilmington, Calif., Fiesta Scheduled for Aug. 17-22

WILMINGTON, Calif., July 24 .-G Street, according to J. W. Jensen, fiesta manager. Lot has been donated for the event, Jensen said.

Lloyd Desmond, general chairman, said there will be continuous entertainment thruout the fair's run and that local retail and manufacturing exhibits will be among the features.

SANBORN, Minn., July 24.-Rides parades are planned for the August With poor crowds attending Cole 26 Watermelon Day Celebration here,

HYATTSVILLE, Md., July 24 .-Hyattsville Volunteer Fire Department will hold its rodeo here August Danbury K. of C. Sets Dates 5-7, with matinees the last two days. Everett Daniels and his horse, the DANBURY, Conn., July 24 .- The Great Speckled Bird, will be one of plied by Radie Evans's ranch. Spencessions.

### WANTED

CARNIVAL OR INDIVIDUAL RIDES

SEPT. 6 TO 11 INCLUSIVE LIONS CLUB, SPONSOR

WE HAVE GOOD PARK, PLENTY OF PEOPLE. CENTER OF COAL FIELD. Contact Chairman at once

ARTHUR S. ELSON LINTON, IND.

WANT BILLPOSTER: MUST POST PAPER.

Want ALL KINDS of Side Show Acts, Tattoo Artist, Mentalist, Magician and other good Attractions.

Want Girls for Girl Show. Want good Cook House to join on wire.

LONG SEASON OF FAIRS.

Address:

ROCKPORT, IND., this week: BOONVILLE, IND., next week.

Wants Concession Agents for 10-Cent well flashed Stock Concessions. Prefer man and wife for Fish Pond that can stay awake and leave their knitting and magazines at home and stay

4 MORE GOOD STILL DATES AND 11 FAIRS

Mad Cody Fleming will book Custard and Bingo. No Jackpots. No Cypsies, Girl Shows or Lucky Boys carried by this Show. MAD CODY FLEMING SHOWS

OCILLA, GA., this week.

### WANT

WANT

2 OR 3 RIDES AND 2 KIDDIE BIDES, OR WILL BOOK CARNIVAL FOR WEEK OF AUG. 30 OR SEPT. 5.

AMERICAN LEGION, James Rodgers

LILLY, PA. - PHONE 9863

## AMERICAN LEGION

AUGUST 7-8 WANTED

Rides of all kinds and Concessions. 25,000 to 35,000 attendance. Contact EDGAR DABLER, City Clerk, Spring Valley, III.

## BOOKING RIDES AND CONCESSIONS

for the

NATIONAL SWEET CORN FESTIVAL

September 23, 24, 25

At Hoopeston, Illinois, Contact

CHARLES P. FULLER, Jr. HOOPESTON, ILLINOIS,

Chairman, Rides and Concessions.

## EDDIE L. WHEELER SHOWS

For BENTON, TENN., heart of town; COPPERHILL, TENN., next, the big one, Good opening for small Cookhouse or Sit-Down Grab, \$25.00 week, Penny Pitch, Hoop-La, Darts, Cork Gallery, Hanky Panks of all kinds, \$15.00 week. Will book any Show of merit with own transportation, 15 per cent of gross, Will furnish Tops if necessary. RIDES-Any that don't conflict.

All replies to: EDDIE L. WHICEIGR BENTON, TENN.

### CAPABLE FOREMAN FOR OCTOPUS

Salary \$75.00 per week. If you drink do not apply.

AT WAGNER

Cavalcade of Amusements Kalamaxoo, Mich.

For Ft. Wayne Fair, Sowing Machine Rah-Rah Hats, big Lollipops, Will book onpercentage. Apply to

C. M. MUTCHELL

Care Johnny J. Jones Shows, Salem, III.

### WANT RIDES

AMERICAN LEGION 3RD FALL FESTIVAL SEPT. 16, 17, 18 or SEPT. 23, 24, 25 Give details on Rides available. Contact:

RALPH CREIGHTON

ARMSTRONG, ILL.

## WANTED

Rides and Concessions for WATERMELON DAY, AUGUST 25 at Sanborn, Minn, Writer A. C. DIETZ, Sec.

Free Acts, Platform and Aerial, for

Sept. 9-10-11 ARCHIE McCASH

## Le Roy, III.

For Fairs and All Celebrations

WORLD FIREWORKS DISPLAY CO.

P. O. Box 635

Danville, IIL

BUSINESS MENERICA

## COLDEN GATE SHOWS

Want Bomper Outfit, Pish Pond, Dart, Hosp La, Ponny Pitch, Bail Games, Snow Balla, Muz Outfit, Mist Camp, Cig. Gallery, Lend Gallery, Bingo, High Stock Concessions. Come on Frederica Ry., July 26 to 91; then Eddyvilla, Ky. Come on, will book you. FRANK OWENS, Mg.

### EOR SALE

What Is R? Show Complete, ready to go, \$325.00. Warren, here's your chance,

### LEONARD TRACEY

c/o Majestic Greater Show, McKomport, Pa.

# RECORDS FALL AT CLEVELAND

## 40,000 Gate Sees 8 Race Records Set

Wallace, Latin Sidelined

CLEVELAND, July 24. - National competitions of the Roller Skating Rink Operators' Association of the United States at the Rollercade here, July 12-17, drew a record 548 entrants. In most classes competition was of a higher standard than ever before, largely as a by-product of the fact that entrants were all winners in regional meets. This solid background of competition experience served them in good stead in the nationals.

Attendance was approximately 40,000 for the week, with turnaways on two occasions, after the 3,000 seats and a full quota of standees had been admitted.

In senior ladies' speed skating Mary Lou Dauer, Cincinnati, smothered competition. In the senior men's events, while distances were skated in slower time than in past years, every race was hard fought and brought the gallery to its feet. There were fewer penalties and disqualifications than usual, and sportsmanship was at a high level.

A new brother team of national champions was developed at the meet -Orville Godfrey Jr. in senior men and Dale Godfrey in intermediate men. Sons of Orville Godfrey, owner of Arcadia Rink, Detroit, are slated to go into the service within two

months.

Eight national records were set, all in junior and juvenile classes. Ralph Conrad, Morey Skating Club, Pennsville, N. J., was a two-time winner, setting a new time of 18.4 in the one-twelth mile for Juvenile C boys in the final after reducing the old mark of 21.8 to 19.0 in the heat



### RIEDELL The Accepted Leader in SKATING SHOES

Riedell Sportshoe Co.

Berkeley 3, Calif.

## SKATING RECORDS

STANDARD DANCE TEMPOS Write for Complete List

SKATING RHYTHMS RECORDING CO. Santa Ana, Calif. P. O. Box 1835

## Cash on the Drumhead

CLEVELAND, July 24.—Here for the convention and national championships of the Roller Skating Rink Operators' Association of the United States, July 12-17, Irwin N. Rosee, of the New York public relations firm of News Alliance, stated that the article, URO'S Slump-Busting Institute (The Billboard, July 17), gave an erroneous impression. The article dealt with creation of the Roller Skating Institute of America, a public relations campaign designed to combat slumping roller rink revenues, and Rosee's firm has been appointed to handle details of the campaign. The institute, he declared, is a campaign in which all segments of the industry will take part.

"The idea," said Rosee, "originated a year ago with Victor J. Brown, Newark operator and a member of the RSROA board of control." It was launched this spring and broadened in a nonpartisan effort to combine the United Rink Operators, manufacturers and independent rink operators. Its function is to stimulate business in the industry thru powerful publicity forces. It is expected to begin

operation before the summer is over. "At its meeting here the 11 RSROA regional groups pledged \$10,000 for the campaign," Rosee reported. "The manufacturers," he said, "named Joseph F. Shevelson, of Chicago Roller Skate Company, as treasurer of the institute. The manufacturers, according to Shevelson, have pledged various amounts in support of the new

organization. "One of the most inspiring speeches delivered here at the convention was made by Brown, who emphasized the importance of putting forth nonpartisan efforts to sell roller skating to the public. He, too, pledged his support and that of the RSROA to the program. Brown pointed out that this campaign is for the general welfare of the entire industry and that he would support the program all the way."

Shevelson also emphasized the nonpartisan nature of the institute. "It is not sponsored by either rink association or any special manufacturer," he declared. "It is an institute organized to popularize roller skating, and all parties interested in roller skating have pledged their support. The institute will be backed by the RSROA, the URO, independent rinks and all manufacturers of skating equipment. The product sold will be roller skating, and everyone connected with the industry will benefit.

"The present slump in roller rink attendance must be stopped and the institute is in a position to create a skating craze. It is unimportant where the original idea was born of what separate

organization or manufacturers are backing the institute.

"Chicago Roller Skate Company will support the institute to the greatest extent possible. We are sure the other manufacturers will go along in this all-out effort to keep roller skating as the top participation sport."

record from 35.3 to 34.3.

In the junior boys one-sixth mile Paul Best, Doling Speed Club, Springto 31.1. In the Juvenile A boys one-Speed Club, Phoenix, Ariz., reduced Juvenile B boys 440 yards Arthur style performance in competition. Kerwin, William T. Brown Skating Club, Seattle, set a new mark of 48.6 against the old record of 50.1.

In the junior girls one-sixth mile Alice Plumb, Detroit, reduced the time from 33.2 to 32.8. In the Juvenile B girls 440 yards Phyllis Markley, Red Devil Speed Club, Dayton, O., bettered the old record of 50.6 by a 50.1 in the heat and a 49.6 in the final. In the Juvenile A girls one-sixth mile Sue Massey, W. W. Morrison Skating Club, Springfield, Mo., reduced the old 33.5 record to 33.2, altho she lost the championship in the final.

#### Disqualifications

Disqualification of two well-known skaters, Margaret Wallace, national senior ladies' champion, and Norman Latin, world's singles figure champion, who were also the world's pair skating champions, occurred during the convention. It was learned that both had signed contracts with Skat-

New and Used Rink Roller Skates Advise Make, Sizes, Condition and Quantity. Also Best Price.

JOHNNY JONES, JR. PITTSBURGH, PA. 51 Chatham St.

and also reducing the one-sixth mile | ing Vanities prior to entry in the nationals.

Ted Shufflebarger, San Francisco, former national senior figure-skating field, Mo., reduced the old 31.5 time champion, signed with Skating Vanities immediately following the nasixth mile Charles Webb, Rollerdrome | tionals. Harold Steinman, producer of the show, made the contact perthe old record of 33.0 to 32.0. In the sonally following the skater's free-

> Nancy Lee Parker, Mount Clemens, Mich., won the national senior ladies'

## RSROA Elects Ed La Venture As New Chief

1949 Events Go to D. C.

CLEVELAND, July 24.—Edward H. LaVenture, operator of Whalom Park Roller Rink, Fitchburg, Mass., was elected president of the Roller Skating Rink Operators' Association of the United States at the 11th annual convention of the association held at Cleveland Rollercade, succeeding William T. Brown, Seattle.

Other new officers are: Thomas S. Boydston, Lincolnrink, Lincoln, Neb., first vice-president; Edward W. Stollery, Rolladium, San Mateo, Calif., second vice-president; Harry J. Warner, Coliseum, Tampa, third vice-president, and Benjamin F. Morey, Eli Skating Club, New Haven, Conn., fourth vice-president. Fred A. Martin, secretary-treasurer since 1937, who had scheduled his retirement, has agreed to continue office on a pro-tem basis.

Elected to the board of control for three years were Phil Hays, Pallomar, Milwaukee; Hyatt D. Ruhlman, Lexington Roller Skating Palace, Pittsburgh, and William T. Brown, Seattle.

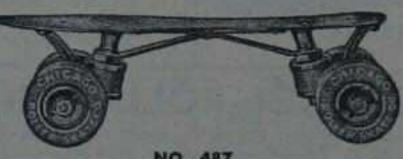
Drum-Beating Campaign

Action was taken to raise a fund of \$10,000 to underwrite the national publicity campaign. This was raised by subscription among individual chapters and members. The campaign will be handled by News Alliance of New York, under the personal direction of Irwin Rosee, assisted by Jerry Nagler. The campaign will be devoted primarily to an educational program to press, radio, television and other communication media upon background and activities in roller skating.

An association-wide insurance is being developed, it was brought out at the meeting. This is to develop an all-inclusive type of coverage for rink operators. Operators consider present (See RSROA Cleveland on page 118) | (See La. Venture Named on page 118)



NEW DANCE MODEL



NO. 487

Aluminum Plate and Hangers With Patented Steel Inserts. 10° Maleable Trucks

Light-Strong-Free Action-Smooth Rolling The Skate Supreme for Dancing

CHICAGO ROLLER SKATE CO.

Manufacturers of All Kinds of Roller Skates

4427 W. Lake St.

Chicago 24, Ill.

## FOR SALE PORTABLE RINK

50x135, second season up. Excellent floor and tent, 225 pr. new Chicago skates, 60 W. amp, and 6 speakers, new grinder, portable concession stand, Good location and business. Must be seen. Price \$8000.00.

WIGWAM ROLLER RINK

Madison, Wis. Phone: Fairchild 2475-M

STEEL CASES (Metal Over Wood)-

Asserted color combinations. Finest made, 25.64 Dor. Sample \$2.47.

\$25,64 Doz. Sample \$2.47.

\*\*ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50.

NOW \$35.00 Doz. Sample, \$3.00.

L & L PRODUCTS

7018 Glenwood St. Chicago 26, III.
Distributors of Helser Products, Midwest and Skating Rhythm Records, Champ Skate
Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc. Write for pelos list:

## RINK & BALLROOM

Crystal Showers, Spotlights, Motor Driven Color Wheels, New only, Order now for early delivery.

812 W. Spruce St.

253 W. 14th Street New York 11, N. V.

THE PLASTIC RINK SURFACE

PERRY B. GILES, Prot. Muskegon, Mich. Currecrest, Inc. Muskey Originator and Sole Distributor.

## RSROA Cleveland Meetings Set Flock of New Records

figure-skating championship at the unprecedented age of 12, duplicating Sonja Henie's record on ice.

Speed championships were established this year in each event for the first time, as well as the over-all winner for each class as in the past.

#### Race Results

Senior men, 440 yards: Orville Godfrey Jr., Arcadia Speed Skating Club, Detroit; Edward Ahern, Rollerland Skating Club, Oakland, Calif., and Steve Bromjak, Rollercade Skating Club, Cleveland, 880 yards: Harold Wyant, Red Devils Speed Skating Club, Dayton, O.; Orville Godfrey Jr., Detroit, and Steve Hromjak, Cleveland. One mile: Same winners as in 880 yards. Two miles; Steve Hromjak, Cleveland; Orville Godfrey Jr., Detroit, and Harold Wyant, Dayton. Five miles: Same winners as in two-mile event. Senior ladies, 440 yards, 380 yards and one mile, identical for all events; Mary Dauer, Sefferino Skating Club, Cincinnati; Evalyn Olsen, Auroraland Skating Club, Oakland, Calif, and Lorraine Demian,

Intermediate boys, 440 yards: Dale Godfrey, Arcadia Speed Skating Club, Detroit; Leo Johnson, Detroit, and Kenneth Schwan, Rollercade Skating Club, Cleveland 880 yards; Dale Godfrey, Detroit; Leo Johnson, Detroit, and LaVerne McDowell, Rolladium Club, San Mateo, Calif. One mile: Dale Godfrey, Detroit; Leo Johnson, Detroit, and Robert Herbel, Doling Park Speed Club, Springfield, Mo. Two miles: Same as in 440 yards. Intermediate ladies, 1/6 mile, 440 yards and 1/3 mile, identical for all events: Janet Danner, Sefferino Speed Club, Cincinanti; Barbara Andrews, Rollerland Skating Club, Oakland, Calif., and Audrey Smith, Lexington Roller Skating Club, Pittsburgh.

Junior boys, 1/6 mile: Paul Best, Doling

Ravenna, Ohio.

The Most Famous

4533 Payne Ave.

in the world

RINK SKATES

Advertised to many millions in

the Official Roller Derby competition. Manufactured to

highest quality standards.

the Patented Cushioning.

MODEL "B" ROL-O-WAY

Precision Dance Skates with

Cleveland 3, Ohio

Speed Club, Springfield, Mo.; Larry Man-ganella, Lexington Roller Skating Club, Phtaburgh, and Don Hunter, Golden Arrow Speed Club, Springfield, O. 440 yards; Edgar Grebe, Oaks Speed Club, Portland, Ore.; Paul Best, Springfield, Mo., and Larry Manganella, Pittaburgh, 880 yards; Paul Best, Springfield, Mo.; Leo Hodges, Golden Arrow Speed Club, Springfield, O. 2014, Paul Best, Springfield, Mo.; Leo Hodges, Golden Arrow Speed Club, Springfield, O. 2014, Paul Best, Springfield, Spri Springfield, O., and Don Hunter, Springfield.

Junior girls, 1/6 mile: Alice Plumb, Detroit; Dorothy Van Damme, Arena Gardens Skating Club, Detroit, and Jeanette Porelli, Rollercade Skating Club, Cleveland. 440 yards: Alice Plumb, Detroit; Jean Becker, Morey Skating Club, Pennsville, N. J., and Dolores Poliack, Oaks Park Skating Club, Portland, Ore. 1/1 mile: Dolores Cherconis, Rollercade Skating Club, Cleveland; Alice Plumb, Detroit, and Dolores Pollack, Portland, Ore.

Juvenile A boys, 1/6 mile: Don Noble, Rollerdrome Speed Club, Portland, Ore.; Mike Gen-tile, Lexington Roller Skating Club, Pittsburgh, and Bernard Lich, Mount Clemens (Mich.)
Roller Skating Club. 1/3 mile: Don Noble.
Portland, Ore.; Charles Webb, Rollerdrome
Skating Club, Phoenix, Ariz., and Mike Gentile, Pittsburgh. Juvenile A girls, 1/6 mile;
Marilyn Bracken, Rollerland Skating Club,
Oakland; Carol Sue Massey, Morrison Skating
Club, Springfield, Mo., and Betty Buchanan,
Mount Clemens (Mich.) Arena Skating Club. Mount Clemens (Mich.) Arens Skating Club. 440 yards: Carol Sue Massey, Springfield, Mo.: Marilyn Bracken, Oakland, and Betty Buchanan, Mount Clemens, Mich. Juvenile B. boys, 1/12 mile; Richard Kelly, Golden Arrow Speed Club, Springfield, O.; Arthur Kerwin, William T. Brown Skating Club, Seattle, and Jerry Baxter, East End Roller Cinb, Memphis. 440 yards: Arthur Kerwin, Seattle; Richard Kelly, Springfield, O., and Charles Michael, Lima (O.) Roller Skating Club. Juvenile B girls, 1/6 mile: Phyllis Markley, Red Devils Speed Club, Dayton, O.; Beverly Grant, Rollerdrome Skating Club, Dearborn, Mich., and Ruth Magden, Rollerdrome Speed Club, Port-Ruth Magden, Rollerdrome Speed Club, Portland, Ore. 440 yards: Phyllis Markley, Dayton; Beverly Grant, Dearborn, Mich., and Imogene Richmond, Imlay City, Mich. Juvenile C boys, 1/12 mile: Ralph Conrad, Morey Skating Club, Pennsville, N. J.; Raymond Jaren, Rollerdrome Speed Club, Portland, Ore., and Leonard Eide, Rollerdrome Speed Club, Portland, 1/6 mile: Ralph Conrad, Pennsville, N. J.; Neil Carroll, Golden Arrow Speed Club, Springfield, O., and Raymond Jaren, Portland, Ore. Juvenile C. Raymond Jaren, Portland, Ore. Juvenile C girls, 1/12 mile: Patsy Jarrod. West Huron Skating Club, Pontlac, Mich.; Sonja Mitchell, Arena Skating Club, Tulsa, Okla., and Patsy Martino, Detroit Pigure Skating Club. 1/6 mile: Shirley Smith, Great Leopard Skating Club, Chester, Pa.; Putsy Jarrod, Pontine, Mich., and Donna Snyder, Rollerdrome skating Club, Portland, Ore.

## N. Y. Gay Blades Switching to Dance

NEW YORK, July 24.—It is re-ported that Louis J. Brecker's Gay Blades Roller Rink here will close within a few weeks to undergo a complete revamping which will transform it into a super ballroom similar to the Hollywood Palladium. The new hall will be under the combined management of the Palladium, represented by Maury Cohen, and New York's Roseland Ballroom, represented by Brecker.

The change has been planned for several years, it is said, and minor alterations have been going on for several months. Complete reconstruction will take about six months. Upon completion of the new spot, it is said, Roseland will close.

## FOR SALE

270 prs. Chicago skates, 1 60-W. amplifier. 4 Utah speakers, I micro, miscellaneous parts. All in A-1 condition. Will consider any reasonable offer.

F. D. DECKER Rt. =2, Box 777, Provo, Utah. Phone 098-j-3.

FOR SALE

New 10 H.P. Worthington low refrigeration unit for freezing 30x30 ice shating surface or refrigeration, air conditioning or cold storage. Still in crate, took year to get, arrived too late. Price \$1,675. Can ship at once on twenty price.

Home Const. Co. BUTLER, N. J. 97 ARCH ST

Portable Rink, 40x104; Campbell Tent, cood maple floor, complete foundation, Chicago states, grinder, sound system, etc. Now operating, \$4500.00.

W. P. MARTIN

## LaVenture Named RSROA President

rates excessive, and multiple policies must be covered. The RSROA board is dealing with an Eastern insurance company, with Victor J. Brown, Newark, N. J., handling the contact.

Considerable time was also devotes to discussion of negotiations with the American Society of Composers, Authors and Publishers, also under the direction of Brown. It was stated that negotiations have reached satisfactory progress, and an amicable agreement is ultimately expected, but no details have yet been disclosed.

Manufacturers exhibiting at the convention reported a large amount of interest on the part of the public at the convention. It was generally felt that the meet marked the upward turn for demand for skate equipment, which had reached a low ebb because of some dumping of inventories last

#### '49 Events to D. C.

A bid from Washington was accepted for the 1949 national championships and convention. L. E. and S. G. Leoffler, of Riverside Stadium, will be hosts to the events. A date in early July was set tentatively. A bid for an immediate return to the Rollercade was declined "with thanks."

Gold badges for 10 years' membership in the RSROA were presented to 25 members and silver badges for five years to 150 members.

Registrations at the nationals and convention exceeded 3,000, more than 50 per cent higher than estimates, while general attendance packed the spacious Rollercade.

Visitors from Canada and overseas included E. S. Marsh, RSROA of Great Britain, London; Phyllis Sheridan, Queensland Skating Association. Brisbane, Australia: Robert Mills. Skateland, New Westminster, B. C.; C. V. Haddock, Georgia Recreations, Ltd., Vancouver, B. C.; Mr. and Mrs. Frank Richards, Nanaimo (B. C.) Roller Rink, and Jack Jackson, Alexandra Rink, Hamilton, Ont.

Harold Steinman, producer of Skating Vanities, was on hand thruout the meet.

(Names of delegates attending the convention and a list of supply houses having exhibits at the meeting will appear in the next issue.)

## FOR SALE

New Pertable Roller Rink, 45'x00' sectional, maple floor, flamoproof tent, olive green with rei-trin and double sun bomber. 200 pt, of Chicago akates. One of the finest P.A. aystems, with portable carrying cases. This rink is all new and complete, 6 weeks old. Now on location in one of Wisconsin's most beautiful parks. Priced right for quick sale. Write or wire

> RIVERSIDE ROLLER RINK Watertown, Wis.

#### AMERICA'S MOST BEAUTIFUL PORTABLE ROLLER RINK

Beautiful blue top made especially for roller skating. Size 50x140 ft. Maple floor, 300 pair skates. Beautiful music system. Includes everything you need to operate. Everything in its third season, like new. Priced at only \$10,000.00. I plan to build a permanent rink.

Write or Wire

LEDRU MILLSPAUGH

100 South Locust

Dubuque, Iowa

### \* \* FOR SALE \* \* Portable Skating Rink

Hard Maple platform 45'x90', 150 pra skates, used four months, 20 pra old skates, Bucks, ralling, records and other equipment.

Price, \$2,000,00.

Chamber of Commerce HOOPESTON, ILL.

Only roller rink in Windsor, Ontario (pop. 150,000), steel and concrete building 60x100 feet, built 2 years ago, complete with 150 pair Chicago shales, spend arstem, snack bur and fivines.

Prices \$24,000.00, \$10,000.00 cmh.

A. W. MITCHELL

559 Qualitite Ave., Windsor, Ontario

Chicago rink akates with 78 sp. wheels in good condition, skate parts and 30 pr. new shoe skates, skate grinder, 12" American floor sander, Hammond organ and B-40 speakers, maple floor, 32" furnace with 18" blower. Storeroom in 30 ft, leau-to at rear of rink. Can be moved or left on leased ground. Concession stand is permanent building on side of rink at front and is leased with ground. Price, \$25,000.00. Reason for selling-health, Will sell on terms or will furnish a long-time lease. No letters or cards answered.

FOR SALE --- ROLLER RINK

Portable steel building with wood sides, 60x150 ft., complete and doing business. Over 300 pr.

Plastic Impregnated

Wood Wheels

Far outlast untreated rock maple wheels on concrete, maple

or plastic surface floors. Penetration is 100% throughout the

wheel, not surface treated. Standard color is yellow.

No floor powder required.

To dealer address only, single sets, \$1.70 post paid.

C. O. D. fees extra.

FRANCIS J. BALDWIN

OFFICIAL

ROLLER

RINK SKATES

PETERSEN ROLLER RINK

U. S. Highway 57

ROLLER DERBY SKATE CO.

Clinton, Iowa

Roller Skating Business and Equipment For Sale

Equipment consists of 150 pairs Chicago rink skates and complete parts, amplifier, 4 speakers, microphone, record changer, about 175 roller skating records, soda fountain, carbonator, Bircho barrel, Misson Orange barrel, grill and gas stove, French frying equipment, gas hot water heater, potato peeler and various other refreshment stand equipment, 1-room insulated cabin with duo-therm oil heater attached to rink. Skating surface, 50x100, in oil heated building with lease good till October, 1949 (and a 3-year option). Operating at present, (Grossed \$8,000.00 last 6 mos.) Located near Philadelphia, Pa., in an amusement park. Cood reason for selling. Will sacrifice everything, including good will, at \$4,000.00.

Reply: BOX D-2, c/o The Billboard, Cincinnati 22, 0.

527 Berne St.

## BLOWS THOUSANDS OF BUBBLES WITHOUT REFUELING ! Automatic carries its own fuel!

Just fill it and blow BIG bubbles, STREAMS of bubbles, THOUSANDS of bubbles!

Colorful Non-mechanical subbles won't state 2 Dox. to a Carton.

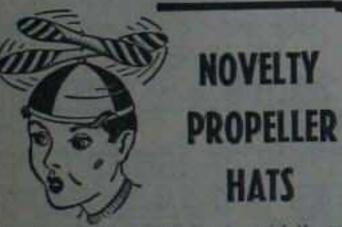
"MILLION BUBBLE" REFILL BOTTLE

\$2.00 Dox. 2 Dox. to a Carton

25% Deposit, Bal. C. O. D.

148 W. Jefferson, Detroit 26, Mich.

## **Direct From Manufacturer** At Low Prices DEMONSTRATORS PITCHMEN PREMIUM USERS COUPON WORKERS We have a brand new 1948 Ball Pen with a Lighter and Two-Color Ball Pen. Writes Blue and Red. All Gold Finish, will not tarnish. All pens guaranteed. 28% Deposit with order. Send \$1.25 for Samples. H. EPSTEIN 27 East 22nd St. New York 10, N. Y.



Six-piece felt hat with band-patriotic and assorted bright colors. Has red, white and blue propeller; large blade, 81/2", and small blade, 51/2". Well made and good quality. Manufactured in Los Angeles.

QUICK DELIVERY

Also available, Pinwheels and other Nevelty Items. Send for price list.

AY NOVELTY COMPANY

571 Margaret Street Los Angeles 22, Calif.

A Market Place for Buyers and Sellers

RATE: 12c A WORD - MINIMUM \$2.00 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-1 PARODIES, SPECIAL SONGS, MATERIAL for any act. 1948 catalog free. Kleinman, 1735 N. Bronson, Hollywood 28, Calif. 8025

ATTENTION! PUBLISHERS, SINGERS, RE-cording Companies. Leads released for considera-tion by Johnny Smolen, 1837 Curler, Chicago.

BACK SHEET MUSIC TO 1850—BALLADS, Rags, Comic, Novelty Songs, Everything, List, 10c. Fore's, L3151 High, Denver 5, Colo. GATCHY NEW SONG HIT—RECORD FREE TO disc jockeys and juke box owners. Give proper identification. Box 369, Chicago 90, III. au21

DOWN IN THE OLD APPLE ORCHARD"-A beautiful love song, Piano copies, 35 cents; professional copies free. Want to hear from music stores. Samuel J. Keller, 117 N. Jay St., Lock Haven, Pa.

FRANKEL'S ENTERTAINERS BULLETINS Containing parodies, monologs, band novelties. Five different issues, \$1. Frankel, 1508-B S. Homan, Chicago 23.

SENSATIONAL SONG PARODIES-ORIGINAL material, written by an established writer who specializes in good, solid nite club parodies. Over 150 to select from. Different situations, socko and funny endings. Current and standard tunes. Can be used anywhere. Free lists on request. Manny Gordon, 819 W. North Ave., Milwankee 6, Wis. an28 SING—"PENNSYLVANIA HILLS," "MY GOO-Goo Eye," Music stores: free copies: Dr. Grimes, Shubert Bldg., Philadelphia, Pa. jy31

SING "PENNSYLVANIA HILLS," "I WANT TO Go to Heaven." Free copies. Dr. Grimes, Shubert Bldg., Philadelphia, Pa. au21 SONGS OF THE OHIO VALLEY -- PROF. copies. Disk jockeys write. Stormy Jack Cahoot, Inc., Benwood, W. Va.

SONGWRITERS — "PLUG" MAGAZINE, Newsy, informative. Sample copy for stamp, Jon. E. Adams, Rt. 1, Elmburst, Ill.

### AGENTS & DISTRIBUTORS

ABALONE PEARL AND SEA CORAL JEWELry. Rings, Necklaces, Earrings, Pins. Real Sea Horse Fish Pins. Hula Skirts. Armadillos Baskets, Stuffed Real Horn Toads and Armadillos. Dressed Fleas. Curious Carved Walking Canes, Carved Cocoanut Faces, Cocoanut Electric Lamps, Miniature Bales of Cotton, Pineneedle Straw Baskets, Bone Letter Openers, Carved Wood Salt and Pepper Shakers, Rustic Wood Curious Pipes, Mexican Curios and Novelties. Joseph Fleischman, 1535 Broadway, Tampa, Fls.

ACT NOW FOR DETAILS ON TOPSY-TURVY, the dancing, tumbling, acrobatic mystic manikina, available now for the first time in America under U. S. patent pending. Beyond description the most astonishing, fascinating animation povelty ever conceived, and a proven fast money cetter with long profits. A dream come true for pitchmen and demonstrators. Act now and lead the clean-up parade. Sample, \$1. Amusement Associates, 1629 Telegraph, Oakland, Calif.

AMAZING OFFER-140 IS YOURS FOR SELLing only 50 boxes, each containing 25 new, entirely different Deluxe Christmas Cards with or without name imprinted, Also 50 for \$1. Free samples. Other boxes on approval. Write today, It costs nothing to try, Cheerful Card Co., 341 White Plains, N. Y.

ATTENTION! SELL KRISTI-KURL HOME PER-manent Wave Kits. Sample with particulars, \$1.98, postpaid. Aaron Watson, Deepgap, N. C. BEST DEAL IN SHOW BUSINESS—LATE FEA-tures, Westerns, Comedies, etc. National Film Service, 422 W. Breckinridge, Louisville J. Kr. Jackson 6501.

BIG PROFITS—MAKE EASY MONEY. SELL famous patented Curlocomb. It's new, purse size, plastic, retractable tooth comb. Automatically curls, combs and pins hair. Every woman and girl wants a Curlocomb. Attractively boxed. Sells on sight. Good for long, short or medium hair. Makes latest style pin curls. So simple a child can use it. Terrific demonstrator. Free sample. Write today for free sample and full information. Long markup. Easy terms, nominal cost. Immediate delivery anywhere. Rollocuri Corp., 510 Sixth Ave., New York 11, N. Y.

FAIR SEASON MDSE.

BIRD BATHS, POTS, URNS, BENCHES, PIPE made at home! We sell forms. Concrete Machinery, Hickory 50, N. C. au7

BONANZA FOR PITCHMEN, CREWMEN—EX-clusive territory and fairs still open for Pocket Size Book, "The Gypsy Digest." Including Palm-istry, Phrenology, Card and Tea-Leaf Reading; also improving health, complexion and baldness with Herb and Home Remedies, Price, \$1. Cooper, Box 6, Compton, Calif. jy31

CHIPPED PORCELAIN-EVERYWHERE SUPply demand with our repair compound. No other product like it. Quick, easy sales, 100% profit. Sample tube, \$1.50. Porcelene, 30 W. Washington, Dept. 1, Chicago 2, Ill.

COMBINATION SALT AND PEPPER SHAKERS made of colorful and sparkling lucite and plexi-glas. Special, 5 Shakers, all different, \$4.25. Iwano Plastic Products, 9108 Olivet, Detroit 9,

CREW MANAGERS, ORGANIZERS, LOCAL and traveling agents. Buy direct. Best prices. Plastic Tablecloths, Aprona and 50 sensational new plastic items. Free information, Mark Steele, care Continental, 58 Walker St., New York. 1931

DISTRIBUTORS, JOBBERS, CREW-MANAGERS, Curios Storea, Genuine imported Alligator Handbags, envelope style, No. 778, \$12; No. 755, \$14; No. 750, \$16; showing head and claws, No. 756, \$17; with crawling baby crocodile, No. 783, \$17.50. Envelope style calf laced, No. 751, No. 752, \$25; shoulder strap, No. 933, \$31.35; No. 931, \$34.25. We ship C.O.D. Ojalvo & Seny, 2015 Temple St., Los Angeles 26, Calif. Los Angeles 26, Calif.

BUEPHANT AND DONKEY SPINNERS—ALSO
Boy and Girl Spinners, \$1.50 dozen, \$14.40
gross. Made of aluminum. Easy to see when it
spins, Jobbers, write, M. S. Posner, 4851 N. 8th
St., Philadelphia, Pa.

ESQUIRE \$4.75 COSTUME JEWELRY SET— Hand made by an artist on 3 days approval. Just send name. Veach & Co., Palestine, W. Va.

SONGWRITERS — "PLUG" MAGAZINE,
Newsy, informative. Sample copy for stamp. Jon.
E. Adams, Rt. 1, Elmhurst, Ill.

VOICE! SORE THROAT! LEARN POWER subconscious voice control! Nature's way. \$1.25 complete. A. E. Cor. 902 N. Jersey Ave., Norwalk, 1921

Call.

Voice of the control of the control

FREE FOLIO-400 MONEY-MAKING SCHEMES, Success Plans, amazing Formulas, Tips, Ideas, Exposes, Secrets. Formico KA, Box 572, Dayton, Ohio.

GEORGEOUS HAND PAINTED NECKTIES-Each Tie a creation of beauty. Be first to have a genuine hand painted Tie. Each \$2, 3 for \$5. Agents wanted. United Sales, Aberdeen, S. D.

HAND-MADE FRENCH FILIGREE JEWELRY— All colors, \$6 to \$15 doz, wholesale. An exclusi-size item. 3 samples, \$3. Blackwell, 211 Third Avc., Asbury Park, N. J.

IMPORTING DIRECTORY OF FOREIGN MANU-facturers, Wholesalers and Exporters, only 25c per copy postpaid, Bison Research, Buffalo 6, Minn. LARGE NOVELTY ASH TRAYS—4 SAMPLES, \$1; don., \$2.; gross, \$9. Metal finish. M. Tighe, Box 277, Palatine, III.

MAGNETIC DONKEY AND ELEPHANT—THE season is here for political battles. Cash in! Sample, 35c; dozen, \$2.10; gross, \$19.25. Moyer, B-252-B, Milton, Pa.

MAKE SENSATIONAL PROFITS! NEW, SELL-on-sight Plastic Line: Tablecloths, Aprons, many other splendid fast-selling items, novelties. Postal brings free details, special deals! Royalty, Box Y-748, Passaie, N. J. and

MAKE AND SELL YOUR OWN AUTO POLISH, big profits. Formula, \$1. Wm. G. Shults, 211 E. 26th St., New York 10, N. Y.

MOUNTED BUCKING HORSES, STEERS, BUF-falos, Burros, Charging Lions, Bears, Giant Jack Rabbits for photographers. Gilbert H. Jones Taxi-dermy Studio, Albuquerque, N. M.

MYSTERY PHOTOS—PIC-TEASE, PHOTO ART, Comi-Cards, Berby, all dollar sellers. Dozen boxes, \$5.75; 3 dozen, \$16; 6 different boxes, \$3.50. All prepaid, Many other fast sellers. Send \$1 for 20 samples, 25c for 4. Lowis, 1108 E, 42nd Pl., Chicago 15, Ill.

NEW EXTRA MONEY PLAN—MAKE UP TO 100 % profit without experience, showing Christmas, Everyday Card assortments, Wrapping Stationery, Coasters, Unusual, attractive. Bonus, Special offers, Send for free samples 30 different name imprinted Christmas Cards, 50 for \$1:25 for \$1 and \$2. Stationery, Coasters, Christmas, Everyday assortments on approval. Thomas Terry Studios, 90 Union Ave., Westfield, Mass.

Continued on page 120)

FAIR SEASON MDSE.	FAIR SEASON MDSE.
Taped Inside Whistle Bird 512.00 Gr.	Celluloid 9-Inch Dolls
Stapeled Inside Whittle Bird 8.00 Gr.	Chenille Monkeys w/Bells 18.00 Gr.
=14 Mottled Kat Balleon 9.00 Gr.	Fur Trimmed Monkeys w/Bells 27.00 Gr.
	Fenther Backs for Dolls 9.00 Gr.
Puri Hainus op, Dui 2 min et in	Ball Top Canes 3.00 C
	Cowboy Hats, Asst. Colors 33.00 Gr.
=10 Middle mine and a mine a mine	Spanish Felt Hats 27.00 Gr.
= / Plain Dailwin	Mexican Felt Hats 24.00 Gr.
TH Plain Balloon	Silding Trombones 21.00 Gr.
THE RESERVE OF THE PARTY OF THE	30-Cal, Bullet Key Chains 8.50 Gr.
SDIFAL OF MIDDLE STREET	Bronze Rifles 9.00 Gr.
24-Inch Ross Strong Co.	G. P. Eleph, and Donkey Key Chain . 7.50 Gr.
Lash white, doctor as a constant	R. W. B. Bow Flags 1.25 Gr.
	Slum China, Monk, Bunny, Cat Fiddle 1.50 Gr.
The state of the s	18-Inch Chubby Dell, Mov. Eyes 18,00 Dr.
	18-foch Bell Hop Dolls 15.00 Dr.
China Paper Shakes	
THE RESIDENCE OF THE PARTY OF T	22-Inch R. W. B. Stuffed Doll 10.80 Dr.
	Plastic Beer Bank, Asst. Colors 3.60 Dr.
Celluloid 5-Inch Dolls 9,00 Gr.	Plastic Bird in Cage, Aut. Colors 3.75 Dr.
Colluloid 6-Inch Dolls	View #11 Orders
23 % Deposit v	Vith All Orders.

PARKEROW NOVEWBY CO.

139 PARK ROW

Worth 4-2656

NEW YORK 7. N. Y.

# MAKE MORE MONEY

Quality, Style and Price All Extra Heavy Mountings



**=B404** PER DOZEN

12 K. GOLD FILLED Large White Stone Center Two Ruby Colored Side Stones

#B402 12 K. COLD FILLED \$**10**.50

PER DOZEN

White Center Stone Set on Sterling Top-With Ruby Colored Stone Each Side



#B410 12 K. COLD FILLED

PER DOZEN Extra Large White Center Stone

#B632 12 K. GOLD FILLED

PER DOZEN White Stone

Center-6 Ruby Colored Side Stones



COLD FILLED PER DOZEM

=B408 12 K.

Fine Tailored Mounting-All White Stones

FB406 12 K. GOLD FILLED

PER DOZEN Real Flash White Center Stone on Massive Setting-3 Ruby Colored Stones Each Side



WEDDING SET 12 K. Gold Filled

ENGAGEMENT RING #8528-Large Center Stone with two Side

WEDDING RING #8524 - Set with Seven Stones.

ENGAGEMENT RING

WEDDING SE.00

SAMPLES-Dozen or Half Dozen Your Choice-Regular Price.

Order the Sizes You Need-All Orders Shipped Same Day.

TERMS: C.O.D., Money Order or Check. Deposit on all C.O.D. orders unless reliability is established.

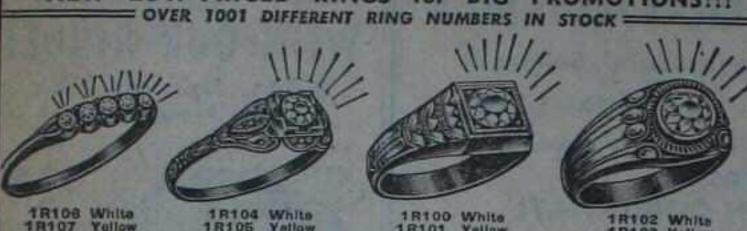
DES MOINES RING CO.

1155 26th St.

DES MOINES, IOWA

BACK AGAIN

NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!



1R108 White 1R107 Yellow \$24,00 Gross 2,10 Doz.

1R104 White 1R105 Yellow \$24.00 Gross 2.10 Doz.



1R102 White 1R103 Yellow \$36,00 Gross 3.25 Doz.









LADIES' and GENTS' GOLD- Ladies' ......\$4.00 per doz. and up FILLED and STERLING RINGS | Gents' ..... 9.00 per doz. and up



. . . JUST OFF THE PRESS! NEW ENGRAVING JEWELRY CATALOG

FEATURING THE MOST COMPLETE LINE OF FAST-MOVING JEWELRY



No. 1X7 \$12.00 Per Gross

NO. 4X14-GOLD FINISH.... \$2.65 DOZ. | NO. 4X15-WHITE FINISH.... \$2.65 DOZ.

BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, III.

WRITE FOR CATALOG 103 - STATE YOUR BUSINESS

WESTERN - SADDLE HORSE Height 101/4" Length 111/2" Weight 4 lbs. All our horses have the

Less than 1 doz. \$4.50 each, Sample \$5,00 postpoid.

\* Ideal for premiums, salesboards, conces-\* sionaires, dealers.

\* 25% Dep. with order. balance C.O.D., F.O.B.

\* Write for illustrated circular of other

N. Y. Height 8" Length 10" Weight 3 lbs. sizes available. PARKSMITH CORP. 250 4th Ave., New York 3, N. Y.

same uniform high quality finish.

> COMPARE THEM \* FOR VALUE AND EYE-APPEAL

> > It's their rich, expensive-looking two-tone finish that makes them sell.

SPECIAL WESTERN SADDLE HORSE

25 each in doz. loss Less than I don \$2.50 each: Sample partipoid \$3.00 each



## MONEY MAKERS

These are repeatedly the surest sellers season after season for dealers, jobbers, concessionaires, park and carnival oper-

3 22k gold plated frames.

Optical lenses, certified and approved by the Bureau of Standards, Washington, D. C.

. Each pair guaranteed for life.

Handsome carrying case with each pair.
 Each pair individually boxed in two-color display box.
 Free streamers and display material with each order.
THESE ARE NOT CHEAP COCCLES BUT HICH QUALITY MERCHANDISE, SOLD BY LEADING JEWELERS, SPORTING GOODS, DEPARTMENT STORES AND OPTICIANS THROUGHOUT THE COUNTRY.

THE COUNTRY.

Sample pair ...... \$ 2.25 By the dozen ..... 20.00 per dozen By the gross.

210.00 per gross Lots of 500 ..... 675.00 for 500 Send for free catalog of latest types of rimless, xyl, mirrorlens, gold, clip-ans, rhinestone fan-

25% Deposit with order, balance C. O. D. F. O. B. N. Y. SATISFACTION GUARANTEED



### AGENTS & DISTRIBUTORS

NYLONSI NYLONSI NYLONSI NYLONSI Genuine DuPont first quality, lowest printed Write your wants, G. Simms, Warwick, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890, 1500 varieties for stores, taverns, etc., 34 per 100. Pree catalog. Koehler, 335 Guetz, Lemay 23, Mo.

PITCHMEN, AGENTS — A SENSATIONAL Demonstrator, Unlimited possibilities, Hapid repeater, Sells everywhere, Century, 4261 N. 20th, St. Louis, Mo.

REAL LIVE MEXICAN JUMPING BEANS—18, 25c; 125, \$1; 500, \$3; 1000, \$5, Playing Cards with each order. J. J. Frank, 525 Palm St., Rockford 4, III.

RUN MENDERS—BIG YEAR ROUND PROF-its, Full particulars, 5 samples, one of each, \$1, Run Mender Works, Dept. B., Wankesha, Win au21

SELL HOME PERMANENT WAVE EITS—ONE of the biggest items in commetic history. Millions sold each week. Every woman and girl a prospect. 100% profit on every fast, easy sale. Splendid repeat business. Send \$1.25 for \$2 kit and details. Clinton Sales Co., Box 577-B, Rochester 2, N. Y.

SELL GENERAL MERCHANDISE — LOWEST wholesale prices; big profits, Weiss, 3518 32nd Street, Union City, N. J.

SELL FAMOUS \$3 "FIRE-KILLER" EXTIN-guisher with bracket, wholesale or direct; ex-clusive territory. "Fire-Killer," Syracuse, N. Y. START HOME MANUFACTURING BUSINESS making Cleaning Compounds, Soars, Insecticides, Cosmetics, Polishes, Food Flavora, No machinery, Literature free, Kemik, Park Ridge, III.

SWEET SMELLING PERFUME BHADS—JOB-bers prices, Particulars free. Sample line, \$1. Mission, 2328-B West Pico, Los Angeles 6, Calif. TERRIFIC FAST-SELLING LINE BRASS TABLE Lamps. Write for circular, prices. Atlas Lamp Mig. Co., 37 Fifth Are., Brooklyn 17, N. Y.

WANTED — JOBBERS, DISTRIBUTORS, ETC.
Professional internal-carved Plastic Jewelry and
Novelties, \$2 brings samples, State your business,
Write F. D. Stencil and Co., Station A, Box 1292,
Bremerton, Wash,

WATCHES — POCKET: \$1.68, \$1.78; \$1.88; Wrist: \$2.69, \$2.98, \$3.29. Electric Alarm Clock, \$2.98, Bamples C. O. D. United Watch Wholesalers, St. Cloud 2, Minp.

WE HAVE LOWEST PRICES ON TOILET Preparations: Shampons, Flavoring Extracts, In-secticides, Specialtims, Concentrates, LaPura Prod-ucts, 799 Summit, Toledo 4, O.

YOUR LIFE HISTORY METAL KEY TAG— 50c postpaid. Name, birthplace, social security, army, any lettering wanted; sample, 25c. Bob Anderson, Madison, Mo.

51-GAUGE NYLON HOSE - INDIVIDUALLY packed assorted rejects, \$3 dozen. Sample dozen prepaid, \$3.25. G. M. Miller, 330 Poplar, Chat-

### ANIMALS, BIRDS, PETS

ABSOLUTELY UNEQUALED STOCK — RARE Animals, Birds, Reptiles, brought by our own collectors from four corners of the globe. Get hig free 1948 price list from world's largest importers. Heems Bros. & Ward, P.O. Box B, Oceanside, N. Y.

A FEW LARGE BOAS STILL AVAILABLE Also Rattlers, Iguanas, Tegus, Alligators, Beaded Lizards, Chinese Dragons, Giant Horned Teads, Snake King, Brownsville, Tex. au21

ALIVE UPSIDE DOWN SLOTHS, LARGE, \$45;
South American Antesters, \$75; Spider Monkeys, \$32.56; Toucans, beautiful colors, \$46; White Rats, large, \$9 dozen. Prompt shipments. Terms: Cash with order; or half cash, balance C. O. D. Don Compton, Box 93, Mount Vernon, III.

ALLIGATORS — HARMLESS, POISONOUS, Mixed Snake Dens. Fresh poisonous, hot or fixed. South American Boas, Turtles, Ringtail and Night Monkeys, Snake skins on felt for display. Ross Allen, Silver Springs, Fis. jy31

ALL ANIMALS, BIRDS AND REPTILES AT wholeade prices. Texas and Mexico Battlers, fixed or hot; Native Non-positonous Snakes, only \$1 per pound. Imported Green Battlers, Box Constrictors and Red Bacers, \$1.50 per pound, why pay more? Young gentle Donkers, \$40 each, or \$55 delivered. Large double-sexed Nubian Milk Goat, great attraction Freak, a show by itself, offered for \$100. Folder price list on request Live arrival, prompt shipment and satisfaction guaranteed. We are pioneer dealers since 1914. Zoological Supply Co., 3115-19 San Eduardo Ave., Laredo, Tex.

AFRICAN LION CUBS, LLAMAS, GUANACOS, Chimpannees, Tyras, Sloths, Coati Mundis, Beaver, Ringtail and Spider Monkers, Giant Jungle Rate, Peacocks, Leris, King Vultures, Golden Eagles, Deodorised Skunks, Pores, Circus Mice, Owls, Cara Caras, Tegu Linguiga, Stake Dem, large Owls, Cara Caras, Tegu Linguiga, Stake Dem, large Alligators (12 feet), large Water Snakes with Rabies, Boas with Babies, Chase Wild Animal Farm, Egypt, Mass.

AGOUTIS, PACAS, DEODORIZED SKUNK Cubs, Porcupines, Spider and Ringtail Monkeys, Coati Mundia, Grey Fox Cubs, Pizeons for Snake feed or display. Snake King, Brownsville, Tex. 2021

BEAUTIFUL YOUNG BELGIAN SCHEPPERKE Dogs for sale. Seat broken, jump bosp, graye-vine, push buggy, etc. Registered, \$100 each. Write, wire Spira Biehler, P. O. Box 34, Dubuque, Is.

DENS-MIXED SNAKES, \$15 AND \$25, Alligators, 2-3 feet, \$5, Coati Mundis, \$30, Rhesus Monkers, \$40, Prairie Dogs, \$6, Grey Squirrels, \$12, Haby Skunks, \$20, Hinstrated Catalogue, 25c, Trails End Zoo, St. Stephen, S. C.

ELEPHANTS, KANGAROOS, VICUNIAS, DEER Gibbons, Chaoma Baboons, Guinea Baboons, Pig-tail Monkeys, Dianas, Bonnet Monkeys, Lion Mar-mosets, Musangs, Yaguarundis, Giant Anteaters, Capuchin Monkeys, Flamingoes, Screamers, Swans, tame Troopials, Toucars, etc. Louis Buke, Inc., 853 Broadway, New York 3, N. Y. aug 7

FOR SALE — BEAUTIPUL 2 FRAR HIGH schooled Palomine Celt; 25 tricks, showy performer, centle for child; rides, drives, Namey Dickl, Doylestown, Pa.

POR SALE — EXCEPTIONALLY WELL trained Dogs and Goats, ready for delivery. Address: Prof. Hart, Newark, Ark.

MONKEYS — TAME MALE PIGTAIL, \$50;
Tame Female Java, \$45; Tame Female Spider,
\$40; Tame Male Spider, \$40; Tame Male WhiteFaced Rinstall, \$45. Terms; Cash with order;
or half cash, balance C. O. D. Don Compton, Rox
93, Mount Vernon, III.

PONIES, CARTS, RUNABOUTS 38 IN. PROV-en Jack. 4 years, Bayer Pony Farm, Mt. Healthy, Ohio, Jackson 8224.

RACCOON CUBS, \$15. COYOTES, \$15. RED

Fox, \$10. Descented Skunks, \$17.50. Potcupines, \$20. Contis. \$35. Puma, \$150. Boltzer, \$25. Ferretz, \$15. Hamaters, \$2.50. Gohien, Bifter Phensantz, \$15. Cours, \$5. Magnica, \$7.50. Monters, Bautrela, other stock at all times. Charges Animal Ranch, Burlington, Wis.

REPTILE CATALOGUE 10c LATEST WHOLE cale Catalogue and Builetin free to showmen. Specialties: Small Animals, European imports (Vipers recluded), Hurned Toads, Chalmelogue and Chamaleon Chains Quivira Specialties, Topeks, Kan.

SHETLAND PONIES AND MIDGET MULES.
We cater especially to circuses and shows Ponies stock that will train. Home of those pure when Ponies and Mules, Fred Wilmot, Richards, Mo.

SLOTHS, \$35; SPIDER MONKEYS, \$50; Chacma Baboons, \$100; Large Males, \$250; Velvet Monkeys, \$35; other small animals on hand Send for list, Warren Buck, it. 40, Merchantville

WANTED—LARGE CHIMPANZEES, EITHER SEX. For sale or trade: Fine tame Baby Chimps, Camels, Llamas, Yaks, Gross, Rarking Deer, Linna, Leopards, Monkeys, Birds, etc. World Jongle Compound, Thousand Oaks, Calif.

Continued on page 122)

## FIREWORKS

Chinese Firecrackers 1 Bundle or 1280 11/2" Crackers \$4.50

1 Bundle or 1600 11/2" Crackers 5.35

## BALLOONS

Latex Rubber NO. K10-PER GROSS ...........\$1.50 NO. K20-PER GROSS ..... 3.00

Cash With Order

United Fireworks Mfg. Company, Inc. DAYTON 7, OHIO

Now Ready

Fully illustrated, showing complete line of Toys, Ciftware, Lamps and all other Carnival, Baxaar and Bingo Merchandise.

Send for Your Free Copy Today!



10 FOOT ARMY BALLOONS \$6.00 per dozen

Less than one doxen, \$1.00 each. 25% with order, balance C. O. D.

Write or Phone:

222 Cambridge St.

Boston, Mass.



**FUR COATS** 

NEW 1945-49 out-LOWEST

standing creations, I'erfeet quality. Excellent
workmanship. Distinct
tire form of all types at
popular prices. Earn ENTRA
MONEY in your spars time selling
furs to your friends and neighbors.
Bend TODAY for our New Hoptrated Catalog and Price List. BY FREE
S. ANGELL & CO. Manufacturing
Furtler

236 W. 27th St. (Dest. b-3), New York 1, N. Y.

## SCOOP!



U. S. GOV'T WAR SURPLUS HARD NATURAL WOOD BEACH SHOES OR

New hygienic clogs made of natural woods. Smoothly finished and varnished. Sturdy canvas strap to prevent slipping. For beach wear, showers, dressing rooms, bath rooms, etc. Attractive, Comfortable, Sanitary! Quantities limited.

YOUR COST PER PAIR Sixes 8-10-12

Packed 72 pair of one size to a wooden shipping case. Shipping weight, approx. 100 lbs. MINIMUM ORDER: Case lots only.

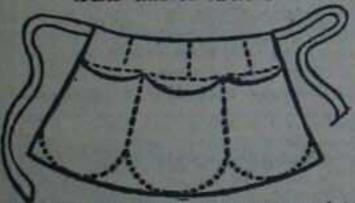
TERMS: 25% with order, balance to rated firms. Net 10 days. F. O. B. Chicago.

SPECIAL 2% discount for orders of \$500.00 or more if check accompanies order.

Write, Wire or Phone! BOB SALES CO., Dept. A

2415 S. State St., Chicago 16, Illinois Phone DANube 1107

CALLING ALL CONCESSION PEOPLE IDEAL CHANGE APRONS



For Bingos, P.C. Dealers, etc. Three pockets, 10 inches deep. Durable material. Double stitched. White and colors. \$2.00 each post-paid. No personal checks. Prompt service.

M. E. JOHNS LOUISVILLE, KY. 704 FETTER AVE.

THE DIAMOND LOOK AT LESS COST



TERRIFIC FLASHI EXTRA LARGE & Per Dot.

In Cross Lats Otherwise \$15.00 Per Dox. Sample Selection, \$8.00.

an's 1/20 12K gold filled sparkling whitestone ng in latest design. Grooved sides. Attractive yles available for men and women. Send for notes. We Prepay in the U. S. A.

DYNAMIC SALES CO. Cleveland 12, Ohio

Watches, Jewelry Stock and Fixtures of all kinds.

> W. M. SHAFER BOX 650, LANCASTER, EY.

ATTENTION, CONCESSIONAIRES!

A FLASH ITEM FOR PARK OR CARNIVAL Every Boy Wants Bright-Colored, Lightweight

## STEEL STILTS A BIG BARGAIN-Have Retailed for \$3.45

Strong-lightweight, ribbed, tubular steel-rubber non-slip tips-steel step adjustable every 3"-overall length 63"-weight 4 lbs.-colors enameled in bright red with yellow step and top-or other contrasting

NOW AT CLEARANCE PRICES

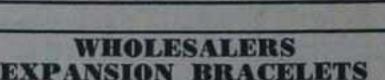
1 Doz. Pairs, now only \$21.24 doz.

1 Gross Pairs, now only \$15.84 doz.

ACT QUICKLY-IMMEDIATE DELIVERY Send 25% With Order, Balance C. O. D.

808 PENOBSCOT BUILDING

DETROIT 26, MICHIGAN

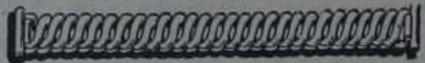


FINEST QUALITY-GUARANTEED PRODUCT All Bracelets have stainless steel backs.

Men's Stainless Steel ...\$12.00 Dox. Men's Gold Filled .... 16.50 Dox. Ladies' Gold Filled .... 19.50 Dox.

We invite your inquiries. Please state your business. All gold filled Bracelets are 1/20-12Kt, quality. Bracelets carded in cellophane,

P. O. BOX 184, ELMWOOD STATION



S. BAKER

PROVIDENCE 7, R. I.

WE'RE OUT TO GET ALL THE WATCH BUSI-. SO WE'VE MARKED HESS AVAILABLE . . DOWN ALL JEWELRY TO ALLOW YOU BIG-GER PROFITS! HERE'S OUR NO. 1 SPECIAL



121

WITH DAZZLING

15 Jewels 17 Jewels ... \$20.50 Very impressive replica of a high priced dia-mond watch. So smart

and so easy to sell! • 10K. z. g. p. care • Stainless steel back • Genuine leather strap

GUARANTEEDI Reconditioned like new WHOLESALE ONLY

25% with order, balance C. O. D. Sample order. . . . . . . \$1.00 extra Write for Our New Catalog and Folder of Hugo Profit Making Jewelry Items.

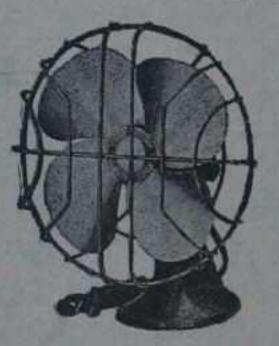
> LOUIS PERLOFF 737 Walnut St., Dept. C

PHILADELPHIA 6, PA

CASH IN ON LATEST NOVELTY, \$2,40 Doz. or \$20.00 Hundred. NOVELTY MAN IN BARREL, \$2.40 Doz. 25% Deposit With Order, Balance C. O. D. Circular Upon Request.

JAX SALES CORP. St. New Orleans 16, La. 404-06 Canal St.

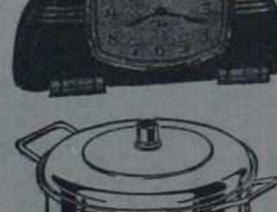
## SUMMER SPECIALS CORN GAME AND WHEEL OPERATORS















### MONEY SAVING MERCHANDISE VALUES

No. 1260 Electric Pop-Up Toasters (Chrome Finish) \$13.60 Each No. 1770 Trig Teakettle (Chromo Fin., Copper Bottom) 30.00 Doz. No. 1870 6 Qt. Steam Cooker (Pure Aluminum), Pk. 6 20.25 Doz. No. 1054 8 Qt. White Granite Sauce Pot and Cover . . 10.20 Doz. No. 1019 Asst. Pottery Lamps With Shade (Pk. 12) . . 2.00 Each No. 4623 Plush Panda Bears (32 Inch) ...... 42.00 Dez. No. 530 1 Gal. Woodland Picnic Jugs ..... 22.50 Der. No. 1889 Aluminum 10 Qt. Covered Sauce Pot .... 16,00 Doz. No. 2101 Electric Kitchen Clock ...... 2.50 Each No. 2126 Alarm Clocks (Made by Gilbert) ..... 18.00 Doz. No. 2706 Barretto (Liquor Home Service Set) (Pk. 1) 40.00 Doz. No. 2705 Tantalus Set (Service Rack With 3 Bottles) (Pk. 1) ...... 33.00 Doz. Walnut Finish Wood End Tables No. 1608 Alum. Chicken Fryer, 10 1/2 Inch (Extra Heavy Gauge) ........... 25.80 Doz. No. 500 Console Set (Metal Fruit Tray-2 Double Glass Candle Holders With Candles) . . . . 24.00 Doz. No. 1053 Round White Granito Dish Pan (12 Qt. Capacity) ..... 8.40 Doz. 

> WRITE FOR OUR GENERAL CATALOGUE LISTINGS OF HUNDREDS OF OTHER ITEMS





## WISCONSIN DE LUXE CO.

1902-12 N. 3D STREET

MILWAUKEE 12, WIS.



## Western Novelty Co.

Largest Line of Carnival and Concession Supplies in the West

> Western Souvenirs Novelty Jewelry Metal Horses Etc.

1948 CATALOG AVAILABLE NOW

Please Specify Your Line 1729-31 Lawrence St.

DENVER, COLO.



FOR IMMEDIATE DELIVERY



NOW OFFERS DIRECT TO YOU: #50KR GOOD LUCK ZIPPER PURSE

Made of genuine cowhide leather with bead key chain and rabbit's foot, Price, \$25.00 Per Gross

#150 DOUBLE ZIPPER WOMEN'S PURSE & WALLET

Made of plastic, with address book, pencil, and bead key chain.
Price, \$6.00 Per Doz.
Send \$1 for 2 samples postpaid and illustrated circular. 25% Deposit, Balance C. O. D.

TRICKS ORIENTAL RING ILLUSION—Sample \$1.00 JOBBERS AND PITCHMEN Band for Samples and Quantity Prices. SEMCO PLASTIC CO. 1515 N. Broadway, St. Louis 6, Mo.

## **OPPORTUNITIES**

ANALYZE HANDWEITING FOR PROFIT Complete Outfit, \$1. Profits: \$20-\$50 daity Extra Charta, 1,000, \$7.50. Graphologers, POB 971, Philadelphia. 1701

ATTENTION—RESTAURANT, DRIVE-IN, ALL other operators: Here's your chance to beest business and make real money, Make 14 to 20 famous English Fried Fish Sandwickes from one pound of fish with secret recipe, a proven leader of all sandwickes, nothing like it anywhere, sells by the bag, a sure repeater. Send \$10 cash or money order for full instructions and recipe. You will say that's the best \$10 you ever speut. Satisfaction guaranteed, Mail to L. R. Spencer, R. 1, Tecumseb, Kan.

BALLOON SPECIALS!—LARGE, FAST SELL-ers! No. 10's, \$1.50 gross, No. 20's, \$3 gross, Gross free with ten gross, F.O.B. Texas City, Carleton House Distributors, Texas City, Tex.

BIG MONEY SELLING "KITTY-KAT" READI-cut, all wool, felt Baby Shoes. Write for tested, successful mail order plan and full details. No-Co-Ro, Oakland 6-B, Calif.

BUSINESS ESTABLISHED — MERCHANDISE, Punch Boards, Fixtures; sacrifice, settle estate, Louis Klein Administrator, 217 West 9th, Kansas

"COLLECT AND GROW RICH" IS A PREE booklet that's yours for the asking. Learn of this opportunity for a life-tinme, spare or full-time office business of your own, where you can make a profit on the work of thousands of others. T. J. Surface, Pres., Dept. 218G, Roanok et, Va. 1731

CROSSBOW SHOOTING GALLERIES AND Ranges, Profitable all year business. All report good business. Cost reasonable, profits sure, Parks, resorts, vacant lots, and stores, Get in on the ground floor now, Superior, Box 34, Vernon Calif.

FOR SALE — MAIL-ORDER BUSINESS, NO competition in America. Well established, can be moved anywhere. Many years advertising in Bill-board. Makers of Strange Attractions for Show Business, read True Magazine for July, page 54, for full story. If interested in a real opportunity, write Tate's Curiosity Shop, 5240 E. Vanburen, Phoenix, Ariz.

FOR SALE—POKERING AND ARCADE ON Coney Island Boardwalk, Established, Good deal for quick buyer, Lucky's Pokeroll, Boardwalk and Brighton, 1st Rd., Brooklyn, N. Y.

FREE ELECTROPLATING BOOKLET-MONEYmaking plans. Send postcard for your copy. Highly paid, interesting, uncrowded field. D. Hyde, 432 "F" St., San Diego, Calif.

GET 400 MONEY MAKING DEALS-SUCCESS Plans, Schemes, Formulas, Exposes, Secreta. Folio free, Formico Mil., Box 572, Dayton, Ohio,

INCREASE YOUR EARNINGS-LOCAL BUSIness Opportunities; Mail Order Information; Wholesale Supply Sources; valuable money making tips; information. Free details; rush name. Wilkin Company, Hillsboro 6, O.

INVENTORS FINANCIAL ASSISTANCE FOR the development and promotion of patented and unpatented ideas. T. B., Box 1434, Amarillo, Tex.

MAKE BIG PROFITS-SERVE TEXBURGERS, the sandwich that is different, and one that has wherever introduced. No smoke, no gresse, no special equipment needed. Sells faster than the hamburger. Special offer good thru August and September includes indoor signs, convicted manual containing recipe, and other valuable information for andwich shop operators. All sent postpaid for only \$5. Satisfaction guaranteed. Write today! Haskell D. Boyer, P. O. Box 1486, Fort Worth 1, Tex.

MOVIES!-BE YOUR OWN BOSS, START YOUR own movie business in your spare time. Good profits with small investment. Write to The Movie Man. (Ed Hanus), Antigo, Wis.

NEW PUBLIC SERVICE—EASY TO START.
Pleasant work, big earnings, Akerson Rental Service, Box 141, Minneapolis 15, Minn. SLING SHOT GAMES GETTING MONEY IN ALL parks with the finest all aluminum Sling Shot. Hand grip molded to fit hand. Made to last a lifetime. \$1 cach. Buy one, courince yourself. Bux 347,

Russells Point, O.

NEWSPAPER HEADING PRESS—HEADLET-ter type, 500 Newspapers, etc. Other Printing Supplies, Crescent, 59 East Long, Columbus, O.

OUTSTANDING GROUP SMALL-CAPITAL big-profit mail order, local plana. Literature free. Busier, Box 147, Sta. A. Cantino, O.

STOCK OF POPCORN KETTLES, COPPER Candy, Carmelearn Kettles, Coleman Heating Equipment, Peanut Brazters, including Office Furniture, Fixtures, Rusiness Machines, Statismers; at invoice. After 28 years successful operation, have comuch; am retiring; mail order, business is good; can be operated anywhere. Northedde Sales Co., Instancia, Lowa.

SUMMER RESORT—TO BE SOLD AS A UNIT. Combination below and outdoor dance pavilion and theater. Handles 1,500. Ultra-modern 7-rosen home adjoining. In heart of100 lakes 100 miles exat of Chicago off U.S. 30. Estab. 22 rrs. \$65,000. Deal direct with owner. Seen by appointment. Paul Lowman, Leesburg, Ind.

TRADE MAGAZINES HELP YOU GET AREAD-Latest copies every trade, business or interest. Free price list, Commercial Engraving Publishing Co., 34H North Retter, Indianapolis 19, Ind.

WANTED—PARTNER, UNUSUAL OPPORTUNity; sure-fire ASCAP Music Publishing firm in
N. Y. Fine offices, great catalogue, plenty of recordings. Investment guaranteed asfe; not a gamble.
Unlimited possibilities. Finest references. Can use
10 or 20 thousand. Services not needed. Investigate,
act fast. Answer Box No. 337, Billboard, New York.

#### COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 153 of this issue.

### COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTBAND
Hula Skirts with Leis, \$7.50; Straw Hula Skirts,
\$2.50; Spangle-trimmed Strip Panel and Bra Sets,
\$6.50; Rhimestone G-Strings, \$6.50; Bras, \$1.50;
Chorus or Strip Pants, \$1.10. C. Guyette, 346 W.
45th St., New York 19. Tel. Circle 6-4137.

ATTENTION, CLOWNS - LARGE Shoes, Coatumes and other accessories. Send for circulars. The Costumer, 238 State St., Schenec-tady, N. Y.

BEAUTIFUL NATIVE MADE GRASS HULA Skirt mailed prepaid in U. S., \$3. Cellophane, \$4. Hawaiian Hula Shop, 3082 16 St., San Francisco, Calif.

CLOWNS' AND BURLESK COMICS' PROPS, Wigs, Accessories, Free lists, Assortments, \$5, "Happy" Morgan's Clown Headquarters, 2404-N Pifteenth, Philadelphia. 1731

CURTAINS, GOLD, GREEN BROCADE, FLASHY, 9.4x13 wide, 15 alike each \$15. Large bundle Black Velvet, \$20. Ten White Coats, \$15. G-Striptease Coatumes, Red Wirs, Rhumbas, Gowns, Bally Capes, Cellophanes, Minstrela, Clowns, Cowgirl, Street Suits, Wallace, 2416 N. Halsted, Chicago.

EYELASHES, THEATRICAL, \$1.35; RUBBER \$4.50; elastic net Opera Hose, \$4.75; Theatrical Footwear. Folder? Yes. E. Rowe, Box 233, Radio City Station, New York 19.

MINSTREL MEN-WHEN IN NEED OF MIN-strel goods, send for circulars. The Costumer, 238 State St., Schenectady, N. Y.

PAPIER MACHE PROPS MADE TO ORDER and for sale. J. Practorius, 449 West 51st St., N. Y. City.

SANTA CLAUS HEADQUARTERS-COSTUMES Wigs, Beards and accessories. Not too early to order, remember 1947 shortages. Orders filled in order received. Send for circulars. The Contumer, 238 State St., Schencetady, N. Y. sell

SINCE 1800—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalog. State wants, Guttenberg, 9 W, 18th St., New York 11, N. Y. (Continued on page 124)

## TIPP'S Catalogue on

## NOVELTIES

such as Balloons, Birds, Tipp Whips, Tipp Canes, Toys, Tipp Batons, Monkeys, and Hundreds of kindred items IS NOW READY!

If you are looking for plunder, don't write us-We handle only the best! Write . . .

. The TIPP Novelty Co. 242 No. 6th St., Tipp City, Ohio

The Bracelet Sensation That's Sweeping the Nation



Made of Foreign Coins. Beautifully Chrome-Plated. A unique Novelty—No Slum. \$7.00 Per Doz. in Gross Lots: \$7.50 Per Doz: Sample, \$1.50. 1/2 Deposit, Bal. C. O. D. 1309 Virginia Park, Detroit 2, Mich.

## MUSICAL JUKE-BOX-BANK HOTTEST PREMIUM

ITEM IN YEARS!!



Molded in Beautiful 3 Tone Plastic With Swiss Music Movement.

When COIN is dropped in Bank-Music

Prepaid \$48.00 Per Doz. (Plus Delivery)

25% Deposit-Balance C. O. D.

424 So. Los Angeles St.

Los Angeles 13, Calif.

## NAME PENNANTS

YOUR NAME IN GOLD

on a Genuine Felt Pennant

You make any name called for in 30 seconds with our instant seating gold letters. Sure-fire clean-up for Fairs, Midways, Parks, etc. 85% profit. Samples and price lists, 25¢ (stamps). Hurry. L. P. ENGRAVERS, 705 S. E. 28th Ave., Portland 15, Oregon, We have everything at wholesale,

#### GRANDFATHER CLOCK

Swinging Pendulum \$7.70 each, case lots of 6 Sample, \$8.50 Western Bronze Horse Leather Saddle Size 7 1/2 "18 92" 6 or more, \$2.25 each Sample, \$2.50

18-Inch Chenille Doll \$14.00 per dezen Sample, \$1.50 \$4.50 per dazen #8 Drinking Ducks \$7,20 per dozen SWISS STRAP WATCHES 8 or more, \$3.85 Sample, \$4.65

Write for New Catalog DELUXE SALES Dept. 8. Deluxe Bldg.



COMPANY Blue Earth, Min

## BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

. ELECTRIC FLASH BOARDS @ RUBBERIZED and WIRE CAGES

WIRE OR WRITE FOR CATALOG

235 HALSEY ST . NEWARK 2 . N . J

## AGENTS!

YOUR TRADE KNOWS



best pre-war buy . . . and still are!

Your jobber can supply you, or write to

32 Green Street

Newark 2, N. J.

DIRECT IMPORTER OFFERS RINGS

Sample, \$1.00 Postpaid. Write for 1/3 Deposit, Bal. C. O. D.

Big, Heavy Mexican Rings

· Highly Polished Jeweler's Brass

Plenty of Flash • Six Different Styles

and Single Horse Hend, Horse Shoe and Double Horse Head Dragon, Arteo Indian Head, and Buddha, All rings are esmalled.

Emblems: Skull and

Bones, Horse Shoe

SIGEREDO TRADING CO. NEW YORK CITY

• Housewares • Cutlery

• Wheel goods • Novelties Send for Catalog

Order Now . Lowest Prices

ACME SALES CO.

154 Edgewood Ave., N. E., Atlanta, Ga.

• Kitchenware • Toys

**Balloon Specials** 

13 PADDLE .........

P. O. Box 838

Balloon Sticks. Gross ......

Send 25% Deposit

SAMPLES FREE

\$25 TO \$50 WEEK

SIDE LINE . . Spare Time

Atlanta, Ca.

308 5th Ave.



Doxen

Wills all

#3314 Three flashing

White Stones in beau-

tiful Gold Filled mounting. \$1 0.00



QUICK DEPENDABLE SERVICE

The Billboard

SOUVENIRS, TRICKS, RODEO NOVELTIES

Puzzle Pup, carded 1 dz. 2 ... 1.29 14.75
Skull, moving jaw, carded 2 dz. 3 1.26 14.75
Puzzle Football, carded 2 dz. 3 1.26 14.75
Puzzle Elephant, carded 1 dz. 1.25 14.75
Puzzle Airplane, carded 1 dz. 3 1.25 14.75
Puzzle Airplane, carded 2 dz. 3 1.84 9.60
Rabbit Foot, carded 2 dz. 3 1.84 9.60
Copper Hat, carded 2 dz. 3 1.84 9.60
Football, gold finish, carded 3 dz. 3 9.00

Beet and Piatol Charm, carded 3 dz. 3 9.75

Whoopee Cushions ..... 2.70

M. NOWOTHY SALES

3 dr. @ ...........

KEY CHAINS:

SOARF SLIDES:

#3446 Massive 1/30-14Kt. R. G. P. Gent's Ring. Large white center stone with four white side

#3440 Same as above, but with white center and red side stones. Fer Doxen \$22.50



1401 BROADWAY

SAN ANTONIO 2, TEXAS

#3447 1/30-14Kt. R. C. P. Cent's Ring with extra large center and two smaller white

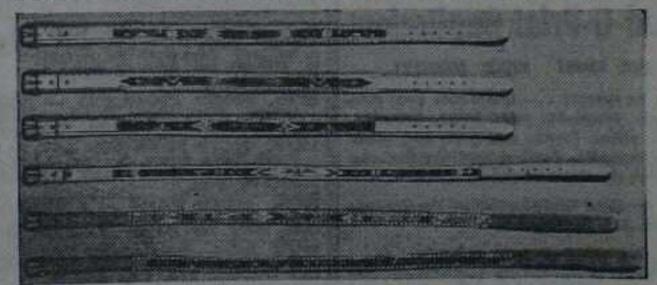
#3448 Same as above, but with white center and red \$22.50 Per Dozen

315 W. 5TH STREET, ROOM 604 LOS ANGELES 13, CALIF. MAdison 6-4888

## HAND-WOVEN BEADED BELTS

Direct from the Indian Capital

BOARD OPERATORS, GET ON THE BAND WAGON



Beautiful one-inch All-Indian design and hand woven, \$30.00 per dozen. Samples, \$3.50.

Same as above only 3/4 inch, \$28.00 per dozen. Sample, \$3.00.

TRANS-WORLD DISTRIBUTING CO.

P. O. Box 671

Gallup, New Mexico

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50.
Novelty Rubber Shimmie Dancers. Doz. 70c. Hundred \$5.00.
"Novelty Rubber Man in Barrel." Doz. \$2.50. Hundred \$18.75.
Kilroy Plastic Statuettes. Doz. \$1.20. Hundred \$9.00.
Half Cash With All C. O. D. Orders. Certified Check or Money Order. No SAMPLES.

NEW CATALOG NO. 747 SOON Write for your copy now.

MIDWEST MERCHANDISE CO 1010 BROAD WAY KANSAS CITY MO GENE AUTRY-



1-Jowel Muve-

Contine Baddle Hoto Gin Hox

Autographed by Gene Autry Guarantee With Each Watch Styled for Beauty Built for

Accuracy

\$4.88 Each Sample, 51 Extra

IT'S A KNOCKOUT-MEN and YOUNG MEN IDENTIFICATION BRACELET



#30 HEAVY OBLONG

\$4.25 Dozen — \$48 Gross

Each Dozen on Velveteen Tube Display.

25% Deposit With Order, Ealance C. O. D.

SEND FOR ILLUSTRATED PRICE LISTS

THE SALPRO CO. Chicago 24, III. STERLING JEWELERS

85 E. Gay St.

## BALLOONS BUY DIRECT

ASSORTED A Medium Size

ASSORTED COLORS

PER

GROSS

Columbus 15, Ohlo

- PACKED 50 GROSS TO CASE -Orders less than case lots add 50c per gross. Terms: Cash with order only. We pay postage.

as a Watermelon

## IOW SALES CO.

22 HANOVER STREET BOSTON 13, MASS.

#### ATTENTION! GOLD WIRE ARTISTS

Bquare and round rolled gold plate wire, all gauges and qualities. Stone-set and plain bangles as follows: hearts a stam a clovers crescents beaded hearts a wagen wheels crosses, etc. Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. Setone ring top of beaded stock. Beaded band wire a Plain findings, such as crosses anchors a bowknot pins a springrings plain and twisted hoops a services a carriers at the Boop carrings as a carriers are carriers as a carrings of plain and anpierced cars. Hand-made adjustable bangle bracelets. Wire knot rings of rolled rold plate. Pearl plates of small shell. Cameon ste.

Write for \$5 sample order with price list. Deposit, \$2, bal. C.O.D.

EMROW JEWELRY CO. Bez 68, North Station, Providence S. R. I. Buy Direct From Manufacturer and Sare



ALL-METAL COOKIE PRESS and CAKE DECORATOR SET

14 places boxed \$1.00 Retail Immediate Delivery

Deposit on all orders Zachman & Co., 5004 Wilson Ave., Chicago 30

Funny Business

NOVELTY FUN CARDS

Trick Stores, Newsstands, Arcades, Park Stands, etc. Sell our Novelty Card Sets, Novelties, etc. First sellers. Big profits, Samples and list, 10c. 25 sets for \$1.00, or 100 sets for \$3.75. All postpaid. Den't delay. Send now.

NATIONAL SPECIALTY SALES CO.

15 East 3rd St.

Cincinnati 2, Onto

## Everybody has \$1 for your apot cash commission! New, improved Solid Brass Name Plates for front doors. Genuine engraved, brilliant black lettering. New process. keeps bright without polishing. Elasy \$2.08 sale gives you \$1 at once. We deliver. Make \$50 extra next week. Write now for free sample. Dept. 5, Kational Engraving, 214 Summer, Boston 10, Mass. MOVELTIES FOR JOKERS AND OTHERS Make real profits on 300 of America's Fastest Sellers. Bend \$2.00, \$5.00 or \$10.00 for Hig Trial Assert-ments. You will double your money. Send 6e for details, please.

BLUE MOON SPECIALTY COMPANY Dept. 10, Ravenswood, W. Va.

## FAST SELLING!

"Exclusive"

Autographed . . . Western . . .

- BOLERO VESTS
- KERCHIEF AND SCARF HOLDER SETS
- BANDANNAS
- SCARF SLIDES
- WINDSOR TIES
- TY-KERCHIEFS
- SCARFS, ETC.

Send for Illustrated Booklet of Roy Rogers and Western Novelties

MANUFACTURING CO.

13th & Broadway Denver, Colorado

### Hew! $\mathbf{P}.\mathbf{D}.\mathbf{Q}$ . AUTOMATIC PHOTO MACHINE Today's Rig Money Maker.

TAKES AND FINISHES BEAUTI-FUL 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

S 1/2 inches, NOT TIN TYPES, Big
attraction. Watch photos develop in
daylight in one minute. Easy to
sporate. Simple instructions show you how. P. D. Q.
Photot are guaranteed NOT TO FADE, in this interesting, Big MONEY business—anywhers—indeers or outdoor, you will make Big MONEY with
the P. D. Q. . . . A real "Portable Photo Studie." Write or wire

PDQ CAMERA CO., Dept. B 1181 H. OLEVELAND AVE. CHICAGO TO, ILL.

### NEW IMPORTED SWISS WRIST WATCHES



- \* Precision Bullt
- \* Stainless Steel Back A Genuine Leather
- Band \* Styled for Beauty
- # Bulls for Accuracy
- \* Radium Dials \* Sweep Becond Hand
- \* Immediate Delivery

Each In Lots of 6 or More. Sample orders, \$1.00 oxtra. 25% deposit with order, balance O. O. D.

ALLIED SERVICE CO.

929 Fifth Ave. Pittsburgh 19, Pa.

We supply you complete 16MM. Sound Projector and Films. Everything ready for abowing. Be your own boss. EARN BIG MONEY. PILMS, SE Monroe (Dept. BB), Memphie, Tenn.

### FORMULAS & PLANS

ICELESS ICE!—COLDER, CLEANER, CHEAP-er, Formula, instructions, other money making in-formation, 25c. Duffy, Box 523T, Covington, Ky.

#### FOR SALE SECONDHAND GOODS

FOR SALE — ONE DOUBLE-HEAD CANDY
Floss Machines with 5x5 Stand. One Single-Head
Floss Machine with Box. One Snowball Machine
with 5x5 Stand, 4 machines without. 1936 Plymouth Truck with Hot Dog Equipment. Printing
Machine. Gus Borger, 868 N. Paulina, Chicago

POP CORN TRUCK, CHEVROLET, 1936 4. ton; Lighting System, Bottle Gas, Awnings, \$950, 800 lbs. raw Pop Corn free (\$1,000 value). Burnside, 14915 Telegraph Rd., Detroit 23. KE.

LORD'S PRAYER ON PENNY STAMPING MA-chines. 2 dandy used ones, \$165 each includ-ing engravings. Sample work, details, 25c stamps. L. P. Eugravers, 705 S. E. 28th Ave., Portland 15, Ore.

SIDEWALL — WATERPROOF AND MILDEW-proofed, complete with grommets and rope. Green or khaki, approximate 8 oz., 6x100', \$54.56; 7x100', \$63.04; 8x100', \$71.52; 9x100', \$80; 10x100', \$88.48, Made in any length at above rate per running foot. 25% deposit. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone CAdillac 5601, au28

### FOR SALE-SECOND-HAND SHOW PROPERTY

A 1 14-TON PANEL TRUCK: 3 CONCESSIONS, complete, lights, stock, etc. Booked on show around Cincinnati, \$1,200. Box C-75, care Bill-board, Cincinnati 22, 0.

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set. 50 All-Electric, from \$155, Krispy Korn, 120 S. Halsted, Chicago, Ill. ag-i

ALUMINUM POPPING KETTLES—20 % DIScount. Coleman heating equipment. Bottled gas burners, regulators, fittings. Northside Sales Co., Indianola, Iowa.

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs. Rectifiers, Chairs Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 602 W. 52nd St., New York 19,

BINGO—14 BY 24 COMPLETE, REAUTIFULLY framed, seats 50; top in good condition. Has Bell Sound System, \$500, 1939 Dodge 2 ton Truck with van body, perfect shape, \$750. Two good Candy Floss Machines, double head with aluminum pan at \$125 apiece, Good Echols Ice Shaver, \$40. Howard Fletcher, McComb, O. Phone 2161.

CLOSE-OUT SALE OF FLOOR DEMONSTRA-tor machines, 4 Sun Maid Popcorn Vendors, with stands, \$70 each, 2 Daval Postmasters, \$60 each. Three Ic Cash Trays for \$20. One Cash-Trio, \$25. One Statler Biscuit Machine, \$65. Markepp Sales Co., 4310 Carnegie Ave., Cleveland, O.

COMPLETE CARNIVAL THREE RIDES, TIC-

ket Box, Iron Fences, Switches, Wire, Side Show Tents, P.A. Sets, three Joints. Good route of fair celebrations. Show on road. Sacrifice all \$2,250, Carnival, 202 W. Main, Spokane, Wash. DONKEYBASEBALL AND DONKEYBASKET-

ball outfit. All equipment, truck. Write only if genuinely interested. Elihu Hobson, Mt. Pleasant. Iowa.

EXCLUSIVE HOME MOVIES — GLAMOUR Films, Projectors, Screens; free new Catalog. Home Pix, 1674 Broadway, New York 19, N. Y. FOR SALE-HAMMOND ORGAN WITH SPEAK-

ers, 250 pair Chicago Skates, 50 pair Shoe Skates, Skate Grinder, P.A. System and Record Changer, Will sell separately, Write E. A. God-frey, 610 Louisa St., Flint, Mich. au7

## Speed-O-Print Duplicators

SAVE TIME! SAVE MONEY!

Simple to operate . . . Reproduce your own circulars, programs, sales helps, bulletins, letters, office forms, postcards and other printed material. Produce anything that can be typed, drawn or traced on a stencil.

Write for FREE CATALOGUE of Duplicators, Supplies and Accessories.

> ROBERTS OFFICE SUPPLY Farmington 3, Mo.

FOR SALE—TRAVELING, THEN SEE THIS | G.M.C House Truck, Completely furnished, only \$3,500. Smith, 210 E, Chester St., Lafayette,

FOR SALE—KIDDIE CHARRILANE, 10 PAS-senger, good condition. Priced for quick sale, Glenn Smock, 25 W. Mechanic St., Winchester,

FOR SALE—8-CAR MANGELS WHIP, RECON-ditioned and repainted this spring. Theo. V. Temple, Edgessater Park, Celina, O.

FOR SALE—ERIE DIGGERS, TWELVE IN NEW trailer, reason for selling, illness in family, Lamar Byrum, Shelbyville, Mo.

FOR SALE—PRINCESS OF THERES ILLUSION.

Four vent figures, two sets puppets, ball game concession, 2 movie screens, sound system. For Brown, 1713 Miss., Lawrence, Kan.

FOR SALE OR TRADE — 22 FT. FERRIS

Wheel New last summer, in 1st class and excellent condition. Very well made, carries adults
and children. 8 seats, very portable, Want large
Wheel for park. Burl. Amusement Center, Ralph
J. Frick, owner, Burlington, Iowa.

FOR SALE—MUST CLOSE OUT ALL RUBBER Molds. Cast your plaster and save this ad. Several the best Pitch Ring Games, Pers for Knife Racks and supplies. Shoe outfit, complete. Best cash offer. Clinton Downs, Marshall, Mich.

FOR SALE—PORTABLE ARCHERY RANGE, Complete, neatly framed, moving and stationary, targets, rubber backstop. Can be seen in opera-tion on Happyland Shows, Owosso, Mich., July 26 to 31; Wayne, Mich., Aug. 1 to 7., then as per

FOR SALE—SHOOTING GALLERY, COMPLETE outfit, long and short range with big duck pond in front. Steel sidewalls, 3 rifles, plenty of moving targets. A real outfit, a real buy. Can be seen in operation, \$900. Eldred Smith, Box 232, Lineville, Ala.

GIRL-IN-FISH-BOWL ILLUSION, LENS, DIREC-tion to make, \$20. New Trapese Crane, \$25. 2 %-ton Reo Truck, \$475. Home Const. Co., 97 Arch St., Butler, N. J. jy31

KIDDIE BOAT RIDE—RUNS ON PLATFORM, good shape, new motor; ressonable, C. E. Reid, Atlantic Beach, N. C.

LUNCH BUS—COMPLETELY EQUIPPED 1936
Ford in good condition, \$1,000 cash, W. J.
Cunningham, Leesburg, Ohio. Phone 16.

OPERATE "STELLA SHOW!" COUPLE handles. Profitable information, 10c. Hallock, Route 6, Duluth, Minn.

PHOTO BOOTH—COMPLETE, TAKES 1 % x2" pictures, Hex Universal F-3:5 Lens, \$250 and worth it. Arcade Novelty Shop, 830 State, Quincy.

POPCORN MACHINES—RECONDITIONED AND new, all makes of electric floor models from \$150 up. Floss and Snow Cone Machines and all supplies. Poppers Supply Co., 1315 Vine St., Philadelphia 7, P.

SHOOTING GALLERY — 15-SHELL LOADING Tubes, 75c dozen; \$6 100. Deposit on C. O. D. a. H. B. Sherbahn, Wayne, Neb.

SHORT RANGE GALLERIES—TWO NEW DE-luxe models on wheels now ready. Four about at one time. The classicat gallery built, Supreme Co., 3820 14th St., Detroit S. Mich.

Fletcher, McComb, O. Phone 2161.

BURCH FLOGR MODEL ELECTRIC POPPER—Carmel Corn Outfit, New Double Head Floss Machine, New Echols Ice Machines, James Rosetter, Albany, O.

CLOSE-OUT SALE OF FLOOR DEMONSTRAtor machines, 4 Sun Maid Popcorn Vendors, with stands, \$70 each, 2 Davai Pentmasters, \$60 cach. Three Ic Cash Trays for \$20. One Cash Trio, \$25. One Statler Biscait Machine, \$65. Markepp Sales Co., 4310 Carnegie Ave., Cleveland, O.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theatre, Excellent condition, Movie Supply Co., 1318 Wabash Ave., Chicago.

COMPLETE CARNIVAL—THREE RIDES, Ticket Box, Iron Fences, Switches Wiss, Side Complete Seattle, State Carnegity, Peoria, III.

TESTED PLANS FOR BUILDING PARK AND Carnival Ridge and Concessions, You save in to 200% by building your own, Kiddie Auto, Chair-plane, Boat, Individual Airplane, Plans, \$5 cach. Kiddie Ferris Wheel, \$8; all six with size Jeep and Trolley patterns, \$32; Greased Lightning, 24 passonger small major flat Thrill Ridge (Stage Coaches) \$15; all 9 plans, \$40; with putterns, \$42. Concessiona, 7,500 words, 65 drawings for 23 legitimate games and making One-Way Shallow Joint, \$5; Blade Box, coffin-type, 14 wide wooden blades and pole through coffin holding girl. Expose lid, Scale drawings and instructions, \$4; with full size pattern, \$5. Free catalog, Brill, 228-B, North University, Peoria, III.

THEATER SEATS, BARGAINS: SCREENS

THEATER SEATS, BARGAINS; SCREENS, Folding Chairs, Tents, 16mm, Film, Blues, Projectors, Lone Star Film Co., Dallas, Tex. au7

TRAILER—6x8x6 FEET, ENCLOSED, LIKE new, custom made, \$275, Single Loop-o-Plane, \$650. J. B. Aley, 5951 Branch Ave. S. E., Washington 20, D. C.

TWO MILLS PUNCHING BAGS \$95 EACH-Large size Root Beer Barrel, R-T-S Amusement Center, Dodge City, Kan.

1 % " DIRECT POSITIVE CAMERA AND LENS, \$30; Enlarger, \$25; double Camera without lens, \$40; Concession Wheel with lay down, \$10; Warner Electroplater, \$35. All good condition John Huntington, 707 South Maple, Green Bay.

10 KEENEY'S DOUBLE PARLEYS LIKE NEW-1 Kenney Hot Tip. 1 Skee Roll, Best offer takes them. Rudy Wylk, 3040 Sidenberg Ave., Key West,

12x12 HEAVY KHAKI 4 WAY AWNINGS— Striped cloth, O'Henry make, in good condition, A real buy. First sixty fire dollars gets it. Harry G. Williams, care Johnny's United Shows, Dundee,

16MM, SOUND PROJECTOR — COMPLETE, perfect. Films, Magic. Bargaina. Stamp for de tails. Pelkin, 2003 Holt Rd., Indianapolis. Ind. 16MM, SOUND PROJECTOR AND COMPLETE Outfit, Films, Screen, etc. Cost \$1280, like new. Must sell at once, \$350 takes all. Simpler, Box 260, Pontiae 13, Mich.

35MM. SOUND FILMS - OUTRIGHT SALE New low prices, Also rental service, Listings, Oakey Films, 242 Kontner, Nelsonville, O.

35MM, FILM—TWO SEVEN REEL MYSTERY
Features, \$30 each; 2 reels, 3 Cartoons, \$15.
One Pupetton, \$10. First \$75 M. O. taken all.
Manly, 200 S. Ave., Los Angeles 42, Calif.

(Continued on page 126)

### PRICE ..... \$68.50 EACH 3 OR MORE..... 65.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MA-CHINE, 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

F. O. B. New York. 25% with Order, Balance C. O. D. Ideal for renting out or resale because they'll stand up and do the work. Prompt shipment.

TCHIE GOLDM 9 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

CLEARANCE SALE

Huge Savings Now!

CUFF BUTTONS .....

High Grade Gold Filled CUFF BUTTONS ...

Yellow Gold COLLAR BUTTONS .....

Gold Filled COLLAR BUTTONS ..... High Grade

STICK PINS ..... High Grade Sterling

BIRTHSTONE RINGS ..... Two-in-One STERLING RINGS .....

> ZIRCONS OF ALL KIND IN STOCK

Mail Orders or Write for Details Today!

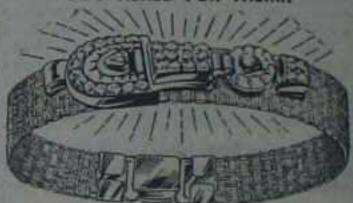
B. LOWE

Holland Bldg.

535 8th Ave.

St. Louis, Mo.

COCKTAIL BRACELETS AGAIN YOU ASKED FOR THEM!!



Flexible Mesh, \$8.00 doz; \$7.50 in cr. lots. Expansion Band, \$7.50 doz.; \$7.00 in gr. lots. Add 50e per doz. if individual boxes wanted. STUNNING STYLES! LOTS OF FLASH! High Gold Plate—real Czecho Rhinestones—Also
FOBS—LOCKETS—LAVALIERS—CHATELAINES—AND ASSORTED BRACELETS,
SEND TODAY for free illustrations, Sample
\$1.50. Send 1/3 dep. with order, balance C.O.D. Allow for postage on prepaid orders. STAR IMPORT NOVELTY CO.

FOLDING CHAIRS SEASONED HARDWOOD BRACED WITH STEEL NON-TIPPING FLAT-FOLDING FULL ADULT SIZE PROMPT WRITE FOR CATALOG DELIVERY

SELL STORES & DIRECT

J. P. REDINGTON & CO.

Direct from Manufacturer Largest Assortment
of Latest Patterns
50.50 DOZ. 3 DOZ., \$18. FAST \$1 BELLER. VOU MAKE \$8.00 PER DOZEN. Special Price on Gress Lot Orders. OTHER ITEMS—FREE CATALOG

EMPIRE CRAVATS

DEPT. 28:

New York 12, N. Y.

SCRANTON 2, PENNA

ARE BACK AGAIN! !! \$5.00 per 100; 1/3 deposit

J. R. STEPHENS 65 Edmund Place, Detroit 1, Mich. 

## MAGNIFICENT PAPER PARASOLS

SIGHT SUPREME

Per Gross

Less than gross

lots,

\$2.50 per dex.

3 samples will be

sent for \$1.00

postpaid.

LOOKS LIKE A PARASOL. OPENS LIKE A PARASOL. IT IS THE BEST MADE PARASOL.

see for your self

TODDAY ORIDER 10" SPREAD, BRIGHT FLASHY DESIGNS, 18" WOOD HANDLE, BRIGHT COLOR FRINGE AND CORD. CAN BE FLASHED OPEN OR CLOSED IN THE WIND. BUY DIRECT AT THESE LOW

ACCOMPANY ORDER, BALANCE C. O. D. No catalog; everybody use the above prices,

JOBBER PRICES

CHICAGO BALLOON COMPANY 716 W. MADISON ST. CHICAGO 6, ILL.

Manufacturer of HIGHEST QUALITY CHEWING GUM

> BALL GUM BUBBLE GUM BUBBLE BASE

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

BARKER BRANDS, Inc. SEA BRIGHT, N. J.

## CARNIVAL SUPPLY HOUSE FOR SALE

An Old Established Business with a large following, located in a large Midwest City. Illness is the reason for selling. Present owner will stay with purchaser until he familiarizes himself with business.

For complete information address:

P. F. DOWNEY 390 Arcade Bldg., St. Louis 1, Mo.

## DELICIOUS BOXED

Full One Pound Boxes, each Ribbon Tied, Choice of Chocolate Covered Chips, Nut Butter Sticks.

Peppermint Sticks, Spearmint
Jelies and Wrapped Caramels, packed 35 boxes to case, \$7.56 Cs. (5 case lots, \$37.00).

Terms: Cash or 1/2 deposit, balance C. O. D. Full sample box of all 5 kinds (full 5 lbs, of cands), postpaid \$2.00.

CASTERLINE BROS. 2030 Sunnyside Ave.

### SQUIRTING RINGS



\$14.40 Per Gross F. O. B. Phila.

Bample Gross, \$15.00; Sample Doz., \$1.50;

Postpaid.

2404 N. 15th Street Philadelphia 32, Pa. RIXIE MFG. CO.

NUGGET OMPOSITION WATCH CHAINS and CHARMS DUST CONTAINERS, SCARF PINS, UNMOUNTED NUGGETS, ETC. EDGAR'S RED BLUFF, CALIF.

## Fair and Carnival Specials

BALL GAME GOODS 

SLUM 

NOVELTY GOODS

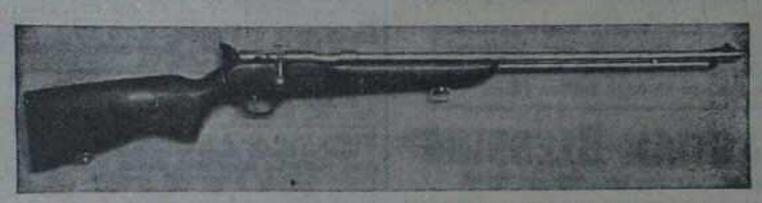
WHEN REQUESTED, CHANGE APRON INCLUDED WITH EACH ORDER SHIPPED

VIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

HOTTEST FALL ITEM - - - GUNS GUNS - - -

NICKEL CHROME PLATED-CUSTOM FINISH



25-SHOT TUBULAR MAGAZINE CHROME PLATED ,22 CAL, REPEATING RIFLE, ILLUSTRATED ABOVE, \$33.50, F. O. B. ST. PAUL.

8-SHOT CLIP MAGAZINE CHROME PLATED .22 CAL. REPEATING RIFLE, \$28.50.

TERMS: CASH OR C. O. D.

GOPHER DIST. CO.

1938 UNIV. AVE. ST. PAUL 4, MINN.



## CAMPAIGN BUTTONS AND BADGES



-BUTTONS ONLY-500 LOT

1,000 LOT \$20.00

With Red, White and Blue Ribbon add \$2.00 per 100,

Immediate shipment. Send check or money order. 25% deposit on C. O. D. We are in position to supply all types of campaign buttons and badges. Write for details.

ACORN BADGE CO.

35 50, DEARBORN ST. CHICAGO, ILLINOIS

Hottest Item in Years

FIRST QUALITY-ALL BLACK STOCK

\$18.00

Order Sample Gross and be convinced as others have.

\$16.50 Gr. 5 Gr. Lots or More..... 24" Rattan Sticks.....

(Sticks used in attaching Black Widow Spiders.) Lg. Size Chinese Paper Snakes . . . . 7.20 Gr. Lg. Size Chinese Paper Snakes (Cs Lots-10 Gr.) ..... 6.00 Gr. 20" Cowboy Rayon Scarfs ..... 6.00 Dz. 20" Roy Rogers Rayon Scarf ..... 6.40 Dz. 26" Cotton Roy Rogers Scarf . . . . . 3.00 Dz. Asserted Metal Scarf Silder ..... 2.00 Dr. Complete Lines of Novelties for Rodeos, Fairs and Gelebrations.

25% Deposit, Balance C. O. D.

1013 MISSION ST. SAN FRANCISCO 3, CALIF.



Send for our new FREE
Catalogue of famous watches
and other outstanding lewelry buys. The low, low
prices and famous brand names will do the selling

FOR This 7-jewel Waltham in new chro-mium case, 12 and 16 SIZE, 520. YOUR COST, \$10.

KANE WATCH CO. Rm. 113, 104 Canal St. New York 2, N. Y.

Let's Get Acquainted COMPARE PRICES and quality, too!

BE convinced-Order samples!

\* NEWEST ITEM \* Flashlight & Ball Point Pen Combination in Gold Plated Case, \$6,00 Doz. Electric Bow Ties, \$6.50 Dex.

All plush Scotty Dogs with electric light-up eyes, \$16.00 doz.

Black and brown.

25% Deposit, Balance C. O. D.

PARAMOUNT, 1189 B'way, N. Y.



Machinee Original

Amsco means more profits.
Fastest delivery.
Plenty supplies.
New — Used. Beautiful, durable. portable. Simplified so anyone learns in hour.
American Stamp
& Novelty Mfg.
Co., 4801 Rostmoyne, Houston
B, Tex. (formerly of Okla. City).

ND CURPENT OR BATTERIES USED

ODY CAN NICKEL PLATE. NO 1948 PATENT

equipment or electricity needed.

Just rub. A BLESSING to Doctors, Hobbyints, Auto, Machinery
and Home Owners and practically crerybody.

NO POISONOUS CYANIDES OR QUICKSILVER. It will heavily plate, INSTANTLY.

Steel, Iron, Copper, Brass, etc. It's NEW,
DIFFERENT, PRACTICAL ECONOMICALJust rub with a cloth to any thickness—fascinating hubby—plate for neighbors and friends.

MONEY-BACK GUARANTEE

C. O. D.'s few cents extra.

INSTANT PLATING PRODUCTS, Dept. B-5
3439 So. Michigan Chicago 16. III.

## HELIUM FILLED BALLOONS SELL

You Can Fill 'Em EASIER and FASTER with the Mew HI-BALL

BALLOON FILLER



EASY, FAST FILLING -

Simply slip balloon over mozzle and press down . . . a one-handed operation.

**LEAKPROOF**-

All the Helium goes into your balloons - none wasted by leakage.

ADJUSTABLE -

Pressure easily set for fast filling of any size balloon.

For bigger profits, order your HI-BALL Balloon Filler from your jobber today

Balloon Manufacturers and Jobbers! Write for details about profitable sales plan on the new HI-BALL Balloon Filler!

4201 W. Peterson Ave., Chicago 30, Ill.

Plonear & Lander In the Design & Manufacture of Precision Equipment for Voing & Controlling High Pressure Cana

## PRIZE AND BINGO MERCHANDISE VALUES



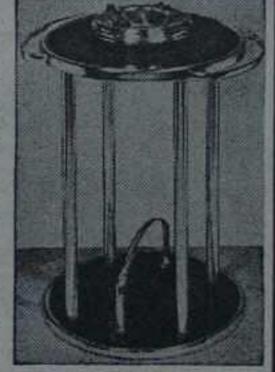
**HAMPER** #1100

18 x 9 1/4 x 20-inch size. Beautifu Mother of Pearl Top. Choice of assorted colors. of Six. Individually boxed.

Sample, \$4.00

1/3 DEPOSIT, BALANCE C. O. D. Famous COMET Aluminumware

97		
1		Per Doz
1	Covered 2-Ot. Pan.	
1	#6362	\$5.58
1	Covered 3-Qt. Pan, #8383	6.30
ı	Baking and Roasting	
ı	Pan, £7515 4-Qt. Covered Pot,	6.95
ı	4-Qt. Covered Pot,	
п	#7954 6-Qt. Covered Pot,	8,40
1	STORE COVERED POL	40.05
3	8-Qt. Covered Pot,	
1	#7958 10-Qt. Covered Pot,	11.55
ı	10-Qt. Covered Pot,	
۱	#7980	73.80
ı	#5571 1/2	8.95
ş	8-Cup Percolator.	
4	#5572	9.70
	6-Cup Drip Coffee Maker, =7321 1/2	44 05
	1 1/2 -Qt. Double	
	Boller, #6501 1/4	9.90
	2.Ot. Double Rolles	
П	=6502	11.00
3	#5378	.10.45
3	5-in-1 Comb. Pan.	
9	#6153	10.45
	FaOt Ton Kottle	
	=7265	12.30
	BEGINNERS'	
ı	SKATE, in 2 doz	02000



SMOKER and MAGAZINE RACK

#508 Combination smoking stand and magazine rack.
Walnut and black, 20
Inches high, nickel
plated, Shipped 6 to a
carton. KD. \$2.95 In Lots of Six.

Sample, \$4.00

## MANUFACTURER'S OUTLET SYNDICATE

AVAILABLE -- WRITE

NY OTHER ITEMS

24-30 S. Clinton St.

Chicago, Illinois

## DEMONSTRATORS & ENGRAVERS

A NEW NAME, BUT THE SAME QUALITY MERCHANDISE

A complete line of up-to-date Signet Jewelry, finished in gold and white electroplates, guaranteed to give satisfaction to both you and your customers or merchandise will be replaced. This merchandise WILL stand up.

BRAND NEW MASSIVE IDENTS, IN TWO-TONE COLD OR WHITE BRACELETS — BROOCHES — FOBS — NECKCHAINS — PINS AND GUARDS - CHATELAINES - ELECTRIC ENGRAVERS -TRANSFORMERS AND CABINETS

SEND FOR SAMPLES AND PRICES OF OUR BEST NUMBERS

You need one of our new walnut finished engraving cabinets with soft velvet pad top and drawer for tools. \$13.00 each with built-in heavy duty transformer; \$8.00 each without transformer.

LARSON JEWELRY COMPANY, INC.

94 COUNTY STREET

ATTLEBORO, MASS.

SUCCESSOR TO EDW. H. MORSE & COMPANY

#### INSTRUCTIONS BOOKS & CARTOONS

BOOKS AT 2 %c UP FOR HEALTH, MAGIC, Crime, Narcotic, Astrology, Boxing, Wreatling, Minatrel, Pun, Snake and other concessions, Stock and special editions. Write your requirements: 20 different samples, \$1 postpaid. Stein Publishing House, 521 S, State St., Chicago, III.

CARTOONS DRAWN TO ORDER, \$1.—CRACK-erjack artwork, Lightning service, Samples, 10c. Ross, 111-14 76th Ave., Forest Hills, N. Y.

"HEAD?-TAILS?" — TOSS EITHER! ANY coin! Any time! (Good pitch act). Copyrighted manual mailed promotly, \$1. Arro Company, Bridgeport 1, Conn. (961-B)

LEARN THE SCIENCE OF PALMISTRY—FOR pleasure, popularity and profit, Be the life of the party. Particulars free, Modern School of Palmistry, 14771 Athens Ave., Lakewood, O.

MIDGET BIBLE—100 CHEAP, FAST-SELLING paper-covered books on maxic, contest winning, dreams, exposes. Free price list. Johnson Smith, Publisher, Detroit 7.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures, Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. 1931

### **MAGICAL APPARATUS**

AAAAA WHOLESALE TRICK CATALOG, 10c-"World's Largest Line—Lowest Prices." (Pitchmen's headquarters.) Ariane Mfg. Co., 4462-B Germantown, Philadelphis. jy31

A 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 St., Columbus, O. jy31

ASTRO-CARDOLOGY-A BEAUTIFUL NOVEL mystery game, declared by many to be sense-tional in fortune telling, \$1.25 per set, prepaid, Jan Eric, 3292 W. Pico Blvd., Los Angeles 6, Calif.

BLUE PRINTS ILLUSIONS-MINDREADING, Cards, Publicity Stunts, Chemical Books, List, 30c, Genoves, G. P. O. 217-B, N. Y. 1, N. Y. aug 28

CIGARETTE VANISHER—WILL FOOL EVEN your wife! Sample, 25c, Magic catalog, Illustrated, 10c, Scheetz's, Sellersville, Pa.

HYLER'S STUNT BULLETIN NO. 5, 25c-ALL 5, 31. Also Comedy Magic. Oscar Hyler, 775 Grove St., Danville, Va.

HYPNOTIZED AT A GLANCE, BY PHONE, Instantly! Master course in hypnotism reveals speedy stage methods; sensational secrets, amazing stunta. Photographically illustrated; complete, \$2. Satisfaction guaranteed, No minors, Power Publishing, B5, 790 Broad St., Newark 2, N. J.

MAGICIANS' HEADQUARTERS — 400 PAGE professional catalog, pocket, parlor, atage tricks. World's finest magic. Send \$1 for catalogue (refunded first \$5 order). Hanter's, B-1311 Walnut, Philadelphia 7, Pa.

MAGICIANSI MENTALISTS! HYPNOTISTS! Your name on a postal brings you latest pro-ssional lista. Shearman, 3205 Magnolia, Knox-

MINDREADING SECRETS—TELL UNSPOKEN names, numbers, coins, etc., answer unspoken questions. Methods of modern professional mindreaders explained in simple, easy-to-understand language. Only \$1, postpaid, complete, Savisfaction guaranteed! Beiss, 3017-K Ocean Parkway, Brooklyn 24, N. Y.

NEW 1948 CATALOG—MINDREADING, MEN-talism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books, 164-page illustrated catalog, 30c, Wholesale, Nelson Enter-prises, 336 S. High St., Columbus, O. 1931

PROFESSIONAL FIRE EATING, \$5. IRON Tongue, \$5. Sword Swallowing, Sword Ladder, Glass and Spike, Ventriloquism, each \$1. Swap Magic, Manly, 200 S. Ave. 56, Los Angeles 42, Calif.

SPIRIT CABINET-TALKING SKULL, DRIVerless Clown Automobile, anything operated from distance without connection, better than magic, good as spirit. Baughman, 4211 Park Ave., Ashtabula, O.

USED MAGIC—WE BUY AND SELL, WRITE now, Well-Made Products, 224B E. 5th St., Los Angeles 13, Calif.

### MISCELLANEOUS

ATOM BOMBED NAGASAKI-15 PHOTOS, \$1. 12 Aleutian Photos, \$1. Makins Pictures, 1005 Parkside, Remerton, Wash.

ATTRACTIVELY GIFT WRAPPED ANIMATED sets of 4 children's books, \$1. 24 beautifully Persona Pak Everyday Greetings Cards, \$1. Cash or money orders. Margaret Hantsis, 315 N. Walcott, Indianapolis 1, Ind.

INDIAN BEADWORK, BUCKSKIN BEADS, Feathers, Wigs, Supplies, buying direct from Indians. Prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Pawnee, Okla. aug21

MUSICIANS, ARTISTS, ENTERTAINERS —
Write for free folder telling new method of obtaining more bookings. Free. Passantino Printing
Go., Dept. B, 250 West 49th St., New York City
19, N. Y. au7

NAME PLATE MACHINE (NUMBERAL)

Automatic Model 48, 1/16 letters plus extra 4 inch die plus a swell case. First \$25 deposit received gets it all for \$125. Social Security plates, \$10 per hundred. Black or white strips of plastics available in quantity. H. Bais, 550 Backman St., Brooklyn 12, N. Y.

NUMBERALL NAME PLATE MACHINE—% inch characters. Model 40, fully automatic. Never used. Plus a very good carrying case. Worth much more than price asked, \$125. Send 25% deposit, balance C.O.D. A. Admire, 841 8th Ave., New York 19, N. W.

P-38 BELLY TANKS—NEW, STEEL, 10 FT. OR 8 ft. size, \$9.95, Buck's Auto Parts, 80E, Merced 14, Calif. aug21

RUBBER STAMPS-YOUR NAME, ADDRESS, other wording: three lines, \$1. Circular, Clifford Jones, 1210B Dudler, Utics, N. Y.

SURPLUS CHEF'S COOK HATS, 3 FOR \$1, RE-tail value 75c each. Frank Charlet, 519 Rechling Ave., Trenton 10, N. J. augl 4 ammi 4

1024 E. Dunedin Rd. Columbus 11, Ohio For the BEST in Rings



#234 1/20th 10K G.F. Blue or white side stones.



WIII



\$21.60 doz.

\$22.50 doz. #236 1/20th 12K

#236 1/20th 12K #237 1/30th 14K G.F. Red or white R.G.P. All white side stones. Send for our illustrated catalog showing more than 100 styles for ladies, men. boys, and girls. Our Special Discount offer will interest you interest you.



Sensational Midget Bible Our fastest soiler at carnivals, of mest, over counter. 200 pages 1 Testament, litustrated, sine of postage s t a m p. Completely

legible. Cross on cover. Sample 15c; 85c dozen; \$6.00 per 100

279 Magic Tricks 32 page book, two color printing through-out. Full book stee. Fast mover. Sample, 1201 50c dozen; \$3.50 per 100

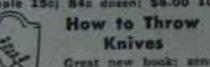
Big 06 page book; 3 color cover; terrific weller at \$1.00; neely brinted throughout, flashy 2-color cover. Samole 890; \$2.52 dozen; \$18.00 per 100

How to Win Prize Contests pensationally popular-cold all the way up to \$1.00. Beautiful cover. 32 pages. Great mall order seller. \$6.00 per 100

Sketches of Ladies



Hot Item. Sample 15c; 84: dozen: \$6.00 100



Great new book; sensational at cornivals. Enife furniting and throwing explained. Sample 15c; 84c dozen; 56.00 per 100 How to Juggle

Low priced juggling book that is ammed with more information than and in books selling for \$2.00. Here Sample 15c; 84c dusen; \$6.00 per 100

Jobbers-Quantity Users-Lower Prices
Write for quantity prices and exemptets list of 100
ow-priced, paper covered, fast moving books we print.
Fermat Cash with Order or C.O.D., F.O.R. Betreit
JOHNSON SMITH CO., DETROIT 7, MICHIGAN

## PAPER HATS At Jobbers' Prices



Buy your paper hats direct from manufac-turer at jobbers' prices. Made of best quality crepe paper. Comes assorted colors, trimmed with gay decorations. Buy your stock now for the fall festivities. Ideal for fairs, carni-vals, concessions, hallowe'en parties, etc. American made.

Sample Dox., 35e; Cr., \$2.95; 10 Gr., \$27.50. Shipping Charges Extra.

TYRONE MFG. CO. LE CENTER, MINN.

HAND PAINTED All-Around Zipper Wallets

Sows and Change Purse Twelve MULTI - COL-ORED Designs

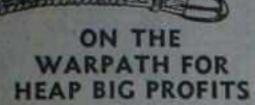
Send 25 % dep.; Sample, \$1.00 Retalls for \$1.49

57.50 per dozen POSTPAID

SCOPE SALES CO.

5 Bookman St., New York 7, N. Y., Dopt. 424

## Thunderbird BEADED BELT



COLORFUL . . Display them they sell on sight

No. 400 Attractive One Inch Indian Design Seaded Belt. Beautiful assortment of Hand-Loomed Beaded Strips, sewed on full top-grain finest selected one piece beautifully embossed cowhide saddle LEATHERS, Ends tapers deper Western style. Two edges hand-inced in white. Quality gilt hardware. Packed in One Dozen to box, assorted sizes as follows: 1-24, 2-28, 3-28, 3-30, 2-32, 1-34. NOT INSTITUTION - MADE MERCHANDISE. Guaranteed to sell legally anywhere in the world. FOR ALL INDIAN-TYPE MERCHANDISE,

send for our latest catalogue.

**医生产的** Suggested Retail \$4.95 Sample \$4.00

TERMS: Open Account to Rated Firms 1/3 Deposit, Bal. C.O.D. Samples—Cash with order. Wholesalers. Dept. B, 2122 N. Lincoln Ave. Chicago 14, III.

## FLAGS - DECORATIONS -**NOVELTIES**

Canes, Tissue Shakers, Tissue Fringe, Carnival Pennant Strings, Half Fans, Pull Downs. Special Design Flags.

"National Line"

## THE NATIONAL FLAG COMPANY

1012 Flint Street

Cincinnati 14, Ohio

Quantity Discounts to Bona Fide Jobbers &



ELECTRIC FANS—NON-OSCILLATING—AC 10" sturdily built electric fans. Lots of 6, \$6.60 each; single sample, \$7.50; retails \$14.50.

NEW AIR COOLED ELECTRIC IRON

All chrome finished, genuine wainut handle with reliable indicator, long life elements. Lots of 6, \$3.65 each; retails \$7.49; single sample, \$4.65. Electric plug-in cord for above irons, lots of 6, 27c ex.

PORTABLE ICE BOXES

Made of heavy galvanized steel, finished with pea green enamel, detachable carrying handles. Size: 17"x8 3/16"x11". Lots of 4, 54.75; retails 58.95; single sample, \$6.00.

MINIATURES

Pretty girl subject, 21/4 x3 1/2. A carton of 200, only \$2.00.

PRICES F. O. B. CHICAGO

Terms for quantity shipments, half cash with order.
Minimum order and single samples, all cash with
orders. Merchandise guaranteed as advertised. Single
Samples Shipped Postpaid When Cash Accompanies

Dept. B. Brookfield, Illinois

#### JOKERS' NOVEMBES NEW-"RED



DETECTOR" Newest, "Hot-60¢ dozen \$6.75 gross



"HOT DOG" MATCHBOOK Red-Tipped "Het Dog." Fast Seller. 50¢ dozen \$5.75 gross



TOWELS Novelty Sensa-6 In. Envelope. 75¢ dozen \$8.75 gross

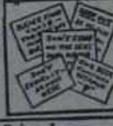
MATCHBOOK 121/ Inches 100 matches! 90¢ dazan \$10.50 gross



SOUIRTING Looks real, but squirts 10 feet! \$3.60 dozen \$42.00 gross



WALL SIGNS Funny, clever, 12 diff. styles. 50¢ dezen \$5.75 gross



We Are the Manufacturers of "The World's Largest Line" -- Lowest Prices!

JOBBERS' WHOLESALE CATALOG, 10c-413 Fast Sellers!

MFG. (0. 4462 Germantown Ave. ORDER FROM AD. Send 50% Deposit,

Balance C. O. D., P.P. or Express Extra. ARLANE MFG. CO.

## FOR A LIMITED TIME ONLY!



Butterfly Harmonica. Key of "C" only. It has 10 single holes, 20 reeds, highly polished nickel-plated covers, brassed plates. Measures 4" in length. Furnished in an attractive hinged pasteboard box.

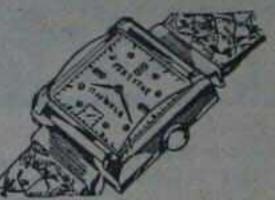
No. BBN7 - - - - - -

Plus 10% Fed. Tax

N. SHURE COMPANY

200 W. Adams St. Chicago 6, Illinois

## Dealers - Punchboard Operators - Premium Users



17 Jewel — Rhinestone Dial GUARANTEED BRAND NEW Rolled Gold Case

EA. WITH LEATHER STRAP Cold Filled Expansion Bands, \$1,50 Extra (Minimum Order—3 Watches)

PERFEX ELECTRIC RAZORS

Double Head ........ 3.00 ea. Each in pouch. We supply Cellophane, etc., for Display Purposes, FREE.

"CUTIE" KEY CHAINS, \$4.20 With Lighter .... \$6.50 2-Way GOLDTONE Ball Point Pen.

Gene Autry autograph on back of every watch. Each watch packed in Attractive Display Box. Big HIT with ten thousands of GENE AUTRY Fans. Printed GUARANTEE with each watch.

Luminous Hands Western Strap

Best Assortment in the WEST

Special Offer—3-Stone Ring 1/20-14K-R. G. P.....

WE HAVE THE MERCHANDISE YOU WANT AT LOWEST PRICES-Pocket Knives . New Haven ALARM Clocks and Watches . Gibraltar Electric Clocks Pens and Many Novelties.

TERMS:

25% Deposit, Balance C. O. D. 508 SO. LOS ANGELES ST. LOS ANGELES 13. CALIF

GENE HOFFMAN Prop. Est. Since 1926

INTRODUCING \* SOMETHING NEW-

## GENUINE, SILVER-PLATED HORSES!



Stands 10 1/2 Inches

Everyone wants horses today. . . . This is our original GENUINE SILVER-PLATED horse. (Plated on ceramic.) An absolutely new item, excellent repeats, popularly priced. Individually boxed, immediate delivery. We guarper dezen antee that this silver plate will not

tarnish, and insert guarantee slip so stating in each box.

Ideal for Premiums and Prizes.

10% Deposit-Batance C. O. D.

Mfd. by

## KAYGEE NOVELTIES, INC.

39 Great Jones St. New York 12, New York

We also manufacture 12 styles of miniatures (3 In. high) in the same silver finish. Price, \$4.80 per dozen. Individually boxed. 12 style assortments to the carton. ALL OUR ITEMS ARE GUARANTEED NOT TO TARNISH. Sample dozen on request, \$4.80.



97-36 63rd Drive, Rego Park, L. I., New York



They are perfectly balanced; everyone a worker. Will not melt in hot weather. Mouse gray color. Packed in attractive 3-colored boxes. Prompt shipment.

25 % with order, balance C. O. D.

\$6.00 Pur Gross

Sample

\$2.25

## CARNIVAL NOVELTY HATS

Famous "GOB" Suitable for embroidery writing. A good repeat item!

 ASSORTED COLORS · QUALITY FELT · IMMEDIATE DELIVERY •

We do not sell to the consumer trade. Jobbers' inquiries invited. WRITE OR WIRE FOR PRICE LIST

201 GREENE ST., NEW YORK 12, N. Y.

Colorful "CREW" Suitable for embroidery writing. Sure fire

KNOXVILLE B, TENN.

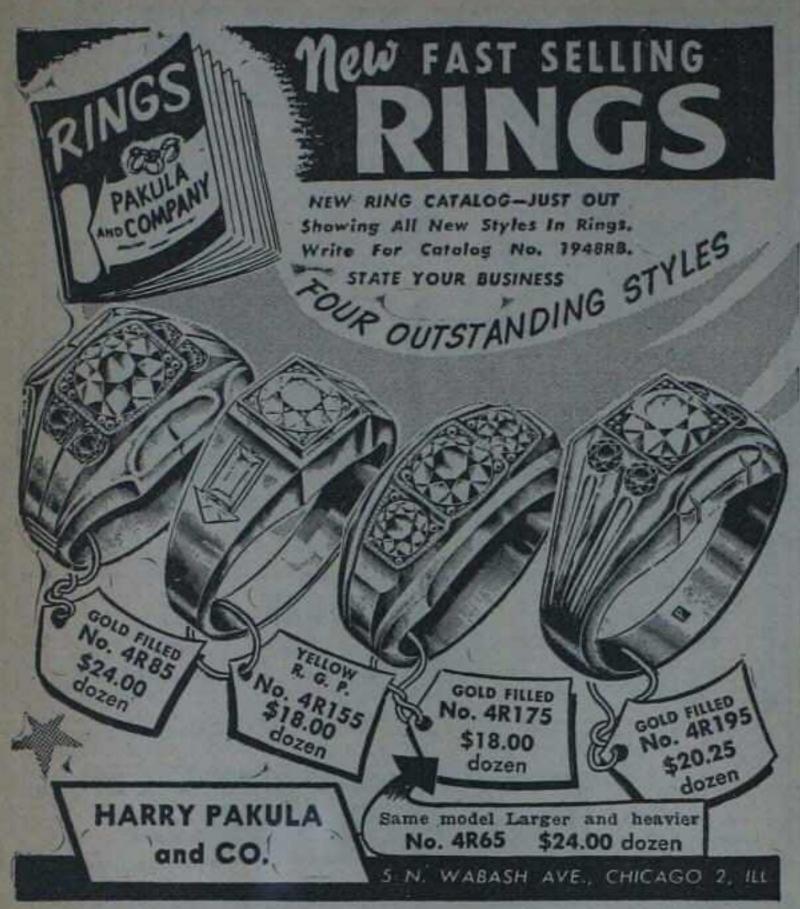
PLASTER STATUES SWAGGER CANES HAWAIIAN LEIS SLUM

BASEBALLS GLASSWARE

180 WEST JACKSON AVE., BOX 1270 (PHONE 2-4410)

CORK GUNS. Each.....\$4.95 5-INCH POCKET COMBS, Gr. .. 1.50 NO. 4 BALLOONS. Gr. ...... .80 NO. 10 BALLOONS, Gr. ..... 1.25 NO. 20 BALLOONS. Gr. ..... 3.00 NOVE HOUSE

128



## TOP THE MIDWAY WITH MYCO SUPER VALUES



The second secon	
Medium Hawilan Lels, Flashy Colors \$ 3.00 Gr.	All Plush Jumbo Bear, 30-Inch\$36.00 Dz.
I make the second of the secon	TO A LL THE TELL LILLIA A LL LL LL A A GENERAL AND A REAL AND A LL
Large Hawilan Leis 6.50 Gr.	
Comio Felt Hat Bands 12.50 M	Large Plush Fawns 39,00 Dr.
Worth 83-1 Baseballs 2.25 Dz.	Stuffed Cuddly Dell (Special) 4.50 Dz.
Swagger Canes with Tassels 9.00 Gr.	Jocko Monkey, Asst. Colors 9.00 Dz.
	Social inquiring treater source and the second
Ball Top Swagger Canes 10.50 Gr.	The State And Advisory of the State And Control of the State And Contro
Red, White and Blue Bell Batons 15.00 Gr.	Silde Trombones 1.80 Dz.
Cowboy Lash Whips 12.00 Gr.	Dart Balloons, #5
Marian Bhalla Hara	=9 Round Balloons 3.00 Gr.
Mexican Challo Hats 24.00 Gr.	THE PERSON NAMED IN COLUMN 1 I
Spanish Hats with Tassels 30.00 Gr.	TO HOUSE STORY
Large Cowboy Hats 36.00 Gr.	=9 Cat Mottled Balloons 5.50 Gr.
Flying Birds, Real Whistiers 9.00 Gr.	#14 Cat Mottled Balloons 9.50 Gr.
The state of the s	
Glant Jumbo Fox Talls, Carded 40.00 H	MINISTER STATES
Asserted Color Pocket Combs 1.25 Gr.	Jo Jo Monkey with Bell 21.00 Gr.
6 1/2 -Inch Composition Doll 15.00 Gr.	Jingle Bell Mankey with Fur Tall 27.00 Gr.
	Large Fur Monkeys 6.00 Dr.
250' Denosit With All	Orders, Balance C. O. D.
25 70 Deposit With Air	or well particular to the control of

MILTON D. MYER COMPANY

332 Third Avenue

THE UNDERSELLING SUPPLY HOUSE

Pittsburgh 22, Ponna.



### DELUXE PLASTER ONE CARTON OR A CARLOAD



No. 58 No. 57

These are all made up as banks. Size 8 in, to 14 in, high, Write for free catalog-listing hundreds of items. Please state business to avoid delay in receiving new catalog.



No. 67

1902 NO. THIRD STREET DELUXE COMPANY MILWAUKEE 12, WISCONSIN

## BINGO SPECIAL

60-oz. Decorated Pitcher and 6 Matching Footed Tumblers..... 75c Set 4-Piece Colored Mixing Bowl Sets Yeach boxed) (minimum 

Send for our complete illustrated catalog

STANLEY TOY & NOVELTY COMPANY Richmond 20, Va. 110 W. Broad St.

#### MUSICAL INSTRUMENTS, ACCESSORIES

BALANCED-ACTION SELMER TENOR — Serial 29846, new overhaul, tupe disks, new case, \$325. Jimmy Hunt, 80 West St., Engle-wood, N. J. Eng. 3-9806.

LEARN PIANO PLAYING QUICKLY — VERY casy. Public schools approve. You can't miss. Free literature. Write Speed Method, 711B Alamo Bank Bldg., San Antonio 5, Tex.

QUALITY NEW AND REBUILT INSTRUMENTS at fair prices. Also Supplies, Drums, Planes, Guitars, Basses, Catalor, 10c. Harden's Musical Merchandisers, Marion B. Ohio.

#### PERSONALS

ALBERT WINES-AM HOME, BUT WANT TO join you, and knuckle down to business.

CHUCK BOYLE-PLEASE WRITE BILL WEST, 373 North 1st West, Salt Lake City, soon as

FRED SHAW-GET IN TOUCH WITH GEO.

INTERESTING MAILS WILL KEEP YOUR MAIL box full for three months. Send 25c to; Bents, Jr., Chatawa 49, Miss.

WANTED-FAST SELLING MERCHANDISE.
Anything and everything, Send wholesale price
list, Walter Burnaka, Orange, Conn.

#### PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION—DIRECT POSITIVE OPERATORS.
Authorized Eastman distributors. Write for 1948 catalog announcing medium-priced metal and glass Frames, Folders, Chemicals, hand-painted Backgrounds, Comic Foregrounds, Paper and double unit Photo Machine. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. au7

COMIC FOREGROUNDS, BACKGROUNDS —
Large assortment in stock. Overnight service.
Photo Mounts, Photo Rings, Novelties. Free literature. Miller Supplies, 1535 Franklin St., St. Louis,

COMPLETE LINE OF EASTMAN AND MARFUL Direct Positive Supplies. Write for price list. Marks & Poller, Inc., 70 Scio St., Rochester 4, N. Y.

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.

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need. Reasonable prices. Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc. Free information and prices. We are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, III.

FLASHY PHOTO BOOTH—2x2 1/4. CAMERA 4.5 Lens, complete, ready to go, Good condi-tion, \$90. Studio, 4840 West Fort St., Detroit 9, Mich.

FOR SALE—D, P. PHOTO OUTFIT, 2 4 23 4.

F.4.5 Wollenmk lens. Fluorescent lights, plywood portable booth. Some stock. Low price. E. L. Strouse, Box 201, Ithacs, Mich.

FOR SALE OR TRADE—BILTRIGHT TABLE
Model Camera, 3 ½ x5 ½, like new. Oscar Lewis,
R. 4, Box 18, Clinton, N. C.

SENSATIONAL PHOTOS—FINISHED NATURAL colors; no negative. Results guaranteed. Equipment ready for immediate delivery. We install and train. Exclusive territory with each installation. Write Colormatic Company of America, 509 East Gillaam Road, Kansas City 3, Mo.

WE BUY, RENT AND SELL NEW AND USED equipment. Everything in Motion Picture line. 16 and 35mm. Films and Projectors. Offer 15mm. Bell Howell Projector. New, used demonstrations only, \$450. Power Plants, Lights, Folding Chairs, Tents, Screens, Sound Recorders. Audio-Visual Equipment Co., Inc., 734 Commerce St., Nashville 3, Tenn.

### PRINTING

ATTRACTIVE 100 8 % x11 LETTERHEADS and 6 % Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5238 Cleveland, Kansas City 4, Mo. just

BUSINESS CARDS, \$1.95 PER THOUSAND— Raised print, \$2.50 M. R. Kerman Press, 40 West 17 St., New York 11, N. Y. 8225

DRAWINGS AND CUTS MADE TO ORDER-30 years' experience; samples free. Lee Cressman, Washington, New Jersey.

PRINTING — 5000 6x9 HANDBILLS, 36.
Thousand each Letterheads and Envelopes, 510.
Ask prices any printing, Moser, 189. Siloam.
Springs, Ark.

PICTORIAL WINDOW CARDS—FAIRS, Ro-deos, Races, Celebrational 100 14x22" nonbend-ing, fissky 2-color, \$10. Auto Rumper Strips, 5 4x28", 100, \$10. Quick service! Sellidays Colorprint, Knoz, Ind.

RUBBER STAMPS MADE TO ORDER-1 LINE, 50c: 3 lines \$1. Imitation signature, \$1; dater, \$1. De-Mac Sales, Fort Smith, Ark.

100 8 % 111 HAMMERMILL BOND LETTER-heads with 100 6 % Envelopes, \$2, postpaid. Benneville, Box 1931, Pittsburgh 30, Pa.

opes, Hammermill Bond, 5 lines copy, \$2, post-paid; samples, Ace Press, Clearwater, Fla. aug 14

100 LARGE ENVELOPES, 100 8 % x11 LET-terheads, prepaid, \$1.75. 2 colors on letterheads, 50c extra. 200 Carda, Statements, Billbeads, \$1.25. Crown Print, Adelphi, O.

opes, 6 %, good bond, \$1.50 postpaid. Four lines copy. Palmer, DoQuein (1), III. ivil 250 6 % ENVELOPES AND 250 WHITEBOND Letterbrads, 8 % x11, 4 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. an7

or Envelopes, \$3.50, Prompt survice; samples, Casion Press, 105 E. 3rd, Cincinsati. aug 14 100 8 % 211 HAMMERMILL LETTRIHEADS, 100 Envelopes (5 lines), \$2 prepubl. R. Cook, 730 West Gift, Peorla 5, III.

1,000 5% ENVELOPES, 35 WITH YOUR name and address printed on them, Sample froe, Farley, Box 15, Evarts, Hy.



Furnished and set in your jewelry items at a moderate cost.

> Also jewelry repair and special order work.

We will accept old gold or broken jewelry in any condition for any work done. If your old gold or broken jewelry has more value than the cost of your repair job, we will pay you the difference in cash.

> Write or stop in for any additional information.

2nd Floor Holland Bldg. 211 N. 7th St. ST. LOUIS, MO.

## **HELIUM!**

The Gas That Makes Your **Balloon Profits Rise** 

SPECIAL PRICE NOW-

(Fills \$200 worth of balloons at retail)

### TWISTEE ANIMAL BALLOONS

The sensation of the midway. Make clever balloon animals and sell as you make 'em. Come in attractive cellophane package; two extra balloons in each package.

Perky Pup, 6 pc. pkg. ..... Knobby Ned, 6 pc. pkg. ..... 1.50 Combination of both, 12 pc. pkg. . . . . 2.40 These retail up to \$1.00 per pkg.

> **ELLSWOOD'S** LA JUNTA, COLORADO

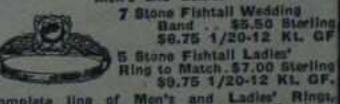
#### Fire Opal Heart Clusters **Earrings and Pendants**

Tremendous promotional Items. Opal Heart Stone with

first quality Ozecho stones.

\$7.50

New low price on Whitestone Rings-Men's and Ladies'



Complete line of Men's and Ladies' Rings, Identification Bracelets and Pierced Earlings. Send for our \$10.00 Sample Line. 20% deposit with order, balance C. O. D.

JACK ROSEMAN CO.

### New York 16, N. V. 307 5th Ave.

## MIRACLE PHOTO CARD

A HOT ONE TO HANDLE e BRAND NEW and LARGE SIZE! Each package has 12 actual photes, glamorous Hollywood beauties, 314"x4", complete with developing tissues. GET 'EM NOW and GET GOING!

\$5.40 DOZ.; \$15 3 DOZ.; \$48 GR. (Write for prices in larger quantities) 25% DEPOSIT, BAL. C. O. D. ORDERS FILLED SAME DAY

SPECIALTY CO.

BUTLER, PA.

3 Sparkling White Stones or With Ruby Center

1/20-12K Gold Filled Mo. B6101



\$72.50

In Sterling Silver \$19.75 Doz.

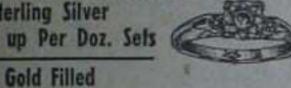
HEAVY WEIGHT

Cluster White, End Stones Ruby Gold Filled No. B6107



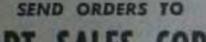
## Ladies' Matched Ring Sets

BRILLIANT WHITE STONES Sterling Silver 59.00 up Per Doz. Sets @



10.50 up Per Doz. Sels Write for Samples

State Your Business



HART SALES CORP.

74 West Exchange St. Providence, R. I.

-WHERE RINGS ARE MADE-

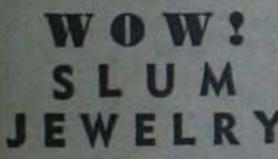
# HARDWOOD . STEEL

BLUES . BLEACHERS

ASK ABOUT OUR

SPECIAL FOLDING CHAIR

10 5-0028 NEW YORK 1, N. Y.



100 Lbs. \$50.00

Rush Order or Write for Details.

B. LOWE

Bolland Bldg.

St. Louis, Mo.

## VETERANS—DINGERS ATTENTION **Brand New Ding Store**

New-Timely-Appealing \$1.00

Brings Samples and Details. C. M. TARRET

108 No. Kenmore, Los Angeles 27, Calif. Worth investigating!

agon Jobbers, Candy, Carded Goods, Tobacco, we Dealers, Blade Men, make a killing with us in spect. Just August ONLY, Send Your name today our August ONLY offer, After two years it's the again, for August ONLY RILEY'S ECIALTY HOUSE, Suiphur Springs, Fiorida.

### SALESMEN WANTED

BIG MONEY—QUICKLY AND EASILY, TAKing orders for complete line Personalized Initialed
Buckeis, Belts, Cap Badges, 2,000 emblems, Fast
repeats. Write today, Hock-Past Company, Box
480-BB, Roancke, Va., np jy31

CHRISTMAS CATALOG NOW BEADY! — Choice of fifty boliday items. Large profits! Catalog free! Eliko, 436 North Wells, Chicago 10.

MAKE \$15 to \$25 PER DAY—JOE LOUIS' AND Marva Louis' (his wife) Toilet Articles, Commetica and other products for men and women are sensational. White people like them; colored people buy on sight. Perfumes, Powders, Pomades, Creams, Brown Creams, Flavors, Romedica, and many other fast sellers are our features. \$3.95 buys \$10.03 (23 items) retail deal. Send \$1, pay postman halance. Be first in your community to offer this new line and you will be happy. Joe Lewis Products Co., 6 E. Garfield Blvd., Dept. BB-3, Chicago 15, Ill.

QUICK, SURE MONEY SELLING ANNIE Blain Flavors, Sure fire tested selling system, Geo, S. Parker, First Ave., Highland Park, N. J.

SELL NATIONAL CARDED CLIP COMBS -Fact sellers in stores and stands. List free. National Specialty Sales, 15 E. 3rd, Cincinnati 1.

TERRIFIC FAST SELLING LINE BRASS Table Lamps, Write for proposition, Atlas Lamp Mrg. Co., 37 5th Ave., Brooklyn 17, N. Y.

### SCENERY AND BANNERS

A-1 MANUEL, THE ARTIST—SIDE SHOW BAN-ners. Flashy, good materials that last, 5511 Euclid Ave., Quimby Bldg., Cleveland 3, Q.

BEST CARNIVAL AND CIRCUS BANNERS -Positively no disappointments, Nieman Stuffos, 1236 S. Halsted St., Chicago 7, III, Camil 2544.

SIDE SHOW BANNERS—8:10 FEET, \$38.50. Good cloth, leather strain and rings. Also small and large banners and fronts made. Quick service. W. Courtney, Barboursville, W. Va. au14

FOUR BEST TATTOOING MACHINES-COMplete, \$10. Charlie Wagner, Chatham Square,

TATTOOING OUTFITS AND SUPPLIES-IIlustrated literature free. Diamond-equipped Engraving Outfits for jewelry concessionaires. Studio, 728 Leelie, Reckford, Ill.

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits, Free catalog. Fast service. Owen Jensen, 120 W. 83rd St., Los Angeles 3. set TATTOOERS TRUNK AND OUTFIT-MAchines, Designs, Stenoils, \$100; satisfaction gnaranteed, Special 32 Quarta best black Ink, \$5.62 per quart, P. Waters, Anniston, Ala.

A-1 CIGARETTE AND CANDY VENDING MAchines, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. au14 no14

CIGARETTE, CANDY, NUT MACHINES wanted, Highest prices paid! Cameo Vending, 432 W. 42d St., New York. np ir31 PAIL - PORTABLE OR 8-12 LB. WRITE Peter Zenzie, Bloomfield, Conn.

WANT TO BUY-MERCHANDISE, MANUFACturing. Jobbers, send me your offers and prices. D. Spears, 789 Belmont Ave., Brooklyn S. N. Y.

New, Heavy-Duty, Manual Operated, 1948 Single-Shot

36" LONG

Fool-proof, safety trig-ger device. Conven-lent "Tommy Gun" type grip. Rust-proofed. (Barrel & Stock.) Requires recoll. Governno oiling ment Tested! NEVER BEFORE or clouna shotgun at this

JOBBERS COMPACT 61/2 Lbs. WRITE GREENGLASS SALES

National Distributors 50-11 40th St. L. I. C. 4, N. Y.

ONLY

Maximum

accuracy. Minimum

Territories

### 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 dazling stones.

A symbol of love and
friendship. Guaranteed 5 years. Sample, 50e.

\$3.00 Doz. Retails at \$1.00. No C. O. D. on small

orders. 1/3 deposit. 236 Albion Pl. Chick Cincinnati, Ohio

## Flash! Argo Three-Star Set

\* Fountain Pen \* Pencil \* Ball-Point Pen All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO. New York 7, N. Y. 220 Broadway

EAGLE VARI-CRYSTAL BALLOONS

> CUSTOMER APPEAL reaches its zenith in beautiful Eagle Vari-Crystal Balloons. Bright Red and Green colors imposed on White and Yellow backgrounds provide gorgeous effects that catch all eyes. ¶Eagle Balloons are noted for brilliance of color -longer air retention - greater overinflation.

¶Ask your jobber or write to us for complete information.

# ASHLAND, OHIO

## CIRCUS, RESORT AND CARNIVAL SPECIALS

#15 Mottled Balloons . . \$5.00 #15 Mottled Balloons . 6.00 #14 Mottled Cat Balloons ..... 9.00 #12 Rainbo Assortment 7.50 #12 Rainbow Assortment 8.50 24" Reed Balloon Sticks .65 Paper Leis, Asst. Colors 2.50 Bow Flags, Just Arrived 1.50 5" Cupey Dell, Gold Head, Mov. Arms ... 9.00

Small Jumping Colers ... 9.00
Lash Whips ... 11.00
Silk Lash Whips with
Whistles ... 15.00
Batons, Lancaster, RWB with Bell . . . . 14.00 Swagger Sticks .... 8.50 Cowboy Hats ..... 30.00

Mexican Hats .... \$22.00 Firemen Hatt ......21.00 Straw Hats, Small, Elastic Band, Asst. Flying Birds, Jap .... 7.20 Flying Birds, U. S., Loud Whistler .... 8.00 Slide Trombone . . . . . 21.00

Full Line of Pennants and Buttons in Stock - Write for New Price List. 25% Deposit Required With All Orders.

Spanish Hats . . . . . . . . . . . . 27.00

150 Park Row New York 7, N. Y. 



### SEND TODAY FOR A FREE COPY OF OUR 1948 CATALOG

Illustrating a Complete Line of

Novelty and Premium Merchandise, including Balloons, Whips, Flying Birds, Monkeys, Canes, Slum, Plaster, Beacon Blankets, Aluminumware, Clocks, Lamps, Dolls, Stuffed Toys, Glassware, and hundreds of other popular items for Concessionaires, Novelty Workers, Pitchmen, etc. WRITE OR WIRE FOR YOUR COPY OF THIS LATEST MONEY-SAVING GUIDE

119 NORTH FOURTH ST . ITC. MINNEAPOLIS I. MINE

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decerated Tinware, Toys.
Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birde, Whipe,
Balloons, Hats, Cenes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready - Write for Copy Today

MPORTANT To Obtain the Proper Listings, So Sure and State in Betail Your Suriness and Type



111 South 12tr. St. Louis 4, Mo.

Longi

14" Spread



### Fragrant Sparkling Glitter! Jewelry Sets

Brooch and Earrings to match. Individually boxed. Assorted colors. Perfumed roses with sparkling glitter background. Wonderful flash.

\$6.50 DOZEN (postpaid) Sample, \$1.00

Write today for prices on complete line. 1/4 Deposit-Balance C. O. D. Interesting jobbers' proposition.

MISSION COMPANY

2328-A West Pico Los Angeles 6, Cal.

**NEW SELLING SENSATION!** 

PENCIL BALL PEN

PENCIL DAL PEN

World's Largest Pen With a Long

Cartridge in Variety of Beautiful Plastic Colors With Metal Clip

Looks like a pencil . . , writes like a fine pen! It's leakproof, writes dry, never needs replacing. Made to sell at the sensationally low price of only 50e each. BIG FLASH Item . . . BIG PROFITS . . . everyone buys several on sight!

COSTS YOU \$30.00 PER GR. Free Counter Display Cards

3 DOZ, AT \$2.60 PER DOZ. (F. O. B. N. Y.)

New York 1, N. Y.

New York City

and Cover.

PERFECT

WRITING

## HELP WANTED-ADVERTISEMENTS

RATE-12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENT WANTS ACTS FOR SCHOOL ASSEM- WANT ARCADE MECHANIC FOR TRAVELING biles. Must be good and sober. Commission basis. Play South. Magicians, cartoonists, impersonators or others. Temple Greystoke, Columbus, Shows, Quincy, Ill., week July 10-24.

ATTENTION, ARTISTS — NEW MASSA-chusetts Booking Agency will place highelass talent only, bands, pianist, entertainers, cocktail units, etc. Give complete information. Send photo-graphs. William A. Miller Agency, A.F.M. License No. 5226, Williamstown, Mass.

BOOKER-40 YEAR OLD COMPANY. UNU-sual entertainment field. Highest earnings. Need car. Field Director, 3419 Broadway, Kansas City.

DIRECTOR FOR FAMOUS BIBLICAL DRAMA in small citics. Old established company. All expenses plus carnings \$200-3400 per month. Write Personnel Director, 3419 Broadway, Kansan

EXPERIENCED ADVANCE MAN FOR LARGE evening magic abov. Guaranteed salary. Show open Sept. 1st, Western territory, Must have own transportation. Magic, 502 North 3rd St., Phoenix,

IMMEDIATELY FOR WORK, THIS TERRI-tory, Novelty acts, juggling, high acts. Western bands, billbilly bands, etc. Bush photos, details, etc. Bowers Attractions, 405 Capps St., Ft. Worth,

MUSICIANS — FOR FINE DANCE ORCHES-tras, work steady, guaranteed salaries. Write complete details. VSA, 848 Insurance Bidg., Omaha, Neb.

RELIABLE TRUCK DRIVERS, GOOD TALENT, bookers. Send pictures, references. State ex-perience. Airmail. Marjorie Hobson, Mt. Pleasant,

TALKER AND ACTS FOR SPORTS SHOW, AND Manager Talker, who can drive, for Eskimo Show, Milwankee Centennial, Write Dave Irwin, care Archie Grayer, Milwankee Centennial.

TENOR SAX, BASS—THOSE DOUBLING PRE-ferred, Also Trombone, Other musicians write. Guaranteed weekly salary. Fats Carlson, Box 593, Sioux Falls, S. D. 1931

WANTED—MUSICIANS FOR MIDWEST BAND, Road and location; steady work, guaranteed sal-ary. Write, civing phone number, Jack Cole, 807 4th St., Savanna, III.

WANTED—ACCOUNT OF DISAPPOINTMENT, experienced Medicine Show Performers. Join on wire. Give full details first letter, salary wanted, age and if you have transportation. Dawson Players, Box 143, Bedford, Ind. au7

WANTED—VAUDEVILLE, HILLBILLY, MIN-strel or circus units for one day cach week. Salary or percentage, to work with pictures at Drive In Theater, Lake City, S. C., Box 164.



6.000SMASH HITS-IN 388 PAGE WHOLESALE BOOK

Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many 21 % on many items, Since 1922 our moneyback guarantee is a source of confidence to all before supply is

buyers. Get your copy now depleted. SPORS CO. LE CENTER, MINN. 7-48 LAMONT

JACK BRODY IS FIRST AGAIN for



PORTABLE, SELF-POWERED FLUORESCENT LIGHT!

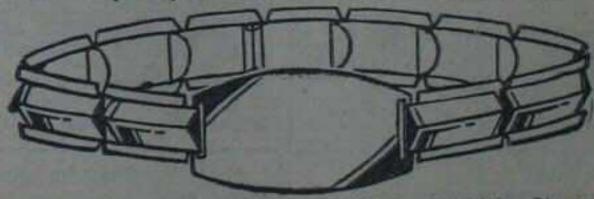
Mationally Advertised TOTELITE clicks with top appeal all down the line - looks, performance, utility! Has non-shatterable plastic "window of light", long-life Fluorescent Tube, lightweight grackle-finish steel case. Throws flood of light at 180 degrees. Uses standard 45V "B" batteries.

LIST, complete with batteries .... \$15.95 YOUR COST, complete. Ea. ..... 9.25 LOTS OF 12. Ea.....

IMMEDIATE DELIVERY Terms: 25% with order, balance C. O. D., F. O. B. Chicago.

422 S. DEARBORN STREET CHICAGO 5, ILLINOIS PHONE: WEBster, 2985

NOTICE, ENGRAVERS 1948 CAT. READY General Delivery Boys, Send for Sheets With New Numbers



Boy's Removable Links Expansion Ident. in 3] State Fair Fobs, Pin and Guards Style Plates. Highly Polished, Gold Plated, \$21.00 Gross. Carded and Cell. \$6.00 doz.

GRAB BAG JEWELRY, 5c Ea.

Dexter Engraving Jewelry Co. PROVIDENCE 7, R. I.

Manufacturers of Engraving Jewelry



KRAVITZ & ROTHBARD 720 E. Baltimore St.

ORDER NOW-QUANTITIES LIMITED!

Make easy money. Sell famous patented CURLOCOMB, It's new, Purse size. Plastic. Retractable tooth comb. Automatically curls, combs and pins hair. Every woman and girl wants a CURLOCOMB. Attractively boxed. Sells on sight, Good for long, short or medium hair. Makes latest style pin curls. So simple a child can use it. Terrific demonstrator.



ROLLOCURL CORP. 510 Sixth Ave., New York 11, N. Y.



ATTENTION: DEALERS

Stock this Sharp-Edge kniset. The lowest-priced clears set on the market. Home vives clamor for it. ALS AVAILABLE at same price the Miracle-Edge 5-mon cutter set with the serate edge—the edge that a same aharp. All staining size Sample set: \$2.25 prepale per dor., \$24.00. F. O. B. Chicago.

Write for further information on other outstand EARL PRODUCTS CO., Dept. B 221 N. Gicero Ava., Chicago 44, 111.

Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin.

AMUSEMENT INDUSTRIES, Box 7, Daylon 1, Oh



Quality and performance guaranteed or money refunded! Send check or money order.

No C. O. D.'s. ORDER TODAY!

HOLLAND TRADING CO.

1170 Brondway

145 W. 45th St.

Bait Pen Lighters, gold finish.

Printed guarantees and display card included

Bail Pen Flashlight, all gold finish. Het item

Due-Writer Ball Pens, all-gold finish. Writer red and blue an reversing betret

MEW! Jumping Kanparcos!

Asst. colors. NEW!

Picture Wallets. Special! Asst. designs, change purse, windering, change purse, windews. 3-may ripper

"Dunbill" Ciparette Lighters, Starmproof

Blide Trombone Karoge, 35e seller, 52 Dog. 25 7.20 DL 6.00 DL 3.75 DL

8.00 Dr. 2.00 Dr. seller. 52 Dor. Single Edge "Presto" Blades. .21.60 Gr. 100 on card Double Edge "Presto" Blades, 125 on card Candid Cameras, 51.98 retailer. .85 Cd. .55 Cd.

1.20 Es. Key Chain Kniver, aust. colors, Bonby Plus, black or brown, 2.50 Cd. 24 on card
Otio Combs. 5", asst. colors,
dor. on card
Binaculars. 3 power, including
strap. LOOK!
Ristites, so, in box. Uses 2
batteries 4.20 Gr. 3.00 Gr. 1.75 Et.

3.50 Dr. Scripto Pentils, 20¢ seller, 1.25 DL Cook Nail Clips, 25¢ setter. Nylon Tooth Brushes (ex. in 1.00 Dr. Needle Books, just like pre-erar, 18 in book Men's 7" Cumbs, asst. colors, 6.00 Gr. Pingud's Cologne, 50¢ size, 4.00 Gr.

Aluminum Pipes, \$1 retail. Display card Dison Pencils, banded, asst. 6.60 Dz. 2.60 Gr.

WRITE FOR FREE LISTINGS: TOYS, KNIVES, COSTUME JEWELRY, BALL PENS, NOVELTIES.

(State your trade.) O. FAUST CO. Dept. B. 223 N. 8th St. Philadelphia 6, Pa.

### CIRCUS, CARNIVAL AND RESORTS



## NEW LOOK

2.40 Dr.

A flashy proven and tested hot item

61/2" comp. doll with lingle bell, attractively dressed in colored felt and trimmed with bright chenille of asst. colors.

\$25.80 Per for sample postpald, Deposit With Order-Balance C. O. D., F. O. B. New York City. Sorry, no catalog. ROS. New York 13, N. Y.

JOKES-

Mech. Trick Car

100000		
DA WIST	Don	Gr.
Exploiting Matches	.35 \$	0.60
Shooting Cigarette Plugs	.35	3.60
Squirt Water Flower	2.00	23.00
Squirt Water Hings	1.80	21.00
Electric Bow Ties	7.20	84,00 6,75
Hot People Gum	.60	36.00
Joy Burrers	3.60	42.00
Mech. Bunning Mice	.75	8.75
Chinese Ring Huslen	.40	4.50
Ventrillo (Volce Thrower)		1.00
Switt Bird Warbler	.75	8.50
Byengall Trick Cards	5.75	66.00
Multiplying Rabbit Trick	1.50	17.00
Miracia Photo Rate (20's)	5.40	60.00
Bubber Masks (Aurt.)	15.50	180.00
Magnetic Tricky Dogs	1.35	15.60
Comic Buttons (1 1411)	.20	2.00
Chinese Paper Snakes	.75	8.75
		8.75

GORDON NOVELTY CO. N. Y. 10, N. Y. 933 BROADWAY

1/2 dep., bal. C. O. D. Send for cat.

84.00

WE MANUFACTURE

For Sewing Mach, Operators Bright Colors. Large Size, \$23.00 Gr. Small Size, \$21.60 Gr. BIZE .... 12: Ea. 12:30 .... 15: Ea. THE G. B. FELD COMPANY 2137 E. Soth St., SAYport 8429, Chicago 17, 111.

40,000 Individually exampled, packed 417 to case, made of stallning Steel. A nice Give-Away Item at \$5 a case,

WARNER'S STORE 1117 tot Ave., Scattle 1, Wash.

## AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

### AGENTS AND MANAGERS

YOUNG MAN-DINING ROOM OR CLUB MANager. Singer, emsec, social director, hotel or club, Fantine, 313 West Seventh, Chester, Pa.

### CIRCUS AND CARNIVAL

AT LIBERTY—SOBER, RELIABLE ELEPHANT Man. Will take scenery elephants in park or on the road. Contact Maurice Flanigan, P. O. Box 801, Lewistown, Mont. 1931

CHARLOTTE—HALF AND HALF, SIDE SHOW annex, Intelligent lecture, clever flash Make own openings, mind my business, no lusher. I don't misrepresent. Managers with acts in show, answer. Charles Hunter Jr., 1910 Luzerne Ave., Silver Springs, Md.

EAT DWARF WOMAN—AGE 40, 4 FT., 125

lbs., wants to join a troupe of dwarfs or midgets
or Fat Show. I play a small guitar and harmonica
combined, Rianche Ober, 1516 Orange Ave. (rear),
Fresno, Calif.

SHOOT TWO RIFLES SIMULTANEOUSLY many ways. Desires work with circus. J. C. Pierce, Clarkton, N. C. and 4

### MAGICIANS

AVAILABLE NOW-FROM 45 MINUTE TO 2 % hours International Mystery Show, 3 garls with world's famous foreign magician. The Mighty Kara-Kum will perform everywhere, outdoor or indoor. Any lady from audience will float in mid-sir, Produce any drink called for: Rum, gin, whiskey, Coca-Cola, etc., from pure water.

LA-MAR — MAGICIAN, MENTALIST, ILLU-sions, Spooks, Lady Assistant, Two-bour show, Auditoriums, theaters, entertainments, Booker wanted, La-Mar the Magician, Cambridge, O. 1931

### MISCELLANEOUS

EXPERIENCED MECHANIC - SLOTS, trolas and pin games. Desires employment. So-ber, reliable. Will move to job anywhere in West. George H. Danbury, 3648 S. 7th St., Phoenis,

GAG WRITER-VETERAN, SEEKS ON THE job training in advertising publishing, publicity, public relations, radio, television, stage, screen, Harry A. Goldstein, Broadway Central Hotel, 673 Broadway, New York 12, N. Y.

HARRY McGHEE-FEMALE IMPERSONATOR. At liberty September 1, 354 5th St. S. E., Puyallup, Wash.

### MUSICIANS

ALTO AND CLAR. — SINGLE, SOBER. CUT any book. Will travel. Prefer Jame cominercial band or good jazz comin. Musician, 122 Suburban Ct., Lexington 1, Ky.

ALTO SAX, TENOR SAX, CLARINET—AVAIL-able immediately. State salary, chairs. No com-bos, transposing, or jazz chairs. Single, sincere and sober. Hob Reid, Gen. Del., Manuou Beach, Mich. AT LIBERTY—BASS TROMBONE. PREFER to play third or fourth. "Stepe" Hallowell, Sum-

BASS MAN - SEMI-NAME EXPERIENCE Nothing less than \$70 per week. Will trave Box C-78, Billbeard, Cincinnati 22, O. 193 DRUMMER-YOUNG, WHITE, SOBER BEADS

New marine pearl set. Eight years experience Will travel, Local 802 musician, Joseph Barr well, 1200 Brookwood, Burlington, N. C. 175.

DRUMMER—MEMBER LOCAL 10, AGE 23, available immediately. New equipment, good appearance and dependable. Read well, play shows, Latins, society and lazz. Photograph on request, Minimum, 275, Location only, Dick Glerum, 704 South Maple Ave., Oak Park, III. Telephone: Village 23.75. EXPERIENCED GIRL BASSIST AVAILABLE immediately. Can read special arrangements and do youals. Have car. Box C-85, Billboard, Cin-

EXPERIENCED SAX MAN, DOUBLE TENOR, clarinot, flute. Name band experience. Two years conservatory. Age 28. Prefer Southwestern location. Fred Wilson, 2 E. Franklin St., Rich-

EXPERIENCED GIRL TENOR SAX DOUBLING able immediately. Box C-S6, Billboard, Cincinnati,

FEATURED MALE VOCALIST AND STRING bass man. Semi-name experience. Will travel, but prefer location. Bob Fischer, 1318 Second-

enced commercial, jump. Will travel any-where, Best offer considered, Box C-84, Billsourd, Cincinnati, O.

Offit STRING BASS-MALE OR GAL COMBO.
No one nighters. Union. Musician, 2035 N.
Parvell, Milwaukee, Wis. GUITARIST—GOOD RHYTHM READER AND solo work. Smish or large outfit desired. Hill-billy work considered. Wire Paul Van Dyne, pall

HHABILLY SINGER CHANGE TWO WEEKS.
Young, soher, reliable, State all, mlary, your Hent. Anderson Clark, Terrs, Ky.

LEAD TROMBONE — SEMI-NAME EXPERI-ence, Local 47, sing ballads, arrange, Prefer location, Available on two weeks notice, State minimum salary, Contact Musician, Box C-76, e/o Billboard, Cincinnati 22, 0, 1931

LEAD ALTO—CLARINET, FLUTE, BARITONE, bruor. Fine tone, ride, good reader, union, 23, single. Semi-name experience, Do some rocals. Good character and appearance. Jimmy Hunt, 80 West St., Englewood, N. J. Eng. 3-9806.

Planist available immediately for sole or combu-location in North, Car. Gerald Woody, 104 North 13, Richmond, Ind.

TENOR CLARINET-MARRIED, UNION, SOber, reliable. Experienced all type bands. Lo-ration preferred. Dowey Grantisaux, 1208 Ursu-line St., New Orleans, La.

### PARKS AND FAIRS

ATTENTION, SECRETARIES—PIVE BIG CIR-cus acts, clowns, high trapese, table rock, acro-batic act, contortion, revolving ladder. Spectacular lighting. State fair attraction. Schail's Movie Acrobats, R. 3, Bex 63, 4000 Towsen, Ft. Smith,

BALLOON ASCENSIONS — PARACHUTE Jumping Modern equipment for fairs, parks, celebrations, Always reliable, Claude L. Shafer, 1041 8, Dennison, Indianapolis 21, Ind. and 4

BALLOON ASCENSIONS, WITH ONE TO SIX parachute drops each ascension, using the largest balleons and medern equipment, complying with Department of Aeronautic regulations. Was chosen by Life Marazine for photographing off "Balloon Ascension at the County Fair." Halloon ascensions so old, yet they are new to the roung generation. Rocked solid till September 17, open for dates thereafter. Write or visit Henderson Balloon & Bee Co., Route 1, Alvandron, Ohio.

BINK'S CIRCUS ATTRACTIONS SLACK WIRE Act, Comedy Clown, Juguling, Novelty Trapeze and Comedy Acrobatic. Four acts, R. 1, Cudahy, Hell.

CLOWN COP "CORRIGAN" HAS OPEN DATES in August and September for fairs, contemplals. Address Jake Disch, 4562 Packard, Culahy, Wis.

"COTTRELL"—THE MAN WHO WALKS AWAY from his shadow, presenting the new look in magic for clubs, fairs, theaters, etc. From 10 to 50 minutes of the best in magic, Address G.P.O. Box 310, New York 1.

DASHINGTON'S CIRCUS-DOGS AND CAT. A real movely comedy act for any show, any where, 1413 Enried St., Philadelphia, Pa. au14

FAIR MANAGERS: CONTACT BOB TOMEIN-West chubs, balls. Twirls seven ropes simultaneously. Ventionnia, Bulls. Twirls seven ropes simultaneously. Ventionnia, Bustatel circular available. 162 North State, aul. Chiraco, III. Telephone: Dearborn 6263.

NOVELTY 6 EDUCATED DOG ACT SUIT-able indoor, outdoor affairs of any kind Day, week, season, (Union,) Dog Act, 541 Climax, Pittsburgh 10, Pa.

OUTSTANDING PLATFORM TRAPEZE ACT-Available for celebrations, fairs, etc. Flasby act. For literature, particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana,

SADISTIC SURGERY—HEAD OF ANY VOLUN-teer will be cut off and thrown to the audience, Sarisfaction guaranteed. Have own window cards, posters, mats, acreen trailers, etc. Will play on percentage or salary ererywhere in the U. S. Can use reliable agent on percentage only, no advance money. Wire or write to Kara-Kum, care Lowell Blanchard, Station WNOX, Knoxville, Tenn. 1951

SENSATIONAL HIGH PIRE DIVE INTO FLAM-ing tank of shallow water. An old established standard attraction, Never falls to please, Capt. Exrl MacDonald, 456 Lamphier Place, Warren,

THE LEHMBECKS-4 PEOPLE, 3 GIRLS, 1 man. Family set. Beautiful display of acrobats and balancers. Gorgeous paraphernalia, Literature, bond, 2015 Oliver St., Fort Wayne 5, Ind.

### VAUIDEVIIIDE ARTISTS

BOY AND GIRL TEAM-FOR WESTERN UNIT Experienced radio, stage, dance work. Girl doubles on base, gultar, vocalist. Boy, hot fiddle and champion trick fiddler. Union, beautiful ward-rote, young and reliable. Will travel anywhere. State salary, full details in first letter. Wire or phone 4144. Iris Seidel, Millville, Pa. Columbia

## ANNOUNCEMENT



MOVED TO OUR NEW HOME

Send for ring circular and price list of men's and ladles' rings from the finest ring factories in America.

OUR NEW ADDRESS HARRY MAHREN RING CO. N. Y. 303 5th Ave.



## Be Supreme-Sell Sterling over 300 styles of popular selling men's and ladies' rings



#4012 GOLD FILLED OR STERLING SILVER. \$18.00 DOZ.



#153

DOZ.







#A3-55 SOLITAIRE #B6-SS WEDDING BAND Ever-popular 5-Stone Engagement

Ring and Wedding Band.



In Sterling Silver—
\$8.50 per dox. sets (24 rings)
Sold separately at
\$4.50 per dox.—\$48.00 per gr.
Same Style—Gold Filled—
\$10.50 per dox. sets (24 rings)
Also sold separately
Solitaire \$5.25 dox.—Band \$5.50 dox.



#5302 GENUINE GOLD FILLED ZIRCON 39.00 DOZ.



#23-Gold Plate on Base Metal, Base Mefal, \$3.00 Dox. \$2.00 Doz.

Three-stone men's rings are available in ruby or white combinations. Write today for free catalog or send \$10.00 for sample assortment. Immediate delivery on all items.

#### SHERIAING JEWELLERS

The Line to Greater Profits 85 E. GAY ST. COLUMBUS 15, OHIO

## ATTENTION !!!!! PUNCH NEEDLE WORK

DEMONSTRATORS ALL PUNCH NEEDLE WORK MATERIALS ARE NOW AVAILABLE . . .

Wood Frames

- Over 100 Different Patterns
  - Teasel Brushes
  - Background Materials
    - Needles

Taxidermist Eyes 型标准的表示的 医单性含血的 对有 LY DIR Y

AT NEW LOW PRICES! Far Complete Set of Samples send \$1.00 to cover cost of postage and handling. WRITE, WIRE OR PHONE

Dorothy flicek Industries, Inc.

> 1151 W. Grand Avenue. Chicago 22, Ill.

## Have you seen the NEWest



LOOK in watches, diamonds and jewelry as presented by

Hyoudesite NATIONALLY AD-VERTISED NEW and RECON-DITIONED WATCHES
DIAMONDS and JEWELL
RY at NEW LOW WHOLESALE PRICES, send for our
FREE CATALOGUE on the
NEWest LOOK.

Prices on watches start as low as \$4.95.

318 Washington Square Bldg., Dept. B Isn and Chastaut Sta-Philadelphia 6, Pa.

LOOK! Hand Painted Zipper Wallets Today's Sensational Big Seller — Direct From Manufacturer MAKE 100%



PROFIT AND MORE FAST-SELLING 98¢ to 51.49

YOUR NEW 57.50 per dot. in 3 doz, lota. 67.00 per doz. 56.50 per don

All-uraund zipper, 4 cellophane All-ground nipper, 4 cellophane sundows, zipper change purse, 12 appealing, units colored designs. Big demand. Popular gift item. Send 25 & deposit, balance C. O. B.

SELL STORES AND DIRECT—Write today for FREE HALDSTRATED NEW CATALOG big value leather goods, 'morehies for all the family.

GOLDEN NOVELTY CO. 643 Broadway, Dept. B-15, New York 12, N. Y.



Replica DIAMONDS Very Fiery

No. 43 ..... Dot. 5 6.75 25 c, Deposit With Order, Balance C. O. D.

National Gem Co. 1384 1st Ave., New York 21, N.Y. (Ref.: National City Bank, East End Branch)





NEW LAMPSTYLE CIGARETTE HOLDER All metal, S" High.

\$3.00 Es. In Dox. Lots Atarm clocks from \$1.50 8-Day clocks from \$2.50 Call personally for Real Bargains

World Trading, 37 W. 23 St., N. Y.



WHOLESALE

Fine quality. Popular Havors. 5-stick packs BUBBLINGUMS."

AMERICAN CHEWING PRODUCTS CORP.

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 by Wednesday morning. or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CHNCHNINATH CIPETOD

2160 Patterson St. Cincinnati 22, O .-

#### Parcel Post

Buley, Johnnis L. Laughlin, Joe 5, 10c Silver, Mrs. Olon 10c Silver, Mrs. Olon 10c Gibbons, Harry W. Stuphel, Wm. R. (Linking Iting

Davidson, Betty Lou Davidson, Nat E.

Davis, Major

Davia, Ike Davia, Merrit, W. Davia, W. H.

De Fazio, Julia

DeLuccia, Scully Fellow, Lenn Dean, Russell

Dearo, Bert Mrs.
Definert, Betty J.
Definert, Mrs. Ed.
Defibert, Lemora
Defibert, Richard
Defsno, Philip

Demetro, Archie

Dixon, David W. Dodson, Ernest & Parricla

Docley, Johnny Doto, Philip

Diresch, James C.

Durliy, Mrs. Dunlan, Tel Dr. Dunleyer, Mrs.

Dunn, Danny

Eskew, Dolly Mrs. Ethenidge, James Evans, Jack B.

Exitta, George

Excello, Harry Fairbanks, Misa

Fields, Tommie Fifi, The Clown Fisher, R. L. Fisher, R. L. Mrs. Fitch, Dan Fstagerahl, Kenneth

Forteman, Sam

Fortney, Don Foster, A. Foolk, Carl D. Fox, Thus. J. Francis, Ruby

Frederick, Mrs.

French M. E. Frust, L. D. Mrs.

Girouard, Anthony Gobble, Jack Goffrer, Thurnton Gobberg, A. G. Goldinger,

Graham, Mark

Gunter, August

Lawrence B.

Eclah

Anna J.

Due, Velma

Jean

(Blackie)

Davidson, Wilma.

Abbott, Chas. A.
Adams, Geo. N.
Acin, Benjamin
Alenson, Rouge
Allen, Ella Ann,
Mra.

Allen, Herbert Atten, Tip Ames, George L. Anderson, James

Amierson, James
Aucil, John
Anderson, Norman
Ankin, George Jr.
Ansher, Sammy
Armann, Roy E.
(Smokey)
Arnold, Mac-Joe
Ashbaugh, Geo.
Ashbaugh, Geo.
Ashbrugh, Geo.
Ashbrugh, Glen
Atkins, Glen
Atkins, Glen
Atkins, Robert E.
Au, Palmer F.
Avenill, Billy
Ayers, C. W. or Demetro, Archie Demetro, John Pemetro, John Pemetro, Steve Bensetro, Walter Dempsey, A. N. (Coll worker) Demin, Carley Demnia, Harry Demnia, Theodore Discotia, The Dickerson, Frank Dixon, David W. Ayers, C. W. or

Bailer, China. Bailer, Mary Martha Bailer, Jurce Ballard, Viola Ravilen, Samuel Paress, Asthony Baugher, Elmer S. Buya, Dick Heam, Mrs. Ethel Beck, Rob Beck, Robert E. Retwell, Rey Bell, Anthony Fred Rell, Perutby Bell, Score R.

Beinett, Frank,

Bennett, Walter F.
Benfley, Johnny J.
Bible, Roy Chems
Bishop, Martha
Black, Mary E.
Blackmar, Rita Mrs.
Blackmar, Bohnny
Boswell, Nara
Blackwell, Mrs.

Beauvell, Mrs. Freddie Bawen, Homer Lee Bord, Robert E. Brudford, Arky Brudford, H. H. Brady, Allen Brady, F. J.

Briggs, H. Mike Briggs, Mrs. Robt. E. Fallon, Isabel Fennessy, Naomi Britt, Bert H. Brooks, Chas. "Whitey"

Brunks, Charintte Fifi, The Clown Brown, Mrs. Alfred Fisher, R. L. Brown, Wendell S. Fisher, R. L. Mrs. Browle, Chas. F. Fisher, R. L. Mrs. Browle, Chas. F. Fisher, R. L. Mrs. Brown, Msc. Mrs. Fisher, R. L. Mrs. Brown, J. R. Bisser, Mrs. Fisher, Bankbart & Theiss Flannagan, Pat. Shows Fletcher, Buster & Burns, James E. Durothy Banks, James E. Durothy

Burns, Joe Scottle. Calk, Tommy Callaway, Gordon Campbell, Johnnie Caccette, Armand J. Cailin, Robt. Carrison, Lee
Carrejo, Fatima, Frank, Jerry
Carrejo, Fatima, Frank, Tania
Frank, Tania
Frank, Mrs. Donald
Mrs. Frest, Mrs. Donald

Carter, Red Carter, Want Case, Raymond M.
Casey, James P.
Chapman, Helen
Chastain, Wm.
Check, Edina
Christenson, George
Clark, Raiph J.
Clark, W. A. L.
Clarkson, Al
Clarkson, Raiph
Chatholter J. C.

Gardner, Wm. A.
Gates, Jack W.
George, Tommy
George, Frank
George, Joe M.
George, Peter
Gerachter, Wm. P.
Gidson, Jimmy &
Girouani Authors Clotfelter, J. C. Hodges Mrs. Coan, Rilly Coates, W. F. Cochran, Max J. Corring, John Colors, Jeff Mrs.

Goldsberry, R. N.
Goldsky, Morris
Gooth, Bill
Goodwin, Mickey
Geralick, Sam
Gordon, John & colgrore, Chas. Walter Cook, Hey Cook, Mrs. Mary J. Gescip, D. R. Gradr, Eddie & Golda Consins Chas. Craig, Denny Lee

Craig, Denny Lee
Crane, Sidney S.
Crawford, Margaret
Crocker, Lee
Crowe, Jene
Crax, Jank A.
Culia & Justifia
(Duncera)
Ditlevio, Michael
Duniels, J. P. Mrs.
Darpel, Makel Mrs.
Darpel, Justifia
(Duncell, Justifia) Graham, Mark
Curley
Gray, Clifford H.
Grenz, Tony
Griffon Theatrical
Blue Co.
Grimes, Ray & VI
Guild, Hichard
"Bod"

Halley, Lucille Mrs. Lucite, L. J. Halley, Clouck & McAllen, No. J. Hall, E. C. Ballitrail, Arthur Bamilton, Ger.

Hamilton, Jack Hammond, Walt
Hammond, Walt
Hammond, Walt
Hammond, Walt
Hammond, Walt
Harler, Ben
Harler, H. E.
Harnett, Beverly
Harrier, W. H.
Harria, Henry M.
Hart, Tom (Nail)

Hatch, J. Frank
Hausman, H. J.
Havard, N. J.
Hawins, Ralph H.
Hawler, Fred
Hay, Scotty Mrs,
Harden, Don
Head, H. M.
Heaton, Russell
Hener, Huran
Heith, Kenneth
Jame

Heroley, Oscar Hercha, Mrs. Geo. Herman, Hong-1 M. Herman, Jackie

Hemitt. For Hester, Ray
Hester, Ray
Heim, Hymie
Hiestand, Frank L.
Hill, Ede. (Rex)
Hill, Ede. (Rex)
Hill, Stachey E.
Hinkle Rodeo, Milt
Hinnent, A. P.
Hend, Hattie May
Majors Flair G.
Manner, M. B.
Manner, M. B.
Manner, M. B.
Majors, Francy E.
Manner, M. B.
Manner, Holges, Elnie G. Holder, Leslie Holder, R. L. Homas, John Homer, Ernest

Hood, Jeff Paniel Hood, W. D. Hopper, Frank Hoe, Lee Howard, J. L. Howard, Tenny Carry Miss Hower, Claude Hussley, John P.

Hudson, Charles Huffine, Houston Hunter, Pauline Dougherty, Bernard Hutto, Francis Butaler, Mrs. M. Hagindra, Allah Ingram, E. Carl Jackson, Most. (Ferris Wheel)

Jakes, Ella Ann Jensen, Robert John, Breddie John, Freddie Edwards, Winnie Emir, Eddie Eblert, Richard W. Eisenberg, Albert Engerer, Capt. Erikson, Arliskrus

Johnson, Harry (Buth) Mrs. Jones, Alvin P. Jones, Carl T.
Jones, Edw. E.
Jones, Harold
July, C. E.
Judy, Russell F. Kane, Irma

Kaplan, Sam Kaufman, Fred Kearns, Ited Keating, Rabe
Krating, Ronce
Keating, Robert, F.
Kee, George Lewis
Keeler, J. Miss
Keller, Jack
Kelly, Editie &

Kelly, Frank E. Kelly, J. H. Kelly, Mrs. Mabel Kelsey, Allan H. Kenndy, Orville

Kenyon, Prank
Kerk, Hobby
Keystone, Idlian
King, A. J.
King, Jerry
Kirby, E. N.
Kirkland, C. A. Knight, Gen. A. Knight, Vernon P. Knowies, Carl Kulpeksa, Walter Labates, Joseph J. Labamle, Lawrence Lamont, Arthur

(Hump) Lane, John Lark
Lane, Mrs. Lais R.
Lang, John Rei
Langston, Mrs. Wm.
Lauer, Morria
Laughlin, Joe
Lavalle, Helen Mrs.
Leboout, Mrs. Manei
Lee, Arihur Whitis
Lefebure, Al
Lee, Rob & Ginger
Lee, Francis
Leiter, Melbs Mrs. Leiter, Melbs Mrs. Lentini, Francesco Lerroy, Harry Leningki, Leo Lewis, Edgar Lee Lider, Mrs.

Lieberknecht, Gen

Littletchin, Frank Littletchin, Frank Loar, G. C. (Bink) Loder, Happy Locus, Harry Lone For, Chief Lone Star Ranger Lonis, John P. Lonis, Wifferd F. Luck, Erweit E. Luck, Arma Buth Luck, Wm. 7. Luckey, James

J. McWilliams, Looky
Maison, Mike
Malone, John
Marcus, Robert
Mrs. Marcus, Robert
Murteuer, Heoley R.
Marting, Mrs. Rob
Martin, Mrs. Robert
Martin, Mrs. Resee
Martin, Mrs. Resee
Martin, Raymond
Mrs. Martin, Raymond
Mrs. Martin, Raymond
Martin, Mrs. Mrs.

Miller, Chas. R. Miller, Chas. R. Michel, M. K. Miller, Adele Mra, Miller, Ann Miller, Harvey

Miller, Pete Miller, Red Miller, Rosie Miller, Roy R. Mrs. Miller, Whitey Miller, Whitey Miller, Whitey

Mitchell, Philips Mitchell, William Milita, Elsie Mrs.
Moberly, Glenn
Moffett, Charles G.
Moore, Donald
Moore, C. B.
Moore, C. G.

Moore, Gene B.

Morrison, Melvin T. Meder, Ranzi Myers, H. C. Myers, R. D. Myke, J. Narson, Mrs. Ida Bell

Nesso, Pete Mrs.
Neidel, Kenny
Newles, Jack
Nichols, Viola Marie
Nichols, Viola Marie
Nichols, Edward
Nucris, Edward
Nucris, Lonnie
Noston, F. A.
Nowak, Walter
Oakes, Arcery
(Musician)

O'Leary, Dennis Observati, Charles

H. O'Neal, Luce ille O'Neil, Mrs. Ruth Curtis Ornduff, Olen Goodrich Oxley, Lewis Paul Pabet, Mrs. Anna

Pane, Al Palas, Sam Palmer Bears Paradise, Jim Parascand, Vincent Park, Clinton Parker, Bub Parker, Bub Parks, Mrs. D. H. (Billie) Parks, D. H. Parcish, Charles

Parrich, Ruth
Parsons, Carl
Parton, Ruth
Pauli, F. W.
Pelais, Cliarlie
Pelley, Burnam
Pence, Liby Mrs.
Perry, Mrs. Etler
Peters, Frank E.
Potillins, Jerry Miss
Pickett, Walter
Picton, Maxwell S.
History, Wry Parrish, Ruth Pilgrim, Billy
Pillsbury, Wm. A.
Pinc, Mrs. Alico
Pinkston, L. W.
Pollack, Mrs. Harry
Pedle, Fortest T.
Porter, Mrs. Katte
Porter, Rainnol
Porth, Stephen W.
Potts, N. J. Mrs.
Potts, Ohan, M.
Preston, H. H.
Princle, John

Pringle, John Pritchette, Loyle Puth, Herman &

Merie Beckiesa Reciawa

Mrs. Lunite, L. J.

McAtlen, Mrs. Geo. Reed, Fred

Jean McLink, James

We Methin, James

We Methin, Charlie Head, Mrs. Plo

(Zoo) Reid, J. R.

McCletty, Charlie Head, Mrs. Plo

(Zoo) Reid, J. R.

McClettan, Alfred

McClettan, Charles Beilly, Matthew J.

& Geo. McAllen, Reliford, Wm.

McCool, Binner Bency, Cho

McChill, Mrs. Helen Revolt, Both Mrs.

McClin, Mrs. Helen Revolt, Both Mrs.

McClaran, R. A. Estinde, Jasephine

McClaran, Robert

Marcus, Robert

Maison, Mike
Malone, John
Marcus, Robert
Marcus, Robert
Marcus, Robert
Marcus, Robert
Marcus, Beoley R. Boberts, Myrt
Martnare, Joe
Martin, Mrs. Rob
Martin, Mrs. Rob
Martin, Neil R. Rocco, Gus
Martin, Mrs. Rence
Martin, Raymond
Martin, Mrs. Rocco,
Martin, Raymond
Martin, Raymond
Martin, Raymond
Martin, Mrs. Rocco,
Martin, Mrs. Martin
Martin, Mrs. Rocco,
Martin, Mrs. Martin
Martin, Mrs. Rocco,
Martin, Mrs. Mary
Martin, Ollic
Martin, Mrs. Martin
Martin
Martin, Mrs. Rocco, Gus
Martin
Martin, Mrs. Martin

Rush, Whity Russo, Jim Russ, Goo. Mrs. Salabera, Irving B. Salabera, Irving B. Sanatela, Jack Sanatela, Jack Sanatela, George O. Savane, R. E. Sax. Hobert Sayrea, Speddy Senaton, Bill Schaffner, Martin Everald liyan, James

Boserald Scheine, Jack Schukoe, Audrey hitsy Schukoe, Audrey Schukoe, Audrey Schukoe, Harry Geo. Schrüber, Harry Schulz, Raymond S. Larry Scoffield, Blackie & Pat Miss

Scott, Dean A. Scatt, Eliaine Mrs. Sells, Virril Servia, Charles Shocsler, J. M. Shipley, L. L. (Babe) Shufner, Betty Mocre, James R. Shney, William Muran, Jack (Red) Sichrest, Stafferd Moure, Mrs. Eittle Sickels, W. R. Morgan, Mrs. Simmons, Minute Simms, Caroline

Sime, Thelma Sime, R. H. Tent Show Spinst, Frank Smith, Burton S.
Smith, Frank L.
Smith, Lerny
Smith, Ray
Smith, Ray
Smith, Ray
M.
Smith, Ray
Smalin, Juseph

Snowden, J. H. Septler, Carl D. Snoder, John P. Sohnsen, C. H. Mrs. Sollist Trene (Hester) Soloff, Sam Sonderland, Capt.

Southern, A. Brose Sorong, John P., Spring, Ed. Springfield, Lee Springfield, Lee Springfield, Lee Springfield, Lee Stock, Dick Stack, Dick Stack, Robert A. Stanford, Ivan &

Stanke, Stella Stephen, Margaret Stearts, S. C. Stearts, Spence Stevens, Mrs. Alma Laureston Steepms, Walter

Stock, Richard 42. Stockton, Jack Mrs. Stone, Hymle Stone, Jackson Spinette Tex

Swilling, Indres Talbott, Helen (Hall) Mrs. Tasker, Mrs. Mildred

Tate, June
Tate, June
Tate, Lester
Taylor, Albert
Taylor, Herry Ellins
Taylor, Herry Ellins
Taylor, Wallace
Tesser, Barry
Terry, Donald
Terry, James
Thomas, Nelson
Thomas, Nelson
Thomason, Howard
Thomason, Homason
Thomason, Howard
Thomason, H. R.
Timmerman, Hill
Timmerman, Hill
Timmerman, Hill

# SS MAKERS!

CHRONOGRAPH Wrist Stop Watch



Only

6 or more

Sample 56.75

Sweep meened hard cane or atoms at ellek of button. Assurted dials.



Red Sweep Second Hand!

Stainless Street Band

Fits All Writts

Sparking New - Not Rebuilt!

20% With Order - Batteres C.O.D. \$1.00 Each Extra On Orders Under Bim

Amozing Sales Booster ! HOT SALES BOARD ITEM!

Pleter Selere Have You Seen a Precision Time-plete Like This With All These Features at this LOW PRICE! MARVEL WATCH CO.

Wholesale only

ST. LOUIS 2, MO. 501 PINE ST.

The "Dippingest" Dippy of Them All Hot sourcefeltem! Dullvery at once. RETAIL \$1.00



Price: \$7.50 per dozen Sample: \$1.00 postpaid

ROYALROBIN 43 E. 18th St., New York, M. Home of Dippy Dilly - "The Original Yes Bird

MUST LIQUIDATE AT ONCE BY ORDER OF MER. 500,000 PC. ASST.

(Mostly Retail Value up to \$5.00 Ea. 1,000 Pc. Assl.... 15c Ea.

500 Pc. Asst.... 20c Ea. 100 Pc. Asst. ... 25c Ea. Send 25% deposit and make plenty

LOUIS H. GINSBURG, Auctioneer 19 E. 16 ST.

TRICKS and JOKES AL Whelesale

152-B W. 42nd St.

ATTENTION! PITCHMEN AND NOVELTY STORES

Rush \$1.00 (Betweentels) & 10 Different Samples of PAS SELLING Tricks, Jokes an Wholesale Price List, Tool torsite \$3.50 Retail Valid Please Mention Line of Business D. ROBBINS & CO.

a Fine Quality, Penular Brand 1, 2 and 1

S. RABINOWITZ

SODATIONED MEDICAL

New York City 53

133

Verne, Jack
Due, Vincent
erner, Irma
vermore, Norman
inchard, Linda

sleybean, Joseph Meliugh, W. L.
dier, F. B. Merrill, George
shier, Mrs. Monty Mollen, Graves
onett, Phil Murice, J. C.
Talshaw, Tony Burles, D'Hara, Patricia
entisell, Charles Pullip, Lucille
entisell, Charles Potter, Harry P.

"Blackie" Porter, Roland
erian, Mrs. Frank Redding, John
erian, Mrs. Francis
exprach, Mrs. F.
hkle, Milion
obson, Laura K.
ovard, Joseph
edden, Miss

Francis

Francis

Tierney, Fildie

### MAIL ON HAND AT CHICAGO OFFICE 155 No. Clark St.,

me, Madam Jo mit, Paul kina, Vera erry, F. A. weley, Lake G. mumont, Jimmy

ano, Mrs. Bersa, Clarence gman, Les dr. Pepe Zora

.Chicago 1, III. \_ on, Mrs. August Blake, Walter Istson, Mrs. Mary Hlandford, Balph Istwa, Bill Botto, Charles S. Burk, Lester Cameron, Catherine Carman, Jack Carman, Jack Care, Lake G. Care, Dolly Case, Dolly Champine, Jean Cineta, Frank Clark, Mr. Colver, Lenny Cuthbert, Charlie Davis, A. L. Davis, Mrs. E. Dean, Al DeLano, Louis

Mallak, Mary
Marten, A. M.
Martin, Mrs. Bob
Martin, Helen
Maye, Helene
Mellini, Alfred
Muto, Francis
Mellenry, L. C.
McNeilly, Miss
Jackie
Nicolla, George

Nicolla, George Nilson, L Norman, Billie

wither, E. E.

William, R. B.

or B.

ard Trace, Ben
Orval Todd, Buster
Ov Valentine, Bill
M. Vaughn, George E.

b. Bob Vanerable, P. A.
len Vauger, Vivian
me Walch, Earl B.
wardley, Ralph &
Cis Grace

Grace

C. Whitney Bings

Whitney, Bingu Wilcose, Marie Wood, A. C. Worley, William Zolun, Irving

## MAIL ON HAND AT ST. LOUIS OFFICE

Burns, Robert B.

Carter, W. M.

Carter, William

Carlson, Miss Evelyn

Chandler, Eloise

Charles, Duke

Garland, Horsee

(Rob)

Darling, Earl E.
Davis, Mrs. Ruth
Davidson, Mrs. Mae
Davidson, William
Derapa, Phillip
Derapa, Rita K.
DeVault, Mr. &
Mrs. Don
DeWitt, Mrs. Ted R.
Doyle, Arthur R.

Schubert.

Shaw, Deforts
Smith, Jack or Ann
Sabel, Sgt. & Mrs.

Stickland, Rosley T.

Thomason, Mrs.

Jack-Lyn
Tierney, Eddie
Van Wierens,
Howard
Ward, Tonamy
Whalen, George
Williams, Randolf
Williams, Randolf

Williams, Randolf

HAND AT

St. Louis 1, Mo.

St. Louis 2, Mrs. Chas, Roberts Mrs. Charles English, White Mrs. Charles Shankon, William Shanko

Clemmons, A. B.
Clemmons, Miss Gawle, Kay
Clemmons, Miss Gawle, Kay
Clemmons, Miss Gawle, Kay
Coleman, Leonard Goulon, Charles L.
W. Green, Mrs. Clois
Corey, William Grimm, Frank
Crawley, Mrs.
Haley, H. D.
Harbin, L. W.
Harris, Albert J.
Harris, Albert J.
Harrison, Ray
Harrison, Ray

Harrison, Ray Harvey, Henry F. Hill, Will H. Hillon, Mr. & Mrs.
Joseph E.
Hinckley, Mrs. Eva
Hodine, Joe
Holloway, Albert
Holstan, Mrs. Jack

The Billboard

Pamilio, Joe Parascand, Vincent Pasha, Evelyn-Bill Pelley, Burnam Pelley, Burnam
Peterson, George
Pierce, Wendell Re
Pileer, Bob
Pine State Shows
Porter, Roland
Porter, Shorty
Preston, Buck H.
Bred, Mrs. Louise
Bobertson, Mrs. E.

Sheel, Frank Shipley, C. W. Sorenson, Sigrid Smith, Tex Smith, William (Bob) Spitler, Paul Remard Strable, John Sweeney, Herbert M.

Tanserean, Dan Thornton, Dick (Paper) Walker, Margaret Wallace, Miss Jean Wall, Jimmy Red Wall, Jimmy Red Wary, Charles II. Washburn, William Watson, Fred Watson, Guy E. Wahb and Sonter Webb and Sonter West Charles E. West, Charlie B.

## ATTENTION, ENGRAVERS BUY DIRECT FROM MANUFACTURER



MASSIVE ALUMINUM IDENTS \$3.50 Doz. -\$40.00 Gro.

SOLID NICKEL SILVER IDENTS LADIES' LOCKET IDENTS \$4.50 DOZ.—\$51.00 GRO. \$4.20 DOZ.—\$48.00 GRO.

FOBETTES, GUARD PINS, CHARMS, CROSSES, ETC.

OVER 500 ENGRAVING ITEMS SEND FOR CATALOG TODAY

604 W. LAKE STREET CHICAGO 6, ILLINOIS

A Real Money-Maker For You . . . Because

Our national advertising proves it's the bottest premium item of the year! You need flash, you need low priced quality ou need something to display — here you have everything combined into one! Place a trial order now and convince yourself here at last is the semation of the year! Attractively boxed, too! Immediate delivery, too!

CHECK THESE LOW PRICES! GROSS \* SAMPLE

Immediate Delivery-F. O. B. Montgomery, Ala. Terms: 1/2 with order, balance C.O.D. ASSORTED COLORS—PLASTIC—

STANDS OVER 534" HIGH!

It's Wise To Be Thrifty Put Your Ceins in Slot and Press-inf JUXE BOX BLAZES WITH LIGHT AS IT FLASHES: VI VIV L. 10/1/10 Tallker to be Theif

AMERICAN MERCHANDISING CO., Dept. JB-W, 9 Madison, Montgomery 4, Alabama 



NOT IN YEARS have you seen such a precision timepiece est such a sensationally low price.

COLEMAN SALES, Dept. BB

## GENUINE SWISS 2-PUSH-BUTTON CHRONOGRAP

IT HAS EVERYTHING Note These Features

IT'S A TIMEKEEPER
IT'S A STOP WATCH
IT MEASURES DISTANCE
IT MEASURES SPEED OF AIRPLANES, CARS, RACE HORSES,

It has SWEEP SECOND HAND. CHROME CASE, PRECISION WORKMANSHIP.

25% DEPOSIT WITH ORDERS

WRIST WATCH Only

In quantities of 6 or more.

Sample, \$6.75. (Retail 519.95)

1335 So. California, Chicago 8, Illinois



6 Popular Styles

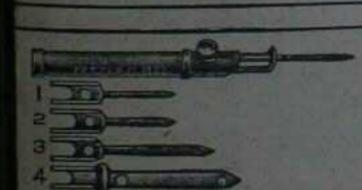
Heavily silver-plated. Individually carded in cellophane, \$24.00 gr. Send \$1.00 for sample assortment.

Buy DIRECT and Save Money

DIRECT MFG. CO.

P. O. BOX 632

PAWTUCKET, R. I.



DEMONSTRATORS: 511411111011

Back Again-Perfected PUNCH NEEDLES! One of the biggest pre-war 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. Sample set, \$1.00—Cash with order. We also carry a complete line of Minitin Patterns. Embroidery Hoops and other accessories.

HOME ART and NOVELTY CO. CHICAGO 26, ILL. 1160 Farwell Ave.



Salt and

Lion

## DO YOU WANT A FAST MOVING ITEM

. . . to Sell at Fairs, Circus, Carnivals, etc.? THE SELECT SHAKER IS INDISPENSABLE IN EVERY . . . KITCHEN, PICNIC BASKET, LUNCH BOX

> Everyone Buys at Least One Ideal for Gifts Attractive Bright Colors

Write in . . . 50c brings sample

5404 SHATTUCK

THE SELECT SHAKER CO. DEPT. B-2

OAKLAND 9, CALIFORNIA

## OLD FORGE STATUARY CO.

814 MOOSIC ROAD, OLD FORGE, PENNA.

We have prepared a large and wide variety of statuary to serve the Spring and Summer requirements of our patrons. Three sizes of "Piggy Banks" proving to be very popular and in great demand. Inquiries

receive prompt attention. WILL SHIP ANYWHERE - ONE-THIRD IN ADVANCE.

## CARNIVAL PLASTER

Large Stock on Hand. Prices: Large, 30c; Medium, 12c. Place Your Order Early. Write for Particulars.

GUBY STRATEGARDY CO. 441 E. 7TH STREET Phone: Garfield 0461 ST. PAUL 1, MINN.





#### RETRACTABLE BALL POINT PEN Guaranteed the Finest on the Market. 24K Gold Plated Trim. Writes Dry and Permanent. Makes up to 3 Carbons. In 4 Attractive Colors: Maroon, Grey, Black, Slue. Sample: 50g. Price: \$4.50 dozen. GOLD PLATED, EN-GINE TURNED KEY CHAIN BALL PEN Handy for motorist Sample: 50s. Price: \$4.80 dozen. DUO BALL POINT PEN In Gold Plated Case One point writes red, other blue. Sample: 60g. Price: 56.00 dozen. BALL POINT PEN & LIGHTER In Gold Plated Case. Dependable and smart. Sample 60s. Price: \$7,20 dozen: Refills available for all pens. ORDER TODAY! SAMPA PRODUCTS CO. BROOKLYN 24, NEW YORK Dept. B-781



SHIND \$1.00 You hears at Derriconcessor Overs of 2 lived size. PHILIP'S RECEWEAR 20 WEST 22nd STREET, Dopt. 8-90 NEW YORK 10, N. Y.

### SALT WATER TAPPY KISSES

25 Lb. Cases-18c Lb.

F. O. B. Evanston.

1998 Central St.

Evanston, III.

## 1948 FAIR DATES

(Continued from page 74) Bridgsport-Lawrence Co. Pair Asan. Aug. 23-27. Grover C. Gross. Brownstown-Payette Co. Pair Amn. Aug. 4-7. L. A. Tudor. Cambridge-Henry Co. Fair. Aug. 10-11, M.

Carmi-White Co. Agri. Alen. Aug. 15-20.
Eldon (Bud) Mickarap.
Carthage-Hancock Co. Junior Pair. Aug. 1013. Ernest Painter, LaHarpe, Ill.
Charleston-Coles Co. Pair Assn. Aug. 2-6.

Robt. R. Blackford. Chicago-Cook Co. Fair at Soldier Pield, Aug. 27-Sept. 6. Orville P. Cullerton.

Danville-Eastern Illinois Fair. Aug. 31-Sept. 4. Howard W. Atkin. Decatur-Monon Co. Pair. July 28-30. E. L.

Du Quoin Du Quoin State Fair. Aug. 29-Sept. 6. H. E. Strong. Elgin-Kane Co. Fair. Aug. 3-6. Ralph B. McKenzie.

Elizabeth-Elizabeth Community Pair, Sept. 1-2. L. V. Batz. Pairbury-Pairbury Pair Assn. Aug. 24-27. Robt. J. Maurer. Pairfield-Wayne Co. Fair Assn. Aug. 19-13.

Rolland D. Scott. Farmer City-Farmer City Pair Assn. Aug. 1-5. E. S. Wightman. Flora-Clay Co. Fair. Ang. 23-27. Loren

Freeport-Staphenson Co. Junior Pair. Aug. 25-27. Boy Hefty, Orangeville, III.

Georgetown-Voc. Agrl. Pair. Aug. 23-28. Grover Blayney. Greenup-Greenup-Cumberland Co. Fair Assn. Aug. 23-28. John Jennine. Greenville-Bond Co. Fair Assn. Aug. 23-26.

C. H. Johnson. Harrisburg-Saline Co. Agrl. Assn. July 26-30.

L. M. Hancock. Henry-Marshall-Putnam Fair. Ang. 31-Sept. J. R. H. Monier, Sparland, Ill. Highland—Madison Co. Fair Assn. Aug. 26-29.

A. P. Spencer. Kankaker Kankaker Fair Assn. Aug. 10-13. Walter S. Ricks. Knoxville-Knox Co. Fair. Aug. 10-13. Ray Swanson, Galesburg, Ill.

La Payette-La Payette Pair, Aug. 3-5. Chas. Caverly, Toulon, Ul. Lewistown-Fulton Co. Fair Assn. Aug. 3-6.

Arthur D. Young. Lincoln-Logun Co. Pair Assn. Aug. 8-13. W. E. Layman. Litchfield-Montgomery Co. Fair. Aug. 8-11.

Ray Rostrom. Macomb-McDonough Co. Agri. Fair. July 27-30. J. D. Davenport.

Marion-Williamson Co. Fair Asan. Sept. 6-10. Ray Miller. Marshall-Clark Co. Fair. Aug. 9-14. H. R.

Bamesberger. Mazon-Grundy Co. Agrl. Fair. Sept. 3-6. W. F. Curter.

Melvin-Ford Co. Fair. Sept. 8-11. C. D. Mendota-Mendota Tri-Co. Fair Asm. Sept. 4-

6. Paul A. Stenger. Mendon-Mendon-Adams Co. Fair Assn. Ang. 9-12. I. M. Burbank.

Milford-Irequois Co. Agrl. Pair. Aug. 10-12. Chas. Allen, Cissus Park, Ill. Moline-Rock Island Co. Fair Assn. Aug. 4-9. George H. Reid.

Morrison-Whiteside Co. Agri. Assn. Aug. 31-Sept. 3. V. M. Deuringer. Mount Carmel-Mt. Carmel Pair. Aug. 16-20. E Guy Pixley. West Salem, Ill. Mount Sterling-Brown Co. Fair. Aug. 3-6.

Walter L Manny. Nashville - Nashville - Washington Co. Patr. Aug. 10-13. J. K. Williamson. Newton-Jasper Co. Agri. Assn. Aug. 30-Sept.

4. C. L. Batman. Ohlong-Crawford Co. Fair Assn. Sept. 6-11. Ralph Goodwin. Odell-Odell Community Fair. Sept. 9-11.

Lowell Burns. Olney-Richland Co. Fair Assn. Sept. 13-17. W. H. Shultz.

Oregon-Ogle Co. Fair. Sept. 4-6. E. D. Landers. Ottawa-La Salle Co. Junior Pair. Aug. 10-12. Edmund Preese."

Paris-Edgar Co. Pair. July 25-30. Wm. Par-Peoria-Heart of Illinois Expo. Aug. 31-Sept. 6. A. N. Ekstrand.

Peotone-Will Co. Fair Asan. Aug. 5-8, C. M.

Peteraburg-Menard Co. Agrl. Pair. Aug. 25-27. Lloyd W. Chalcraft. Pleasant Hill-Pike Co. Fair Assn. Aug. 9-12. J. L. Laugharn.

Pontiac-Livingston Co. Fair. Aug. 10-12. Guy K. Gee. Princeton—Bureau Co. Fair. Aug. 24-27. Wayne

Reseville-Warren Co. Agrl. Pair. Aug. 24-27. John Felt. Salem-Marion Co. Pair Assn. Sept. 6-11.

W. R. Hancock. Sandwich-Sandwich Fair Assn. Sept. 8-12. C. R. Brady. Shawneetown-Gallatin Co. Pair Assn. Sept.

14-18. Chas. I. Oldham. Sparta-Randolph Co. Fair. Aug. 3-6. Harry G. Ponter.

Springfield-Hillinois State Pair. Aug. 13-22. Wm. (Jake: Ward. Stronghurst-Henderson Co. Pair. Aug. 17-20. Ralph Butler.

Sullivan-Moultrie Co. Fair. Aug. 5-7. Walter M. Lane. Taylorville-Christian Co. Fair Asan, Aug. 1-6. Clifford C. Hunter. Vienna-Johnson Co. Pair Assn. Aug. 9-13. Paul Powell.

Urbana-Champaign Co. Fair Assn. July 25-30. Carl A. Parks. Virginia-Cass Co. Pair Assn. Aug. 26-28. E. E. Greet.

Warren-Warren Fair. Aug. 19-22. J. W. Richardson. INDIANA

Akron-Akron Agri, Fair Asan, Sept. 14-18. A. M. Brice Jr.
Argos Marshall Co. 4-H Pair Assn. Aug.

Auburn—De Kalb Co. Pree Fair. Sept. 14-18.
W. E. Walter, R. 2. Waterloo, Ind.
Bicknell—Knox Co. Farm Fair. Aug. 10-14.
T. Perry Wesley.
Bloomington—Monroe Co. Pair Assn. Aug. 18-

21. Guy L. Baker. Bluffton-Bluffton Street Pair. Sept. 28-Oct.

2. Dwight F. Gallivan.

Boonville—Boonville Fair Assn. Aug. 2-7. Albert C. Derr.

Boswell—Benton Co. Fair Assn. Aug. 18-20. Lendall Lowman, Earl Park, Ind.

Brazil-Clay Co. 4-H Club Fair. Aug. 10-12. R. D. McHargue, Bourbon-Bourbon Fair Assn. Sept. 21-25.

H. E. Byrer. Brookville-Franklin Co. 4-H Fair. Aug. 3-6. Mrs. Merrit Naylor. Brownstown-Jackson Co. Fair Assn. Aug. 16-21. Richard Elliott.

Cayuga-Vermillion. Co. Pair Aug. 4-8. V. N. Asbury, Newport, Ind. Centerville-Wayne Co, 4-H Pair. Aug. 2-6.

Marilyn Rohe, R. R. I, Richmond, Ind.

Connersville—Fayette Co. Pree Pair Assn. Aug.

17-20. W. Erb Hanson.

Converse—Miami Co. Fair. Aug. 24-25. Allen Kling. Corydon-Harrison Co. Agri. Soc. Aug. 23-27,

Dr. L. B. Welfe.
Crown Point-Lake Co. Fair. Aug. 24-29.
George H. Neises.
Decatur-Decatur Free Street Fair. July 26-

31. R. W. Pruden. Elmors Elmore Township Pair. Aug. 18-21. Leland Sargent Fairview-Pairview Parmers Pair, Aug. 25-28.

Earl Purnish, Bennington, Ind. Flora-Carroll Co. 4-H Fair. Aug. 16-21. R. D. Landis. Port Wayne-Allen Co. Fair Assn. Aug. 16-21. Carl Suedhoff.

Frankfort-Clinton Co. Patr. Aug. 22-27. O. M. Meeker, Goshen-Eikhart Co. Pair, Sept. 13-18, Roy M. Amos.

Greencastle-Putnam Co. Pair Assn. Aug. 9-14. Roy C. Sutherlin. Hamlet-Starke Co. 4-H Club Pair. Aug. 4-7. Fom Bell, R. R. 3; Knox, Ind. Huntingburg-Dubois Co. Pair. Ang. 9-13.

Kermit Ruttkan. Huntington-Huntington Co. 4-H Fair. Middle of August. Fred A. Loew. Indianapolis-Indiana State Fair. Sept. 3-10.

Orval C. Pratt. Kendaliville-Noble Co. Fair. Aug. 9-14. Clinton S. Rimmel.

Kentland-Newton Co. Pair Assn. Aug. 30-Sept. 3. A. M. Schuh. Kingman-Kingman Pair Assn. Aug. 9-14. Teresa McAllister. La Fayette-Tippecanoe Co. Exhibit Assn. Aug. 15-18. Sarah J. Norris, Buck Creek, Ind.

La Porte-La Porte Co. Pair Asan. Aug. 10-14. Robt. Pelan. Lawrencehurg-Dearborn Co. Pair Asen. July 25-31. Bill Ritsmann.

Logansport-Cass Co. Fair Assn. July 25-31. Wm. (Babe) Thomas Jr. Lyons Lyons Fair. Aug. 25-28. D. R. Edwurds. Muncie Muncie Pair. Aug. 1-6. A. G. Nor-

New Castle-Henry Co. 4-H Club Exhibit. Aug. 9-12. W. G. Smith. North Vernon-Jennings Co. Pair Assn. July 25-30. Phillip Fox.

Outcod-Ripley Co. Agrl. Asen. Aug. 1-6. Wm. B. Delay. Peru-Miami Co. 4-H Fair, Aug. 4-5, Don. Hostetler. Portland-Jay Co. Fair Assn. Aug. 8-13. Chas.

C. Hartzell. Princeton-Gibson Co. Pair. Aug. 30-Sept. 4. Chus, A. Steele Rensselaer-Jasper Co. Fair Asan. Aug. 17-21. Robt. E. Conley. Reynolds-Reynolds Free Pair, Sept. 1-4. Al-

bert Geler. Rising Sun-Ohio Co. Fair, Aug. 24-38, Ralph E. Gossom. Rochester-Pulton Co. 4-H Fair Asan. Aug. B-6. Pred Bunkin.

Rockport-Spencer Co. Pair Asan. July 26-31. Styls Matthews. Rockville-Parke Co. Pair Assn. Aug. 17-21, A. K. Noblitt. Rushville-Rush Co. Agrl. Assn. Aug. 3-6. E. E. Privett. Salem-Parmers-Merchants Pair Asan. Aug.

'18-20. R. R. Tash. Shelbyville—Shelby Co. Fair Assn. Aug. 8-13. Warren M. Brown. South Bend-St. Joseph Co. 4-H Pair, Aug. 11-14. Oscar Valentine.

Spencer-Owen Co. Fair Assn. Aug. 16-21. Lois K. Long. Sunman-American Legion Pair. Sept. 3-6. E. W. Howrey. Terre Haute-Vigo Co. Pair. Aug. 23-25,

E. J. Anren. Wabash-Wabash Co. Draft Horse Assn. Aug. 24-28. W. K. Delaplane. Wanamaker-Marion Co. Free Fair. Aug. 15-

21. Harry C. Roberta. Warnaw-Konciusko Co. Fair Assn. Aug. 31-Sept. 4. Ross W. Sittler.

Winamac-Pulaski Co. 4-H & Community Pair. Aug. 17-21. Stuart Gast.

Adel-Dallas Co. Pair Asan. Aug. 19-21. J. Dwight Brown. Albis-Monroe Co. Pair Assn. Aug. 17-19. Virgene Starcevic. Algona-Kossuth Co. Pair. Aug. 21-25. A. L.

Allison-Butler Co. Fair. Aug. 12-15. Virgil E. Shepard.

Alta-Huena Vista Co. Agri. Soc. Aug. 18-21. G. A. Soderquist. Atlantic-Cam Co. 4-H Pair. Aug. 17-20, Cliff Hardie. Audubon - Audubon Co. Agrl. Assn. Sept. 13-

17. D. C. Perley.

Avoca—Poltawattamle Co. Fair Assn. Aug.

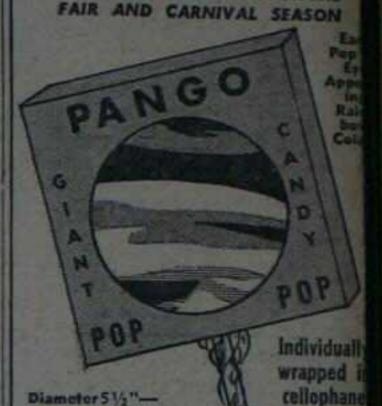
2-5. Oscar H. Rock. Bedford-Taylor Co. Pair Assn. July 26-31.

Bid P. Webb.

Bloomfield-Davis Co. Fair. Aug. 17-20. C. C.

Boone-Boone Co. Agri. Ann. Aug. 23-25. T.

GIANT CANDY RAINBOW POP A REAL MONEY GETTER FOR THE



and boxed

front

with winds

Diameter 51/2"over - all length candy and stick, approx. 18".

Shipped 4 doz. to carton. Net weight about 25 lbs. F. O. B. NEW YORK

Immediate delivery. Send cash with order and mall

> MANUFACTURER OF CANDY SPECIALTIES

2521 SURF AVE., BKLYN 24, N.Y.

WRITE FOR NEW FREE CATALOG

Over 2,000 Items for JOBBERS-PITCHMEN

NOVELTY STORES MERCHANDISE AND CARNIVAL WORKERS

533 Woodward Ave. Detroit 26, Mich.

Members Michigan Showmen's Assa.

4 3,000 Pieces Asst. \$25.00(Give-Aways)

Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention. Lucky Novelty

PRIZE BOXES

Asserted Novelties of All Kinds \$4.50 Gr. Boxes 25 % Deposit, Bulance C. O. D.

Mdse. Distributing Co. 



GORGEOUS

. FAST SELLING - per gr.

Large plastic charms strung on simulated gold metal chain with clasp. Individually mounted on display card. 1/3 deposit with order.

RING BROTHERS

Philadelphia 39, Pa. 6050 Market St.

ington—Des Molnes Co. Pair Aksn. Aug. | West Liberty—Union Dist. Agrl. Soc. Aug. 23-26. Ray Wuestenberg. 12. Fred Cromwell. erville-Appanoone Co. Fair Assn. Aug.

ar Rapids-All-Iowa Pair. Aug. 15-21, Anrew C. Hanson. trel City-Linn Co. Pair. Aug. 5-8. T. W.

rinds-Page Co. Agrl. Fair Asso. Aug. 16-

far-Jasper Co. Agrl. Soc. Aug. 23-26. eille Doak, R. 1, Newton, Ia. ambus Junction-Louisa Co. Pair. Aug. 17-b. H. M. Duncan. Rapids-Four-County Fair. Aug. 18-21. Gauthier.

June - Wayne Co. Pair. Aug. 17-20. A. L.

o-Howard Co. Fair. Aug. 30-Sept. 3. renport-Mississippi Valley Pair. Adg. 17-2. Frank Harris. 2. Winneshiek Co. Agrl. Soc. Aug. 19-Leon R. Brown, Cresco, Ia.

by Derby Dist. Agri. Asan. Sept. 7-10. wis O. Ryan. Moines-Iowa State Fair. Aug. 25-Sept.
L. B. Cunningham.
Witt-Clinton Co. Club Show. Aug. 11-13.

melison-Lee Co. Fair Assn. July 28-31. R. Doherty. le Grove-Eagle Grove Dist. Junior Fair. on-Wapello Co. Agri. Fair Asan. Aug. 22o. L. W. Hall. ora-Hardin Co. Pair. Aug. 9-13, C. W.

Haase, Elkader Fair. Aug. 17-20, E. F. imetaburg-Palo Alto Co. Fair Assn. Aug. therville-Emmet Co. Agri. Show. Aug. 19-21. Jesse DeVoss.

ada-Pocahontas Co. Agrl. Soc. Aug. 21-231 B. P. Barber Show. Aug. 10-12. Floyd D. Huling. reenfield—Adair Co. Fair Assn. Aug. 23-26.

H. W. Craoks. innell-Powerhick Co. Agri. Assn. Aug. 23-25. L. D. Brown, Brooklyn, In. indy Center-Grundy Co. Pair Assn. Aug. -7. C. S. Macy. thrie Center-Guthrie Co. Fair. Sept. 7-10. M. L. Branson. inpton-Franklin Co. Pair. Aug. 23-26.

Glenn D. Craighton. arian—Shelby Co. Fair Assn. Aug. 9-12. J. H. Frederickson. artley-O'Brien Co. 4-H Fair. Aug. 16-17. 1. L. Hansen. jumbeldt-Humboldt Co. Agrl. Soc. Aug. 16-9. Levi W. Olson. lependence—Buchanan Co. Fair. Aug. 19-

2. B. O. Gates, ndlanola Warren Co. Agrl. Assn. Aug. 9-12. Lewis Johnson. erson-Greene Co. Pair Asan. Aug. 17-20. Francis L. Cudahy.

Osauqua—Van Buren-Jefferson Co. Fair.

And 9-13 Arthur J. Secor. zville-Marion Co. Pair Assn. July 29-Aug. I. A. C. Milner. Mars-Plymouth Co. Agri. Soc. Aug. 16-18. Don P. Carter. on-Decatur Co. 4-H Fair Assn. Aug. 9-12. /. B. Halstend. imor-Lorimor Agri. Asen. Aug. 16-19. clyde Thompson. Ivern-Mills Co. Fair Assn. Aug. 10-13.

D. M. Kline. nchester Delaware Co. Fair. Aug. 10-13. E. W. Williams. nson-Calhoun Co. Pair Asan. Aug. 19-22. Sara S. Klotz. iqueketa-Jackson Co. Fair Assn. Aug. 9-11. George A. Price.

George A. Price.

Instant City—North Iowa Pair Assn. Sept.

3-7. M. C. Lawson.

Ilstouri Valley—Harrison Co. Fair Assn. Sept.

7-10. Fred C. Behm. onticello—Jones Co. Fair. Aug. 18-21. Ross

ount Ayr-Ringgold Co, Fair Assn. Aug. 18-21. Stuart W. Hoover. ount Pleasant-Henry Co, Pair. Aug. 2-6, W. H. Bainter. wille-Woodury Co. Fair Assn. Sept. 8-11. P. H. Rebelsky. shua—Big Four Fair Asan. Aug. 24-28. Sorton Bloom. ional-Clayton Co. Agrl. Soc. Aug. 27-29.

Arthur Seeland, Froelich, Ia.

evada—Story Co. 4-H Fair Assn. Aug. 16-19.

Glenn Z. Randau, RFD 2, Ames, Ia.

arthwood—Worth Co. Fair Soc. Aug. 15-18.

Glenn O. Tenold, old J. McNeill.

Age—Mitchell Co. Agri. Soc. Aug. 26-28. ceola-Clarke Co. 4-H Fair. Aug. 17-20.

Playd Newman.
kaloosa—Southern Iowa Fair Assn. Aug.
8-14. Clyde A. Hanna.
stville—Big 4 Agrl. Soc. Sept. 3-6. A. S. Rapids-Lyon Co. Fair. Aug. 15-18. Don DeWany. Ckwell City-Cathoun Co. Expo. Aug. 9-14. J. H. Nutter. Chas. A. Hacke. Chas. A. Hacke. Bley-Occeola Co. Livestock Show. Sept.

8-11 Sam D. Robinson. encer-Clay Co. Fair. Sept. 13-18. L. A. 17-19. L. E. Hendricks. hompson-Winnebago Co. Junior Pair. Aug.

19-21. Vincent Otis. ton-Cedar Co. Pair. Aug. 31-Sept. 3. J. Casterline. ser-Tama Co. Fair Assn. Aug. 12-21.

Elmer Taylor Jr. Inton-Bentou Co. Agrl. Soc. Aug. 12-15. Richard K. Bauder. Saterloo-Dairy Cattle Congress. Oct. 4-10.

Aukon-Allamakee Co. Agri. Assn. Aug. 16-16. A. M. Monserud, Harpers Ferry, In. Averly-Bremer Co. Fair Assn. Aug. 12-14.

L. V. Ormston. stater City-Hamilton Co. Fair. Sept. 6-9. V. H. Johnson.

West Union-Payette Co. Fair. Aug. 23-28.

KANSAS

Abilene-Central Ean. Free Pair. Aug. 23-27. Leonard Pike. Allen-Northern Lyon Co. Pair. Sept. 16-18. T. B. Davis.

Alma-Four-H Club Fair Assn. Aug. 26-28. A. J. Pecinovsky. Anthony-Anthony Pair Assn. July 20-23.

Edwin C. Toler. Auburn-Auburn Grange Fair, Oct. 1-2, Mrs. Ina Cellers. Belle Plaine-Belle Plaine Fair Assn. Sept. 9-10. Dallas W. Davis.

Belleville-North Central Kan. Free Pair. Aug. 30-Sept. 3. Homer Alkire. Beloit-Mitchell Co. Fair Assn. Sept. 7-10. Lyle Lukens.

Hig Springs-Douglas Co. Pair Assn. Aug. 26-27. Carl Kampschroeder, Lecompton, Kan. Blue Rapids-Marshall Co. Stock Show & Fair. Aug. 24-27. C. B. Coulter.

Buhler-Buhler Community Fair. Oct. 28-20. J. A. Johnson. Burden-Eastern Cowley Co. Fair. Aug. 18-20. Dick Alexander. Burlington-Coffey Co. Fair. Aug. 30-Sept. 3.

Carl N. Henning. Caldwell-Sumner Co. Pair. Sept. 9-11. P. W. Frazier. Cheney-Sedgwick Co. Pair Assn. Aug. 30-31. Frank A. Ryniker. Cimarron-Gray Co. Fair Asan, Aug. 26-28. Chas, S. Sturtevant.

Clay Center-Clay Co. Free Pair, Pirst week in Sept. Royal Vergades. Coffeyville-Inter-State Fair. Sept. 6-11. Lawrence M. Smith. Colby-Thomas Co. Fair Assn. Aug. 17-20.

J. B. Kunka. Columbus-Cherokee Co. Am. Legion Fair, Aug. 30-Sept. 4. Kenenth McComak, Hallo-

Conway Springs—Conway Springs Pair Assn.
Sept. 23-24. R. H. Cline.
Cottonwood Falls—Chase Co. Fair. Sept. 29Oct. 2. Ernest McKenzie.
Delahar. Officers Co. Fair. Aug. 19-21 Delphos-Ottawa Co. Fair Asan. Aug. 19-21.

Harold Merta. Dodge City-Southwest Fair & Rodeo Assn. Sept. 7-11. Ward Perkins. Downs-Osborne Co. Fair. July 28-31. Chas. H. McConnell\_

Empgham-Effingham Pair Assn. Aug. 17-20. Clarence J. Hegarty. Ellis-Ellis Co. Jr. Free Pair. Sept. 22-25. Jack R. Nicholson.

Emporia-Lyon Co. Pair Assn. Aug. 24-27. Warren R. Jones. Eureka: Greenwood Co. Fair Assn. Aug. 31-Sept. 3. Harrison Brookover. Fort Scott-Bourbon Co. Fair Asan. Sept. 1-3.

James C. Neal. Garden City-Finney Co. Prec Pair. Sept. 29-Oct. 1. Herb W. Clotter. Gardner-Johnson Co. Free Fair. Sept. 1-4. Eldon E. Moore. Garnett-Anderson Co. Fair Assn. Aug. 25-27. Fred L. Coleman. Girard-Crawford Co. Pair Assn. Aug. 23-27.

Marvin Green Glasco-Cloud Co. Fair. Aug. 16-18. L. J. Goodland-Northwest Kan. Dist. Free Fair.

Aug. 24-27. H. R. Shimeall.

Great Bend-Barton Co. 4-H Pair. Aug. 17-19.

Robt. J. Danford. Nutland.

Greensburg-Riowa Co. Free Pair Assn. Aug. 4-7. W. A. Stewart, Hardtner-Barber Co. Fair Asan. Aug. 31-Sept. J. J. M. Mola. Harper-Harper Co. Agrl. Fair Assn. Aug. 24-27. R. E. Dresser. Hillsboro-Marion Co. Fair Asan. Sept. 28-Oct. 1. Arthur H. Penner. Holton-Jackson Co. Pair. Aug. 18-20. Matt

J. McAsey. Horton-Tri-County Fair. Sept. 8-10. Jules A. Bourquin. Howard-Elk Co. Fair Assn. Aug. 24-26. Nonl

Mullendore, Hutchinson-Kansas State Pair. Sept. 19-24. S. M. Mitchell. Inman-Inman Community Fair, Oct. 15-17, Wm. J. Braun.

Iola-Allen Co. Agri. Soc. Aug. 30-Sept. 5. Northcott Aiken. Kincald-Kincald Pair Assn. Sept. 23-25, W. R. Brown. Kingman-Kingman Co. Pair. Oct. 6-9, Bruce

L. Behymer. Lane-Lane Fair Assn. Aug. 13-14. W. J. Rob-Longton-Elk Co. Pair Asan. Sept. 9-11. Bert

Speer, Howard Kan. Macksville-Stafford Co. 4-H Fair. Week of Aug. 23. Fred Hopley.

Minneapolis—Ottawa Co. Fair. Aug. 25-27. J.

Willard Fouts. Mound City-Linn Co. Pair Assn. Aug. 24-

27. John H. Morae. Ness City-Ness Co. 4-H Fair. Aug. 16-17. Newton-Harvey Co. Fair Assn. Aug. 11-Sept. 3. Guy W. Webster. Norton Norton Co. Agrl. Assn. Aug. 16-20.

Guy L. Allen. Oberlin-Decatur Co. Pair Asan. Aug. 23-26. E. R. Woodward. Onaga-Pottawatomie Co. Fair. Aug. 25-27. Osage City-Osage Co. Fair. Aug. 25-27.

Osawatomic-Osawatomic Prec Fair. Osborne Osborne Co. Pair Asan. Aug. 9-11. Dr. C. W. Rogers. 8-10. R. A. Hanfeld.

Oswego-Labette Co. Fair. Aug. 24-27. Arthur T. Sanders. Ottawa-Franklin Co. Agrl. Soc. Aug. 23-25. Willard Lister. Overbrook-Overbrook-Osage Co. Fair. Sept.

1-3. Emery E. Pager. Paola-Miami Co. Pair Assn. Sept. 1-3. Benj. Attebery Pratt-Pratt Co. Fair. Aug. 25-27. W. E. Rush Center-Rush Co. Pair, Aug. 23-26, Roy

Richmond-Richmond Prec Pair Assn. Aug. 18-20, Ralph S. McCrea. Rush Center-Rush Co. Pair Assn. Aug. 20-Sept. 2. Roy Peterson.

Saint Francis-Cheyenne Co. Pair. Sept. 1-3. Wm. R. Wilber.

www.americanradiohistory.com

What Cheer-- Heokuk Co. Fair. Aug. 21-24.

1 Sensation AT THIS LOW PRICE GOLD PLATED TOP Stainless Steel Back Individually Men's Expansion Carded WATCH BANDS Made in U. S. A. Yellow, Pink and White. A Concession Item that's TOPS. Send for Sample TO BOTH OF IT IS AN IN DESIGNATION OF THE PROPERTY OF THE PROP 25% Deposit, Balance C. O. D. if not rated C. SCHEUER CO., Jewelers Exporters • Wholesalers • Manufacturers



## GENUINE SWISS 2 PUSH-BUTTON CHRONOGRAP

IT HAS EVERYTHING

Phone COrtland 7-2262

Note These Features \* IT'S A TIMEKEEPER \* IT'S A STOP WATCH \* IT MEASURES DISTANCE

WORKMANSHIP.

TIT MEASURES SPEED OF AIR-PLANES, CARS, RACE HORSES, \* LUMINOUS DIAL AND HANDS \* IT HAS SWEEP SECOND HAND, CHROME CASE, PRECISION WRIST WATCH Only \$ .95

NEW YORK 7, N. Y.

In quantities of 6 or more. SAMPLE, SO.50. 25% Deponit With Orders

Metal Expansion Band Is Included With Each Chronograph. NATIONAL DISTRIBUTING CO., Dept. B

DEPT. B, 1 MAIDEN LANE

416 Calumet Building, Miami, Fla.

SLUM . GLASS . BINGO

## ITEMS

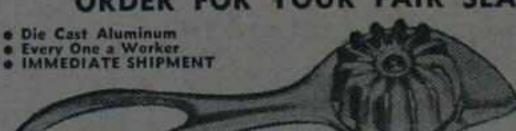
GRIND STORE . NOVELTY STAND

Write for New Catalogue . Address Inquiries to BILL CARSKY

CASEY CONCESSION CO.

1132 S. Wabash Ave. Chicago, Illinois

Attention, Gadget Workers! NEW PIE CRIMPER! ORDER FOR YOUR FAIR SEASON NOW



- e F. O. B. Oakland, Calif., F. O. B. New York City
- o Send 25¢ for Sample or Write for Prices

R. LINDSAY PRODUCTS . 609 29th St., Oakland 9, California

## F. L. de ARKOS

MEXICAN IMPORTER

ARTISTIC AND SERVICE POTTERY, SARAPES, FEATHER CARDS, LARGE WITCHES, SKELETONS, DEVILS, TARANTULA, SPIDERS, TURTLES, MONKEYS, HAND-CARVED WOODEN POWDER BOWLS, VASES, WALKING CANES, LIQUOR SETS, PICTURE FRAMES, MINIATURE GUITARS, FUR DOGS, HORN NOVELTIES, ETC. REQUEST PRICE LIST. 904 SCOTT ST., LAREDO, TEXAS.

## EXTRA VALUES!



### TIP TOP POCKET WATCH

Nickel Plated, Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.

No. 775BB .... \$1.70 Each

### TIP TOP POCKET WATCH

Same as above, but has luminous hands

No. 776BB ... . \$2.35 Each

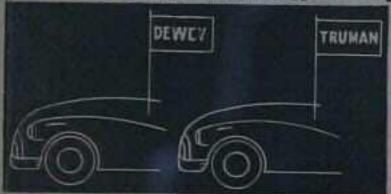
#### EARL POCKET WATCH

Plated in beautiful color of natural gold. Exclusive New Haven compensating hairspring makes it keep better time under extremes of hot and cold.

No. 777BB . . . . \$2.96 Each

223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

### **AUTO CAMPAIGN FLAGS**



Every car owner will fly his favorite candidate's flag from his aerial. Flag is 5x8" with white lettering on blue with either "TRUMAN" or "DEWEY". Easily attached. Now is the time to sell stores, gas stations, garages, etc. A fifteen to twenty-five cent

JOBBERS' PRICES 16 for \$ 1.00 100 for 5.00 1000 for 45.00 H. A. WALES

Cold Spring-on-Hudson, New York

#### SENSATIONAL LOW PRICES

Newest Designal Fast Sellers! Mon's and Ladies Rings.

SEND FOR ILLUSTRATED CIRCULAR AND COMPARE OUR PRICES WITH OTHERS.



In Buby or All White Stones. No. 586 \$16.20 DOZ.

置

105 Nassau St. New York 7, N. Y. U. S. RING COMPANY

## Store Route Plan

SELL COUNTER GOODS Build good-paying business of your own. Call on dealers of all kinds; show nationally advertised Aspirn, Conneties, Razor Blades, 200

other operacities. Big 5c and 10c retail packages. Free book gives

World's Products Co., Dept. 8-E, Spencer, Ind.

## WE MANUFACTURE

Perfectly Blocked-Looks like real Fer. Also PENNANTS for All Conssions THE G. B. FELD COMPANY 2137 E. 90th St. Chicago 17, III.

WRITE TODAY for our new low prices and samples on advertising balloons with your name of business Fail Carnivals . Special Events.

NATIONAL SALES CO. 2805 East 79th St. Chicago 49, Illinois

Salma-Saline Co. Fair Assn. Aug. 21-Sept. 3. John C. Sauerwein.
Scott City-Scott Co. Pree Fair. Sept. 6-8. Donald Christy. Sedan-Chautauqua Co. Free Pair. Sept. 30-Oct. 2. Carl Ackarman.

Seneca-Nemaha Co. Agri. Pair Asan. Aug. 12-14. A. J. Haverkamp. Smith Center-Smith Co. Free Pair Assn. Aug. 24-27, Paul Gilpin. Stafford-Stafford Co. Fair. Sept. 7-10, Art.

Harzman. Stockton-Rooks Co. Free Fair. Sept. 1-5. Ray Marshall. Sublette-Haskell Co. Fair Assn. Aug 19-21. Frank McCoy. Syracuse-Hamilton Co. Pair. Sept. 3-4. Glenn

E. Wilson, Sylvan Grove-Sylvan Grove Pair Assn. Sept. 8-11. W. A. Buzick Jr. Thayer-Thayer Pair Asan. Sept. 1-3. H. M.

Tonganoxie-Leavenworth Co. Fair. Sept. 1-3. George L. Baker.

Topeka-Kansas Free Fair Assn. Sept. 11-17. Maurice W. Jencks. Vinland-Vinland Grange Fair. Sept. 23-25. Woodrow Sturdy, R. F. D. 3. Baldwin.

Wakeeney-Trego Co. Free Fair. Aug. 24-27. Lew H. Galloway. Wakefield-Wakefield Free Fair. Oct. 6-8. Mrs.

Mildred Eye.

Washington—Washington Co. Pair Assn. Sept.

9-11. A. C. Puhrken.

Wellsville—Wellsville Pionic Fair Assn. Sept. 9-10, J. H. Cramer. West Mineral—Mineral District Pree Pair. Sept. 8-11. John Blair.

Wetmore-Nemaha Co. Pree Pair Asan. Aug. 26-28. Earl E. Church. Wichita-Kansas Natl. Livestock Show. Oct. 5-9. Conlee Smith.
Winfield—Cowley Co. Free Fair. Aug. 31Sept. 3. Nobel Bradbury.

#### KENTUCKY

Alexandria-Alexandria Fair. Sept. 4-6. J. W. Shaw, Newport, Ky. Barbourville-Knox Co. Fair Assn. Aug. 23-28. Gorman W. Taylor.

Booneville—Owsley Co. Pair Assn. Sept. 2325. Fred W. Gabbard.

Brodhead—Brodhead Fair. Aug. 11-14. W. O.

Burlington-Boone Co. 4-H Utopia Fair. Aug. 20-21. Mrs. Vernon Pope. Burna-Livingston Co. Fair Assn. Oct. 1-2. Ophelia Martin, Smithland, Ky. Murray-Callowsy Co. Fair. Aug. 18-20, Clar-ence Mitchell.

Carrollton-Carroll Co. Fair. Oct. 6-9, P. H. Williams. Central City-Muhlenberg Co. Fair Assn. Sept. 6-11. Larry Stone.

Columbia-Adair Co. Pair. Aug. 11-14. Jack Williams. Falmouth-Falmouth Pair. Ang. 25-28. H. B.

Germantown—Germantown Fair Assn. Aug. 12-14. R. E. Asbury. Glasgow—Barren Co. Am. Legion Fair. Aug. 25-28. Wm. H. Jones Jr. Grayson-Grayson Co. Pair. Oct. 1-3, John C. R. Parker.

Debord, Grahn, Ky.

Greenup-Greenup Co. Fair. Sept. 16-18.

Cherryfield-West Washington Agrl. Soc. Sept. 14-16. C. H. Small, Addison, Me.

James Melvin. Hardinsburg-Breckenridge Co. Fair. .10-11. W. C. Pate. Harrodsburg-Mercer Co. Fair. July 27-31. John S. Buster.

Hartford-Ohio Co. Fair. Sept. 9-11. J. R. Russell Inez-Martin Co. Pair. Sept. 23-25. Wm. F.

Irvine-Estill Co. Fair. Sept. 3-4. S. H. Rice. Jamestown-Russell Co. Fair. Aug. 4-7. R. Pelton Robertson. Kuttawa-Lyon Co. Fair. Sept. 3-4. Levi Oliver.

Eddyville, Ky. Lebanon-Marion Co. Fair Assn. Aug. 18-21. R. L. ISRACS. Lexington-4-H Dist. & Favette Co. Farmers'

Fair. Sept. 1-2. Ed Parker Jr. London-Laurel Co. Fair. Aug. 25-28. Ellie Louisa-Lawrence Co. Fair. Aug. 16-21. C. K.

Vantilburg. Louisville-Jefferson Co. Fair Assn. Aug. 9-12. Tom Young. Louisville-Kentucky State Pair. Sept. 12-18. J. O. Matlick.

Manchester-Clay Co. Pair Assn. Sept. 23-25. J. M. Rogers. Mayfield-Graves Co. Fair. Aug. 24-27. Hoyt

Morehead-Rowan Co. Fair. Oct. 8-9. Wm. K. Mount Olivet-Robertson Co. Agri. Fair. Sept. 24-25. Theo, Schubert. Nicholasville-Jessamine Co, Liona Club Pair.

Aug. 15-21. Harlan H. Veal. Owensboro-Owensboro Pair Assn. Sept. 8-11. Louis T. Riley. Paintsville-Johnson Co. Pair Assn. Sept. 9-

11. John N. Mostoller. Pineville 4-H Club Pair, Sept. 16-18, Dr. J. M. Brooks. Pikeville-Pike Co. Fair Assn. Sept. 30-Oct. 3.

Fannie Mae Howell. Russell Springs-Russell Co. Fair Assn. Aug. 4-7 R. Felton Robertson. Russellville-Logan Co. Fair. Aug. 25-28. Claud Tipton.

Scottsville-V. F. W. Allen Co. Fair Shelbyville-Shelby Co. Agrl. Assn. Aug. 3-7. Phil W. Moesser.

Stanton-Powell Co. Agrl. Fair. Sept. 9-11 James H. Hall. Warsaw-Gallatin Co. Farmera' Pair. Aug. 19-

21. Audrey Spencer. Whitley City-McCreary Co. Fair Asin. Last week in Sept. George D. Corder.

### LOUISIANA

Alexandria-Rapides Parish Agri. Fair. Sept. 29-Oct. 2. B. W. Baker. Amite-Tangipahoa Parish Pair, J. H. Goldsby. Bastrop-Morehouse Parish Fair. Oct. 6-8. C. V. Shear. Coushatta-Red River Parish Pair Asan. Sept. 29-Oct. 2. Lester P. Vetter. Clinton-East Feliciana Parish Fair. 28-30. Overton Beauchary. De Ridder-Beauregard Parish Pair Assn. Sept. 28-Oct. 2. O. J. Hood. Donaldsonville—South La. State Pair Assn.

Sept. 30-Oct. 3. Philip M. Sleet.

Eunice-Tri-Parlab Fair. Oct. 14-17. Mrs. R. | S. Parrott Sr.

Pranklinton—Washington Parish Pair Assn.
Gct. 13-16. Mrs. Letha Baleman.
Haynesville—Clairborne Parish Pair Assn. Oct.
7-9. C. L. Cook.
Houma—Terrebonne Pair Assn. Oct. 9-10.
Andrew Bernard.
Jonnings—Josferson Davis Parish Pair. Oct. Jennings-Jefferson Davis Parish Pair. Oct. 21-34. T. E. Owens. Jonesboro—Jackson Parish Fair. Sept. 27-Oct. 2. R. C. Pipes. Leesville—Vernon Parish Pair. Oct. 6-9. Floyd Jackson, Simpson, La. Livingston—Livingston Parish Pair Assn. Oct. 8-10. Alexander J. Berey, Albany, La. Lutcher—St. James Parish Fair. April 15-19. E. L. Roussel. Manufield-DeSoto Parish Pair Assa. Oct. 6-9. May Huson. Markaville-Avoyelles Parish Fair Assn. Oct. 8-10. Maro Dupuy. Minden-Webster Parish Fair Assn. Oct. 13-16. J. C. Salmon Jr. Monterey-Concordia Parish Pair. Oct. 1-2. R. W. Kemp. New Iberia-La. Sugar Cane Pestival & Pair. Oct. 1-3. Robt. Badon. New Roads-Pointe Coupee Parish Fair Asan. Oct. 22-24. J. Wade LeBeau.
Oak Grove—West Carroll Parish Fair. Oct.
18-23. J. Wayland Smith.
Oberlin—Allen Parish Fair Assn. Oct. 7-2. G. C. Meaux. Olla-North Central La, Fair. Oct. 11-18, H. Vinyard.
Opelousas—Louisiana Yambilee Assn. Oct.
6-7. A. M. Landry.
Port Allen—W. Baton Rouge Parish Pair Assn. Sept. 23-26. A. E. Camus. Ringgold-Bienville Parish Fair Assn. Oct. 7-9. John Thomas. Ruston-North La. State Pair Assn. Oct. 12-16. F. W. Stewart. Shreveport-State Pair of La. Oct. 23-Nov. 1. W. R. Hirsch. Shreveport-Caddo Parlah Pair. Oct. 21-22. C. S. Shirley. Sulphur-Calcasieu-Cameron Fair, Oct. 25-30.

Mrs. Harold Owens. Tallulah-La. Delta Fair Asan. Oct. 17-22. J. M. Gilfoil. Thibodaux—Lafourche Parish Agri. Pair. Sept. 25-26. S. P. Blanchard. Verda—Grant Parish Fair Assn. Oct. 7-9. Odelia Purvis, New Verda, La. West Monroe—Ouachita Valley Pair Asan. Oct. 4-10. John Birdsong. Winnfield—Winn Parish Pair. Sept. 29-Oct.

MAINE

Winnsboro-Franklin Parish Pair. Oct. 13-

Acton—York Co. Agrl. Assn. Sept. 30-Oct. 2. W. R. Ayer, Milton Mills, N. H. Andover—Oxford North Agrl. Soc. Sept. 22-23. George P. Stowell Jr. Bangor—Bangor State Fair. Aug. 9-14. H. O. Pelley, Skowhegan, Me. Blue Hill—Hancock Co. Agrl. Soc. Sept. 6-8.

2. H. E. Crawford.

15. Louis Westerburg.

Cornish-Cornish Agrl. Assn. Leon M. Ayer.

Cumberland Center—Cumberland Pair. Sept. 27-Oct. 2. F. C. Wilson, R. D. 5. Portland. Damariscotta—Damariscotta Fair. Aug. 2-7. Wm. C. Murch, Brunswick, Me. Dover-Foxcroft-Piscataquis Valley Fair. Aug. 28. Frank A. Pierce.

Embden-Embden Agri. Assn. Sept. 18. Mrs. Lelia C. Case, North Anson, Me. Exeter-New Exeter Pair. Aug. 26-28. Keith N. Smith, Corinna, Me.

Farmington-Franklin Co. Agrl. Soc. Sept. 21-25. Frank E. Knowlton. Pryeburg-Pryeburg Pair. Oct. 4-9. G. Myron

Guilford-Guilford Fair Assn. Sept. 4. Louis A. Morin. Leeds-Leeds Agrl. Assn. Oct. 7. J. J. Mur-

phy. North Leeds. Lewiston-Maine State Fair. Sept. 6-11. Jim

Litchfield-Litchfield Farmers' Club. Oct. 5-6. Chas. H. Barvey, Gardiner, Me. Monmouth-Chochnewagan Fair Assn. Sept. 29-30. C. H. Smith.

New Gloucester-New Gloucester Pair Assn. Aug. 23. W. B. Harnden, Auburn, Mc. North Waterford-World's Pair Assn. Oct. 1-2.

Bill Button. Norway-Paris-Oxford Co. Agri. Soc. Sept. 13-18. Elmore C. Edmunds, South Paris. Presque Isle—Northern Maine Pair. Aug. 2-7.

Albert C. Brewer. Skowhegan—Skowhegan State Fair. Aug. 14-21. Rey F. Symons. Springfield—North Penobscot Agrl. Soc. Sept. 4-6. L. A. Averill, Prentiss, Me.

Topsham-Sagadahoc Agri. Soc. Oct. 18-23 (tentative). Emery W. Booker. Union-North Knox Agrl. Sec. Aug. 24-28. James L. Dornan, E. Union.

West Cumberland-Cumberland Farmers' Club Sept. 27-Oct. 2. Frederic C. Wilson, RFD 5. Windsor-Windsor Fair. Aug. 31-Sept. 6. E. R. Hayes.

#### MARYLAND

Bel Air-Hartford Co. Pair Assn. Aug. 31-Sept. 1. A. G. Ensor. Cumberland-Cumberland Fair Assn. Aug. 24-27. Carl P. Schmutz.

Elkton-Cecil Co Pair, Sept. 11. Wm. Shelton. Ellicott City-Howard Co. Pair Assn. Aug. 18-21. Wm. S. Ledbetter. Frederick-Frederick Fatr. Oct. 5-9. Guy K.

Motter. Hagerstown-Washington Co. Agrl. Assn. Bept. 20-25. Chas. E. Cushwa. La Plata-Charles Co. Fair. Sept. 29-Oct. 2.

W. Mitchell Digges. Leonardtown—St. Marya Co. Pair Assn. Sept. 17-19. Heath W. Steele, Great Mills, Md. Prince Frederick—Calvert Co. Fair, Oct. 13-14. Robt. M. Hall.

N. Whipp. Timonium-Maryland State Fair, Sept. 1-ft. Matt L. Daiger, Pimlico Race Course, Bal-

Rockville-Montgomery Co. Pair. Aug. 21. R.

Upper Marlboro-Southern Md. Pair Oct. 11-16. John Wm. Parrell, Fidelity Bldg. Baltimore

## ORDER NOW!!!

FAIR AND CELEBRATION GOODS

Fastest Selling Items in Country

-14 MOLLIO KAL, GR 5 3.00
#11 Mottle Print. Gr. 6.50
The Day of the state of the sta
= 28 M.M. Toss-Up. Qr. 14.40
- CS NIOWO TOSE-118. (1)
24" Target Balloons, Gr. 10.00
40" Heavy Red. Ea
A STATE OF THE PARTY OF THE PAR
TOUR DANNER PROPERTY.
Balloon String, Roll 150 Hallum Tank Gauge, Ea. 5.00
Halium Tank Gauge, Ea 5.00
Citatio Plate Gr.
The state of the s
COULD PLACE FOR SECOND MAN PLACE TO AN AREA
5m. Dot 250
Large Paper Parasol, 33" Spread Flath
Fill Williams W.F.
wantesitor H. W. H. Tinial Batan, w/Bell.
The state of the s
Cancaiter Swagger Canes. Or. 8 AM
LOV. Fur Monkey w/Bell, Day
Small Fur Monkey W/Rell 52 50 Doc Do 47 00
COMMIC MULTIPAL SANCE OF
Jap Flying Birds, Gr.
Mawailan Leis, Gr.
Flastic Cover Beachballs, Los. Dor. 7-26
am, por, 4 on
mickey mouse and Bugs Bunny Bounway
Dell, Doz. 250
Sliding Trombones, Qr. 94 KA
WHITE PIDENT SUPIDE LOUVEDONS CO. 45 DO.
Dawey or Truman Buttont, 50-L. M 17.50
Downy or Truman Buttons, 70-L. M. 29 00
Fireman Buttons, 50-L, or Cowboy, M . 17.50
All Prices F. O. B. Washinston D. C.
A 25% Deposit Is Required With All Orders.
THE RESIDENCE OF THE PERSON OF

## The S. & P. Novelty Co.

428 Sixth St., N. W. Washington 1, D. C.

 SPECIALS MEN'S WATCHES



17 JEWEL, SWEEP SECOND HAND Swiss Precision Movement, Luminous Dial and Hands, Rolled Gold Plate Yop, Stainless Steel Back, Genuine Alligator Strap.

LADIES' COCKTAIL WATCHES



17-Jewel Swiss Movement, Rolled \$17.95 Gold Plate Case, Gold Filled \$17.95 Snake Band

- ALL WATCHES GUARANTEED C. O. D. Only. 25% With Order.
Alk for Price List on your stationery.

WALT WATCH CO.

15 W. 47 St., New York 19, N. Y.

GET ON OUR MAILING LIST READY SOON

Complete Catalog With Many New Specialties Send for It Today LAKEVIEW SALES CO.

1012 W. Belmont Ave. Chicago 13, III.

PURE WHITE LOOSE

Special: 3 Zircons approximate total weight 3 kts., \$6.00 We can supply Zircons in a size; and mountings of all types. Send order or write for details today.

B. LOWE, Holland Bldg., Dept. B, St. Louis, Mo.

#### ENGRAVERS! LOOK!

Low priced Identification Bracelets, Men's Com-ltings, 15 styles Signet Rings, cheap priced White stone Rings, also Sterling and Gold-Filbel Whiteston Rings, Watch Bracelets, All our articles are price cert low, Send \$2.00 for samples of your lasking for law priced Fouraving Almeianning WIL MILWAUKEE NOV. CO. 224 Microphilis

Copyrighted material

MASSACHUSETTS

andford-Union Agri. Sec. Sept. 5-6. Lee eckton-Brockton Fair, Sept. 11-18. Frank B. Kingman. ummington-Hillside Agri. Soc. Aug. 27-29. Raymond A. Warner, Williamsburg.

ney-Dudley Hill Fair. Sept. 6. Florence

at Barrington - Barrington Pair Asan. Aug. Sept. 4. Edward J. Carroll, enfield-Franklin Co. Agrl. Soc. Sept. 13-. Whitman B. Wells.

leville-Littleville Pair Assn. Oct. 2. El-ner O. Olds, Huntington, Mass. rabhield-Marshfield Agri. Soc. Aug. 22-28. Idrace C. Keene.

ddlefield—Highland Agrl. Soc. Sept. 3-4.

Villard A. Pease, Chester, Mass.

rthampton—Three-County Fair. Sept. 5-11. John L. Banner.

konk-Rehoboth Agrl. Soc. Aug. 21-26. Vm. J. Whitnker.

outh Weymouth—Weymouth Agrl, Soc. Aug. 15-22; Pauthal, Quincy, Mass. outhwick—Southwick Community Pair. Sept. 10-11. Mrs. Barbara Mathews. pencer—Spencer Agrl. Assn. Sept. 4-6. Philip A. Quinn. ringfield-Eastern States Expo. Sept. 19-25. Chas. A. Nash. erling-Sterling Farmers Club, Sept. 22.

Chas. W. Wiles. urbridge Sturbridge Agri. Asan. Sept. 4-6. Emery A. Lavallee, Southbridge, Mass. opnfield—Essex Agrl. Soc. Aug. 29-Sept. 4. Paul Corson.

at Tisbury-Martha's Vineyard Agrl. Soc. Aug. 25-27. Mrs. H. L. Lewis, Vineyard

#### MICHIGAN

Idison-Addison Community Fair. Oct. 7-8. Linton Smith rian-Lenawee Co. Pair. Sept. 20-25. H. H. Hungerford. egan-Allegan Co. Fair. Sept. 13-18. J. H.

snow. enville - Mackinac Co. Fair Assn. Sept. 2-4. pens-Alpena Co. Agri. Soc. Sept. 6-11. forman L. Hobbs.

mada-Armada Agri. Soc. Aug. 26-29. Wilbur J. Bantien. Santa-Montmorency Co. 4-H Fair. Aug. 26-8. Mrs. Marion Huston, Lewiston, Mich.

Glenn Wakefield, Kinde, Mich.

City-Bay Co. Fair. Aug. 30-Sept. 4.

Webster H. Gansser. rien Springs-Berrien Co. Agrl. Asan. Sept. 16-19. Lucie Siekman, Buchanan, Mich. Rapids-Mecosta Co. Fair Assn. Aug. 24-28. Chas Midgley, Paris, Mich. rown City—Brown City Agrl. Assn. Sept. 23-25. Louis P. Reuter.

adillac-Northern District Fair. Sept. 6-10. Arvid E. Swanson. aro-Caro Pair. Aug. 23-28. Carl F. Mantey. assopolis-Cass Co. Pair. July 27-31. Earl

interville—St. Joseph Co. Grange Pair, Sept. 70-75. Lester R. Schrader. -Enton Co. 4-H Pair. Aug. 31-Sept.

4. Hans E. Kardel. Theboygan-Northern Michigan Fair. Aug. 16-21. Harold G. Sellers. oldwater-Branch Co. 4-H Fair. Sept. 14-18. Gordon R. Schlubatis.

grunna-Shiawassee Co. Agrl. Soc. Aug. 9-14. E. R. Hancock. roswell-Croswell Agri. Soc. Aug. 31-Sept. 3. Paul Helm.

centur-Decatur Agrl. Soc. Sept. 8-11, Marshall Orr. Detroit-Michigan State Fair. Sept. 3-12. Hazen L. Funk.

H. Morris, R. J. Grand Ledge, Mich. 7-11. Ed Rebman, Boyne City, Mich.

Escanaba-Upper Peninsula State Fair. Aug. 17-22. Harold P. Lindsay. derville-Powlerville Agri. Soc. Sept. 6-11. O. B. Hall. Sadwin-Gladwin Co. Fair Asan. Sept. 7-10. R. H. Brubaker.

26-23. C. S. Parsons, Port Huron, Mich. Roscoe Fling, Stanton, Mich. Rolloco Co. Pair. Sept. 16-18. Ralph

Harrison-Clare Co. Agrl. Soc. Sept. 14-19.
Ray Harrold, R. 3, Gladwin, Mich.
Hart-Oceana Co. Pair. Sept. 8-10, August
Marx, Shelby, Mich.
Hartford-Van Buren Co. Pair. Oct. 5-9, Paul
F. Richter Jr. astings-Barry Co. Agrl. Sec. Aug. 3-7, F.

W. Kelly. Illistale—Hillisdale Co. Agrl. Soc. Sept. 26-Oct. 2. H. B. Kelley. Sudsonville - Hudsonville Community Pair. Sept. 2-4. Herman Vande Bunte.

mlay City-Lapeer Co. Agrl. Soc. Sept. 13-17. James Dunn. onia-Ionia Pree Fair. Aug. 9-14. Rose Iron River-Iron Co. Agrl. Soc. Aug. 24-27.

V. C. Vaughan. Ironwood-Gogelic Co. Pair. Aug. 12-15. W. B. Fauhl, Bessemer, Mich. Ilhaca-Gratiot Co. Free Fair. July 27-31. James O. Peet.

ackson-Jackson Co. Fair. Aug. 30-Sept. 4. E. R. Hively. Halumanco-Kalamanco Co. Agrl. Soc. Sept. 27-Oct. 2. Hartman Kakabaker. ovell-Kent Co. 4-H Agrl. Assn. Aug. 18-20.

K. K. Vining, Grand Rapids, Mich. Indinaton-Western Mich, Pair Assn. Sept. 71-25, Irving L. Pratt, Scottville, Mich. funchester - Manchester Community Pair.

Oct. 4-5. Donald C. Weed.

darne-Berlin Pair. Sept. 14-17. R. M. Ossewaarde, R. I. Coopersville, Mich.

darahall-Calhoun Co. Fair. Aug. 23-28. Roy H. Brigham, Battle Creek, Mich. Mason-Ingham Co. Fair. Aug. 16-21. Joy O. Pavis. Gidland-Midland Co. Free Pair. Aug. 16-21.

II. D. Parish. Millord-Milford Pair Assn. Aug. 10-14. Mel Menroe-Monroe Co. Fair. Aug. 10-14. Mrs.

Mount Pleasant-Isabella Co. Youth & Farm Pair Soc. Aug. 10-14. Maynard Gilmore.

The Billboard

North Branch—North Branch Fair Assn. Sept. 3-6. James Curry, Sandusky, Mich. Norway—Dickinson Co. Free Pair, Sept. 3-6. Frank J. Molinare, Iron Mountain, Mich. Onekama—Manistee Co. Agri. Soc. Sept. 1-4. John W. Ellis.

Petoskey—Emmet Co. Fair Assn. Sept. 14-15.

Lyle E. Dunham. Pickford-Pickford Dist. Agrl. So., Sept. 4-7. Du lley Aldrich.

Pinconning—Pinconning Community Pair Assn.
Sept. 10-11. Meryl A. Bird.
Pontlac—Oakland Co. 4-H Agrl. Soc. Aug.
10-14. Mrs. Irene Younker, Oxford, Mich.
Richmond—Richmond Agrl. Assn. Sept. 3-6.

Wilfred Trudgeon. Sasinaw-Saginaw Co. Agrl. Soc. Sept. 12-18. Clarence H. Harnden.

Saline-Saline Community Fair. Sept. 30-Oct. 3. Chas. H. Osgood. Sandusky—Sanilac Co. 4-H Agrl. Soc. Aug. 24-28. Clarence E. Prentice.

Standish-Arenac Co, Fair. Aug. 18-21. Paul R. Pennock. Traverse City-Northwestern Mich. Fair Assn. Aug. 31-Sept. 4. Arnell Engstrom. Wayne-Wayne Co. 4-H Fair Assn. Aug. 18-

21. W. E. Eennells, Belleville, Mich. West Branch-Ogemaw Co. Agrl. Soc. Aug. 25-28. Thomas P. Rau.

MINNESOTA Altkin-Altkin Co. Agrl. Soc. Aug. 16-18. F. C. Kaplan. Albert Lea-Freeborn Co. Agrl. Soc. Aug. 23-27. Herman D. Jenson. Alexandria-Douglas Co. Fair. Aug. 23-26. R. S. Thornton. Anoka-Anoka Co. Agrl. Soc. Aug. 16-18. Ed Appleton-Swift Co. Fair Assn. Aug. 26-29. J. G. Anderson. Arlington-Sibley Co. Agrl. Asen. Aug. 13-15, Louis Kill. Austin-Mower Co. Fair. Aug. 10-15. P. J. Holand. Bagley-Clearwater Co. Agrl. Assn. July 29-Aug. I. John Hulteen, Clearbrook, Minn. Barnum-Carlton Co. Agrl. Assn. Aug. 19-21. J. T. Rudebeck. Baudette-Lake of the Woods Co. Fair Assn.

July 30-31. H. W. Berquist. Bayport-Washington Co. Fair. Aug. 13-15. F. S. Lammers, Stillwater, Minn. Bemidji-Beltrami Co. Fair Assn. Aug. 9-11. Mrs. Hypatia Spangler. Bird Island-Renville Co. Agrl. Soc. Sept. 13-

15. Paul Kolbe. Blue Earth-Faribault Co. Fair Assn. Sept. 9-12. Harold A. Myera. Brainerd-Crow Wing Co. Pair Assn. Aug. 11-14. B. C. Wilkins. Breckenridge-Wilkin Co. Pair Assn. Aug. 12-15. Cyril Wenner.

Caledonia-Houston Co. Agrl. Soc. Sept. 2-4. Ed Zimmerhakl. Cambridge-Isanti Co. Fair Assn. Sept. 8-11. L. O. Carlson. Canby-Yellow Medicine Co. Fair. Aug. 30-Sept. 1. Kenneth Knutson. Clinton-Big Stone Co. Agrl. Soc. Aug. 5-8. Robt. L. Wells.

Becker Co. Fair Assn. Aug. Detroit Lake: 12-15. G. W. Peoples. Elk River-Sherburne Co. Agrl. Soc. Aug. 16-18. E. E. Bjuge.

Fairmont-Martin Co. Agrl. Soc. Aug. 23-25. Paul Peters, Sherburn, Minn. Faribault-Rice Co. Agrl. Soc. Aug. 5-8. C. C.

Farmington-Dakota Co. Agrl. Soc. Aug. 12-15. Arnold Kruse. Fergus Falls-Otter Tail Co. Fair Assn. Aug. 25-28. Knute Hanson. Garden City-Blue Co. Fair. Aug. 23-25. Daniel James.

Glenwood-Pope Co. Agri. Soc. Aug. 18-21. Gilman P. Gandrud. Grand Marais-Cook Co. Agrl. Soc. Sept. 8-10. M. J. Humphrey. Grand Rapids-Itasca Co. Agrl. Soc. Aug. 19-

22. Francis Mullins. Herman-Grant Co. Agri. Asan. Aug. 27-29. G. I. Haney. Hibbing-St. Louis Co. Agrl. Soc. Aug. 12-15. J. J. McCann. Hopkins-Hennepin Co. Agri. Suc. Aug. 12-14.

Mike W. Zipoy. Howard Lake-Wright Co. Fair. Aug. 5-8. Paul L. Eddy. Hutchinson-McLeod Co. Agri. Assn. Sept. 20-23. Everett Oleson.

Jackson-Jackson Co. Fair. Aug. 19-22, Anton C. Geiger. Jordan-Scott Co. Good Seed Assn. Sept. 24-26. Herhert G. Strait. Kasson-Dodge Co. Fair. Aug. 5-8. L. W.

Le Center-Le Sueur Co. Pair. Aug. 20-22. W. J. Baker. Litchfield-Meeker Co. Agri. Soc. Aug. 19-20. D. E. Murphy, Dassel, Minn.

Little Falls-Morrison Co. Agrl. Soc. Aug. 20-22. D. T. Sargeant. Littlefork-Northern Minn, Dist, Pair Assn. Aug. 5-7. George Dahl, Long Prairie-Todd Co. Fair. Aug. 17-19. Logan O. Scow,

Luverne-Rock Co. Agrl. Soc. Aug. 31-Sept. 2. George A. Golla, Madison-Lac qui Parle Co. Agri. Soc. Sept. 16-19. Wayne Weiser.

Mankato-Blue Earth Co. Pair. Sept. 21-22. W. C. Prat. Marshall-Lyon Co. Agrl. Soc. Sept. 8-11. F. J. Mende. Montevideo Chippewa Co. Fair Assn. Sept. 8-11. L. E. Whitmer. Mora-Kanabec Co. Agri. Soc. Aug. 23-25.

Victor Elfatrum. Morris-Stevens Co. Agri. Soc. Sept. 3-5. Louis Vinje. Motley-Morrison Co. Agrl. Soc. Aug. 15-17. Leroy Greig.

Nevis-Hubbard Co. Agri. Asen. Aug. 26-28. Darwin L. Erickson. New Ulm-Brown Co. Agrl. Soc. Aug. 19-22. Wm. A. Lindemann. Northome-Koochiching Co. Agrl. Asan. Aug. 7-9. C. W. Bray. Owatonna-Steele Co. Agrl. Soc. Aug. 17-22

Park Rapids—Shell Prairies Agri. Assn. Aug. 9-11. B. E. Breuer, Osage, Minn. Stan Muckle. Pequot Lakes-Crow Wing Co. Agri. Soc. Sept.

9-11. Myrtle Mabbott.

LITTLE ORPHAN ANNIE PORTABLE RADIO PHONE



A Tube Radio Not a Crystal Set! A fascinating instrument for every boy or girl. Dials like a telephone, plays like a radio! Plays anywhere, durable, portable; a personal radio for the children; colorful, intriguing and practical. Has on-off switch.

Sample \$6.00 Prepaid

2.00 Per Der.

Individually boxed, 12 to a carton—weight 14 lbs.

BALLOONS

Colorful balloons with lifelike animal picture decorations. Gross Squawker in Baton, Balloons are replaceable.

1/2 Cross to Carton

WHIRLYGIG BALLOONS

New novel noisemaker, whirls like a top, makes noise like a siren while spinning. Complete with spinner and string. Here's sensational new balloon specialty at a money-making low price.

\$0.00 Gross

Send 1/3 with order, balance C. O. D.



ECONOMY MERCHANDISE CO.

814 .W. MADISON ST. CHICAGO 7, ILLINOIS

VALUES MORE DYNAMIC THAN THE ATOM BOMB:::

Specials in Lamps, Cameras, Umbrellas, Beacon Blankets, large Stuffed Animals, Watches, Clocks, Hunting Knives, Wallets, Fountain Pen Sets, Electric Irons, Toasters, Evans Lighters, Field Glasser, Binoculars, Hampers, Stools with Bench, Western Bronzo Saddle Horses, Aluminumware, Campaign Buttons and Oak Balloons.

FANCY PAPER PARASOLS. Gr. ....\$21.00 | NOBBY BALLOONS, 40" long. Gr. .... \$ 6.50 MONKEY With stick. Gr. 18.00
WESTERN JEWELRY, 50c sellers. Gr. 24.00
FORTY-HOUR ALARM CLOCKS. Es. 1.41
WATCHES. Es. 1.41 CHINESE PAPER SNAKES. Gr. .... 6.00 FLYING BIRDS, 24" stick. Gr. ..... 8.25 DICE SCOTTY ELECTRIC LAMPS. Dr. 15.00
ROUND BALLOONS, #9. Gr. .... 2.25
DART BALLOONS, #4. Gr. .... .85 WATERBURY 40-HOUR ALARM CLOCKS, plain. Ea. ...... PLASTIC VEGETABLE KNIVES. Gr. . 4.00 WATERBURY 40-HOUR ALARM CLOCKS, radium. Ea. ...... PLUSH BEARS, 32" tall. Dr. ..... \$9.00 SCISSORS, to cut pictures, metal. Gr. .. 2,00 PLASTIC KNIVES, FORKS, SPOONS. PLASTIC ANIMALS. Gr. ...... PLASTIC CUP AND SAUCER, 2-pg. sets. Gr. .............. MOTTLED CAT BALLOONS, =9. Gr...
WORTH BASEBALLS. DI.
SPIRAL BALLOONS, 46" long. Gr.
SPANGLE BRACELETS. Gr.
PLASTIC KEYS. Gr.
FELT CREW HATS. Gr.
SHELL BEADS CHAIN, 30" all around PLASTIC FLYING BIRDS, whistling. Gr. ....... POCKET COMBS, asst. colors. Gr. 1.10
GLASS ASHTRAYS. Gr. 3.50
WHISKEY GLASS with handle. Gr. 3.50
HAT BANDS. Per 1000 11.00
LARGE COMIC BUTTONS. Per 1000 12.50 1.00 R. W. B. BOW PINS, Gr. ......

OAK'S BALLOONIE TWISTING BALLOON ANIMALS, packages with Instructions, gr. pkgs., \$21.00

505 Market Street

M. GERBER, INC.

Philadelphia, Penna.

2.00

HOT WEATHER GIANT POPS

6 Oz. - - \$1.32 Doz. and 8 Oz. - - \$1.88 (F.O.B.)

Pick Up at Factory and Save 20%. Sample 25e

L. C. GOOD & CO.

1116 Liberty Street

Allentown, Penna.

SHUM

BALLOONS

Bingo & Premium Merchandise WRITE FOR OUR 1948 PRICE LIST

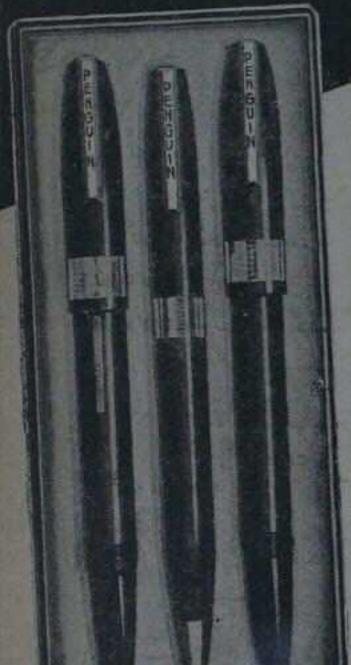
M. A. SINGER CO.

2125 COMMERCE STREET

www.americanradiohistory.com

DALLAS T, TEXAS





can sell this sensational, attractive 3-piece set in a de luxe gift box for \$1.25 for the

complete set They've sold three-piece sets for \$27.50, but you can buy this precision-made streamlined set, consisting of fine long-lasting ball pen, beautiful, custom-built hooded point fountain pen, and a propel, repel, expel mechanical pencil for only \$1.25

You can sell it for many times what you pay for it, because this is the aristocrat of low-priced gift items.

\$6.95 gold embossed price tags supplied free with each set on request.

Write for our illustrated catalog

\$1.25 per set in quantities of 1 gross or more \$1.50 per set in lesser quantities
Terms: 25% deposit with order.

644 Broadway, New York, N.

### ATTENTION: CONCESSIONAIRES!



Sensational Values in Stuffed Toys DIRECT FROM MANUFACTURER! GIANT SCOTTIES

• 208 19x16" Real Fur Scotty Dog, black or asstd. colors ..... \$30,00 Dx.

o 118 18x14" Real Fur Scotty Dog, black -CARTON OF 3 DZ. ONLY \$72.00

• 22x 12x10" Real Fur Scotty Dog, asstd. 

-CARTON OF 6 DZ. ONLY \$78.00 #18 11x9" Pluth Scotty Dog, asstd. colors \$ 8.00

-CARTON OF 1 GROSS ONLY \$7.20 per dz.

JUMBO BEARS

28" RAYON PLUSH BEAR - 240

Assid. Colors

CARTON OF 2 DOZ. ONLY \$50.00!

Asstd. Colors

Special Set-Up for Jobbers, Write Now! SALESMEN: Choice Territories

Send for latest folder "BB" and price fist listing over 100 outstanding numbers in fur and plush. . We have electric eye and musical stuffed toys!!

Mention Billboard to get these special low prices! ACE TOY MFG. CO.

25 % Dep., C. O. D. If Not Rated. 122 WEST 27TH ST.

NEW YORK 1, N. Y.

=252

### SENSATIONAL NOVELTY

Exquisitely beautiful hand-painted Candles. Standard ten-inch size. Corgeous colors. Packed I doz, to box, cellophane wrapped. Colored in matched pairs. Burn without smoking.

Prepaid Delivery. Cash with order, \$1.88 dox. Sell \$4.88. No C. O. D.'s.

OLD WELL CANDLE CO. Guilford, Conn.

## GIANT LOLLY POPS

SATIN FINISHED HARD CANDY. MADE TO STAND SUMMER HEAT. Full 6 ounce \$18.00 per gross, 8 ounce \$21.60, 12 ounce \$30,00 per gross. Full 1 lb. \$38.00 per gross. Samples, I each, \$1.00 prepaid.

SWANSON'S CANDIES

BOX 297

THE RELIEF WAR

BARABOO, WIS.

Pillager-Cass Co. Agri. Soc. Aug. 19-21. Earl

Pine City-Pine Co. Agri. Soc. Aug. 13-15. E. J. Wamhoff, Hinckley, Minn.

Pine River-Cals Co. Agri A. .. Aug. 23-25 Homer Fraser.

Pipestone-Pipestone Co. Agri. Soc. Aug. 23-25. R. S. Owens Preston-Pillmore Co. Agri. Soc. Aug. 25-29. Chas. H. Utley.

Princeton-Mille Lacs Co. Agri. Soc. Aug. 25-28. R. C. Angitman.

Proctor-St. Louis Co. Community Pair Ann. Aug. 26-29. Owen J. Larkin. Red Lake Falls-Red Lake Co. Agri. Soc. Aug. 13-14. Elbert T. Lurvick.

Redwood Palls—Redwood Co. Agri. Soc. Sept.

17-19. Dr. E. H. Johnson.

Rochester—Olmatead Co. Agri. Soc. Aug. 5-9.

A. C. Burgan.

Rush City-Chinago Co. Agrl. Soc. Aug. 9-11. George W. Larson, North Branch. Minn. Saint Charles-Winona Co. Fair Asan. Aug. 20-22. Merril Smith.

Saint Cloud-Benton Co. Agrl. Soc. Aug. 13-15. C. H. Varner. Saint James-Watonwan Co. Pair A.sn. Aug.

27-29. Hubert Ransom. Saint Paul-Minnesota State Pair. Aug. 28-Sept. 6. Raymond A. Lee. Saint Peter-Nicollet Co. Agri. Soc. Aug. 26-

29. Dr. Roy A. Dean. . Saint Vincent—St. Vincent Union Indust. Assn. Sept. 16-17. L. C. Wari.

Sauk Center-Stearns Co. Agri. Soc. Aug. 12-15. P. L. Parsons. Shakopee—Scott Co. Agrl. Soc. Aug. 23-25. R. T. Schumacher.

Slayton-Murray Co. Agrl. Soc. Aug. 25-29. W. M. Leebens, Pulda, Minn. Thief River Palls—Pennington Co. Fair. Aug-

2-5. A. F. Berge Two Harbors-Lake Co. April Soc. Sept. 1-4. Torstein Grinnger

Tyler-Lincoln Co. Pair Assn. Aug. 26-29. Jens Bollesen. Wabasha - Wabasha Co. Agri. Pair Assn. July 30-Aug. 1. Herbert E. Feldman.

Waconia-Carver Co. Agri. Soc. Aug. 19-22. Ralph J. Efferts.

Wadena-Wadena Co. Agril. Soc. July 26-29. Clyde E. Kelsey. Waseca-Waseca Co. Agril. Asin. Aug. 5-8. Judge Leon Section Wheaton-Traverse Co. Agrl. Asin. Sept. 9-

12. A. W. Vye. White Bear Lake Ramsey Co. Pair. Aug. 5-8. Robt. Freeman, Courthouse, St. Paul. Willmar-Kandiyohi Co. Pair Assn. Sept. 15-18. Albert E. Thompson, Spicer, Minn. Windom-Cottonwood Co. Fair. Aug. 23-25.

Worthington-Nobles Co. Fair Assn. Aug. 23-25. L. A. Hons. Zumbrota-Goodhue Co. Agri. Soc. Aug. 12-15. A. E. Collinge Jr.

J. H. Tschetter, Mountain Lake, Minn.

#### MISSISSIPPI

Charleston-Tallahatchie Co. Fair. Oct. 11-16. virgil E. Tomlinson Corinth-Tri-State Fair Assn. Sept. 13-18. A. H. Taylor Jr.

Porest-Scitt Co. Colored Pair. Sept. 27-Oct. 2. Ananias Ware. Pulton-Itawamba Co. Pair. Sept. 21-25. H. L. Holland. Jackson-Minaisaippi State Fair, Oct. 11-16.

J. M. Denn. Kosciusko-Central Miss. Pair & Dairy Show. Sept. 27-Oct. 4. Ray T. Stennett.

Laurel-South Mississippi Fair. Sept. 27-Oct. 2. R. B. Jeffries. Meadville-Pranklin Co. Fair Assn. Oct. 18-23. Annette Temple.

Macon-Noxubee Co. Pair. Sept. 13-18. T. S. Bogess Sr. Meridian-Mississippi Pair & Dairy Show, Oct.

4-9. W. R. Cannady Natches-Old Natchez Territory Pair. Oct. II-16. C. L. Barry. New Albany-Union Co. Fair Assn. Cept. 13-13.

L. C. Wilson.

Pontatoc-Pontotoc Co. Livestock Show Assn. Sept. 22-25. Q. S. Vail. Philadelphia-Neshoba Co. Patr. Aug. 9-11. P. W. Hays. Ripley-Tippah Co. Fair. Sept. 16-18. Ernest

Sebastopol-Sebastopol Community Fair. Sept. 5-11. L. R. Authony. Senatobia-Tate Co. Fair, Sept. 23-26. S. R.

Marrison. Tupelo-Miss.-Ala. Fair & Dairy Show. Oct. 4-9. James M. Savery. Vicksburg-Miss,-Lou. Expo. Sept. 20-25.

Prank H. Andrews Jr. Waynesboro-Wayne Co. Free Fair. Oct. 4-9. H. S. Cassell, West Point-Clay Co. Fair. Sept. 20-25. T. F.

Akers. Yazoo City-Yazoo Co. Fair Assn. Oct. 4-9. J. N. Ballard.

Yazoo City-Yazoo Negro Fair Assn. Oct. 15-23, R. J. Pierce.

#### MISSOURI

Albany-Gentry Co. Pair. Aug. 27-28. Kenneth Grace. Appleton City-Appleton City Pair. Aug. 25-27. George Ellis. Aurora-Tri-County Pair. Oct. 6-9. O. R. Avn-Douglas Co. Pair. Sept. 16-18. Ray Royce. Bethany-Northwest Mo. State Fair. Sept. 6-11. Lester M. Maple.

Bowling Green-Pike Co. Fatr Asan. Sept. 8-11. John M. McDroy.

Brunswick-Brunswick Pair Asan. Sept. 9-11. Berl E. Cahoon.

Butler-Butler Pair. Sept. 14-17. Robt. Hay-California-Moniteau Co. Pair. Sept. 1-4.

Harold Kindle. Cape Giradeau-Southeast Mo. Dist. Fair Assn. Sept. 11-19. H. W. Keiler. Carthage-Jasper Co. Agrl. Exhn. Sept. 21-25. J. C. Glibbons.

Caruthersville-American Legion Fair. Oct. 6-10. Harry E. Malloure Cole Camp-Cole Camp Fair. Sept. 16-18. E.

Columbia -- Boone Co. Pair Asen. Sept. 4-7. Harold E. Johnson.

Perham Perham Agri. Soc. July 29-Aug. 1 | Cuba-Guba Community Patr. Sept. Bull James L. Dodd. Edina-Knoz Co. Pres Pair. Aug. 11-14. - P. E. Robinson. Fredericktown-Madison Co. Pair. Sept. 1-

Pulton-Callaway Co. Pair Astn. Aug. 1841 Rout W. Alexander. Galt-Galt Community Pair. Sept. 8-11.

K. Payne Jr.
Gi man City-Gilman City Pair Ann.
5-7. Prank Nowland.
J-201 City-Worth Co. Fair, Sept. 2-4. Greenfield-Dade Co. Pres Pair. Sept. Sil. C. S. Courtney. Co. Pair. Sept. 9-11. But

Melbourne R. Ward.

Lermitage-Lichney Co. Pair. Sept. 9-11. Bar-mond Meador. Lighthwille-Lafayette Co. Pair. And La Ernest W. Baker. Felcomb-Holcomb FPA Fair. First wick w

Dept. Clyde Raspherry. Jasper Jasper Free Pair. Sept. 23-Oct to Cinton E Tester. Eunous City American Royal Livestock Show Oct. 16-23. A. M. Paterson.

Kahoka-Clark Co. Agri, Assn. Aug 3-6 Harold Ragnu. -1911e-Northeast Mo. Pair Assn. Aug.

31-Sept. 3. Lee Jones.
Limar-Lamar's Parm & Industrial Expo-Sept. 16-13. Bud Moore.
Linn-Osage Co. Fair. Sept. 2-4. Watter F

Heidlage. Macon-Macon Co. Pair Alan. July 16-28. Mildred Sanford. Monafield-Orack Summit Expo. Aug. 3-7.

W. C. Coday. Marchheld-Webster Co. Pair Assn. Sept. 1-4. Ellis Jackson Maryville-Northwest Mo. Horse Show Asm. Aug. 5-8. Mrs. Lester Swaney.

Mayaville-De Kalb Co. Fair. Aug. 30-31. John M. Duncan. Memphis-Scotland Co. Pair. Aug. 24-28, p. M.

Hertenstein. Mexico-Audrain Co. Fair. Aug. 17-20. Charence W. Mackey. Mound City-Holt Co. Fair. Sept. 23-25 E. N. Wright.

Montgomery City-Montgomery Co. Fair. Jair 29-31. Granville Wright. Mountain Grove-Tri-County Fair. Aug. 15-

1. Rainh G. Archer.

Novana-Vernon Co. 4-H & PPA Fair. New 22-24. Jane Runyon.

Norborne-Parm & Barnyard Pair. Sept. 23-77. Paul Beck Owensville-Gasconade Co. Pair, Sept. 19-18.

Tony Mertie.
Paris-Monroe Co. Pair Asan. Aug. 31-Sept. 2. C Win. E. Pugh. Perryville-Perry Co. Pair. Sept. 19-11. Water nor T. Weber.

P'atte City-Platte Co. Agri. Asm. Aug. 25-27. J. Frank Sexton. Pratrie Home-Prairie Home Fair. Aug. 11-12 Dr. A. L. Meredith. Princeton-Mercer Co. Fair. Aug. 30-Sept 1.

H. S. Worsham. Reynolds-Reynolds Co. Pair. Sept. 9-11 1 L. Brown. Rockport-Atchison Co. & Legion Patr. Sont 8-11. Lloyd W. Gildersleeve.

-Phelps Co. F. C. Wilkins. Saint Charles St. Charles Co. Fair. Sept 1-11. Richard J. Pritz. Sedalia-Missouri State Fair. Aug. 22-29, Inc.

8. Kemper. Senath-Legion Dunitiin Co. Patr. Sept. 37-Oct. 2. Lyle Richmond. Shelbina-Shelby Co. Pair Asan. Aug. 2-4 Vernie Wallace.

Spring leld-Coark Empire District Pair. Ave. 14-20. G. B. Boyd. Ste. Genevieve Ste. Genevieve Co. Pair Avas. Sept. J-1. Chas. H. Rehm. Tinton-Tri-County Agrl. Soc. Aug. 18-21.

Toly Lademann. Trenton North Central Mo Fair, Sept. 1.4. Rohr, Whan, Unionville Putnam Co. Agrl. Soc. Sept. 7-19

Marple S. Wyckoff. Vendalia-Vandalia Community Pair Sex. 15-18. B. W. Asbury. Versallies-Morgan Co. Fair. Sept. 8-11 Rufus Harms Vienna-Maries Co. Pair Assn. Sept. 17-16.

R. A. Waer. Warhington-Franklin Co. Parm Products
Show. Aug. 19-21. Wol. M. Day.
West Plains-Howell Co. Pair Asin. Sept. 1-1 E. E. Thornburgh.

#### MONTANA

Baker-Pallon Co. Pair. Aug. 20-21 Gran Britings-Midland Empire Pair & Roden, Aug-9-14. H. L. Pitton Bridger-Jim Bridger Pair & Rodeo, Aug. 21-29. Herman Holmum.

Chinook-Blaine Co. Fair & Rodeo, Sept. 5-4 Floyd Bowen. Deer Lodge-Powell Co. Fatr. Sept. 4-1. Tell

Dodson-Phillips Co. Pair. Aug. 14-15. Wm. B. Black. Forsyth-Rosebut Co. Pair & Rodeo. Aug. If-19. Pred R. Cox. Fort Benton-Chouteau Co. Pair. Sept. 10-12. G. C. Schmidt Jr.

Olugow-Valley Co. Patr. Aug. 19-12, Stephon J. Una.

Glendive-Dawson Co. Pair. Sept. 2-4. Marion T. Hedegaard. Great Palls-North Montana State Pair. Aug. 2-2. Dan P. Thurner. Hamilton-Ravalli Co. Pair. Sept. 9-11 Glean Havro-Hill Co. Pair & Bodeo. Aug. 5-7. Ewil

J. Bronzon. Kalispell-Northwest Montana Pair. Aug. 25-28. Ed. E. Hill. Lewistown-Central Montana Pair. July D.

II. Henry J. Otten. Miles City-Hastern Montana Pair. Aug. Be-

25. J. H. Bohling. Sidner -Richland Co. Pair & Rodeo. Aug. 30. Sept. L. J. M. Suckshoeff.

#### NEBRASKA

Albion-Boone Co. Pair Ann. Sept. 14-47.
Ploys Gilmer.
Arlington-Washington Co. Agri. Soc. Ant.
15-27. H. C. McClellan.
Auburn-Nemaha Co. Pair Assn. Ang. 25-27.
G. E. Codington.

Aurora-Hamilton Co. Pair. Aug. 30-Sept. 2 H. E. Tool

Bartlett-Wheeler Co. Pair & Roden. Aug.

M. Bunnett. Assn. Aug. 20-22. | Waterloo-Douglas Co. Agrl. Assn. Sept. 15trice Gage Co. Pair. Sept. 21-23. J. M.

John M. O'Bullivan. skelman - Dundy Co. Fair Assn. Aug. 16-18. Jubert E. Dyke, Parks, Neb. en-Webster Co. Fair. Aug. 11-13. F. J. emfield-Knex Co. Agri. Soc. Sept. 12-14.

B. Alexander report-Merrill Co. Patr Asen. Sept. 6-8. Bow-Custer Co. Fair Asin. Aug. 24-Dan Thomas. well-Garneld Co. Fair. Aug. 11-14. Paul itral City-Merrick Co. Fair Assn. Aug.

1-25. Edward F. Feehan. dron-Dawer Co. Fair. Aug. 20-23, Harry

ambers -- Holt Co. Agri. Soc. Sept. 1-4. Ed-ein A. Wink. Ay Center -- Clay Co. Agri. Soc. Week of Sept. 13. Ivan J. Richert. Stumbus -- Platte Co. Mid-Neb. 4-H Fair. Aug. I-Sept. J. W. L. Boettcher. cord-Dixon Co. Agri. Soc. Aug. 25-27. Roy E. Johnson. ete-Saline Co. Agrl. Soc. Sept. 17-19, Moribertson-Bitchcock Co. Fair. Aug. 19-22. Ervin Coyle. vid City-Butler Co. Agrl. Soc. Sept. 11-14.

R. C. Zeilinger. chier-Thayer Co. Fair Assn. Aug. 17-20. Milton Beckler. uning-Blaine Co. Fair Assn. Sept. 9-11. J. C. Glidden. cod Gosper Co. Free Pair. Sept. 15-17. I. R. Morgan,

Richard Hopkins, R. R. 2, Bartley, Neb. irbury-Jefferson Co. Fair. Aug. 9-12, J. W. Winslow. anklin-Franklin Co. Agrl. Soc. Aug. 31ept. 3. Bart Mucklow. mont--Fremont 4-H Club Pair. Aug. 11-13.

lerton-Nance Co. Fair Assn. Aug. 16-19. seva-Fillmore Co. Agrl. Soc. Aug. 17-20. foward W. Hamilton. rdon-Sheridan Co. Agrl. Soc. Sept. 2-5.

corge B. Comer. ant-Perkins Co. Agrl. Assn. Aug. 19-21, V. E. Cannady, Madrid, Neb. rrison-Sioux Co. Agrl. Soc. Aug. 26-28. delvin E. Meier. rtington-Cedar Co. Agri. Soc. Sept. 2-5. James A. Walz. stings-Adams Co. Agrl. Soc. Aug. 9-12. George Overturf. mingford-Box Butte Co. Agrl. Soc. Aug.

0-28 C. A. Burlew. drege-Phelps Co. Agri. Soc. Aug. 17-20. A. P. Johnson, Funk, Neb. mer-Dakota Co. Aurl. Boc. Aug. 18-29. James Allaway.

15-17. L. E. Watson. innis-Grant Co. Agrl. Soc. Sept. 3-5. dra. Earl Hayward. serial-Chase Co. Pair. Aug. 26-28. Herman

hinstown-Brown Co. Fair. Sept. 4-6. Kenneth Graff. carney-Buffalo Co. Agri Assn. Aug. 30-Sept. 3. S. A. Wilson.

Cimball—Kimball Co. Agri. Soc. Sept. 16-18.

Arthur M. Henrickson.

cigh—Colfax Co. Agrl. Soc. Aug. 26-28. Otto

wellen-Garden Co. Pair. Sept. 8-11. Paul Sept. 3. Monte Kiffin. neoin—Lancaster Co. Agri, Assn. Sept. 5-10. B. P. Presion. Lincoln-Nebraska State Fair. Sept. 5-10. Edwin Echultz. teCook-Red Willow Co. Fair, Aug. 24-27.

Nick Dempewolf, Indianola, Neb. finden Kenrney Co. Agril. Asan. Aug. 28-28, Mervin Peterson. litchell-Scottabluff Co. Agrl Soc. Sept. 6-11. Harold Ledingham. feligh-Antelope Co. Pair. Aug. 27-29. Clinelson-Nuckells Co. Fair. Aug. 31-Sept. 2.

Wm. A. McHenry. orden-Keyn Paha Co. Agri. Soc. Sept. 9-11. Harley McGormick. orth Pintte-Lincoln Co. Agri. Assn. Aug. 24-27. Clarence F. Wright. skland-Burt Co. Fair Asan. Aug. 23-26. Edgar Hannen, Lyone, Neb. Omaha-Ak-Sur-Ben Livestock Show & Rodeo.

Oct. 1-10. J. J. Isnacson. Ord-Loup Valley Agri. Soc. Aug. 30-Sept. 1. Ed. Armstrong Fleans-Harian Co. Junior Fair. Aug. 19-21. W. A. Lennemann. mecols-Palk Co. Agrl. Soc. Aug. 24-26. Donald Monson awnee City-Pawnee Co. Pair Assn. Oct. 5-8. W. P. Colwell.

erce-Pierce Co. Pair, Aug. 29-31. A. P. Char. Dobry. tribner-Dadge Co. Fair. Scot. 15-17. Otto

J. Schellenberg. 1 Bussell M. Struthers. Idney-Cheyenne Co. Fair. Aug. 18-21. E.

palding-Greeley Co. Free Pair Assn. Aug. 16-16. Don C. Smith. pancer-Hoyd Co. Fair Assn. Aug. 18-20. Louis Kiasna. M. L. Vaughn, Papillion, Neb. Ranton-Stanton Co. Pair Assp. Sept. 12-14.

Dennie Bulc. Stanieton-Louan Co. Agri. Sec. Aqu. 20-22. V M Magnuson.

Stockville—Frontier Co. Agrl. Soc. Aug. 2528. Richard Hopkins, Bartley, Neb.

Dyracuse—Otoe Co. Fair Assn. Aug. 31-Sept.

1. J. Frank Sorrell; Tecumseh Johnson Co. Agri. Asan. Sept. 20-21. Wm. Evans Valentine - Therry Co. Agri. Assn. Aug. 29-31.

Wahoo Saunders Co. April Soc. Aug. 31-Fred D Ross.

18. R. D. Herrington Wayne-Wayne Co. Pair Assn. Sept. 15-18. Wm. E. Von Seggern. Weeping Water-Cars Co. Agrl Soc. Aug. 25-

27. Owen Welch. West Point-Cuming Co. Pair. Aug. 29-Sept. 2 Ed. Baumann. York-York Co. Pair. Aug. 31-Sept. 3. W. E. Stover.

NEVADA

Elko-Elko Co. Agrl. Aten. Sept. 3-6. Donald Drown. Fallon-Nevada State Pair, Sept. 4-6, Don S. Chapman.

NEW HAMPSHIRE

Canaan-Mascoma Valley Fair Asan. Aug. 31-Sept. 2. Wm. A. Shepard. Contoccock-Hopkinton Fair. Sept. 6-8. Har-

old R. Clough. Deerfield-Deerfield Fair Assn. Sept. 30-Oct. 2. Etta O'Neal, S. Deerfield.

Derry-W. Rockingham Pair Assn. Sept. 3-6. Joseph H. Bodwell, Dover, N. H. Keene-Cheshire Fair Assn. Sept. 9-11. Joseph Kershaw, North Swanzey, N. H. Pittsfield-Pittsfield Fair Asan. Aug. 30-Sept.

4. E. W. Burr, Quincy, Mass. Paymouth-Plymouth Fair Assn. Sept. 15-18. W. J. Neal, Meredith, N. H. Rochester-Rochester Fair, Sept. 19-25, Ralph

Sandwich-Sandwich Fair Assn. Oct. 12. Wm. P. Hasher, Center Sandwich, N. H.

NEW JERSEY

Belvidere-Warren Co. Farmers' Fair. Aug. 18. C. Fred Lorenzo.

Branchville-Sussex Co. Farm & Horse Show. Aug. 11-14. John W. Raab, Newton, N. J. Bridgeton-Cumberland Co. Co-op. Fair Assn. Sept. 14-18. Raymond R. Riley.

Flemington-Flemington Agri. Fair. Aug. 31-Sept. 6. B. H. Pedrick. Paulsboro-Gloucester Co. Pair Assn. Aug. 4-7. Raymond R. Riley, R.D. 2, Bridgeton. Trenton-New Jersey State Fair. Sept. 26-Oct. 3, Norman L. Marshall.

Troy Hills-Morris Co. Fair Assn. Aug. 17-21. Mrs. Susan DeC. Condit, Morristown, N. J. Woodstown - Woodstown Community Fair. Sept. 16-17. Robt. M. Snethen, Elmer, N. J.

NEW MEXICO

Albuquerque-New Mexico State Fair. Sept. 19-26. Leon H. Harms, Alamogordo-Otero Co, Fair Assn. Sept. 10-11: Mrs. Lilian Bagwell. Belen-Valencia Co. Fair Assn. Sept. 11-12.

George P. Seery. Clayton-Union Co. Fair. Sept. 13-14. Deming-Luna Co. Fair Asen. Oct. 15-17.

Farmington-San Juan Co. Pair Assn. Sept. 10-12. J. F. Sprowls, Aztec. N. M. San Miguel Co. Pair. Sept. 10-12. Portales-Roosevelt Co. Fair Assn. Sept. 15-18. W. G. Vinzant.

Roswell-Eastern N. M. State Pair. Sept. 29-Oct. 2. E. E. Patterson. Santa Fe-Santa Fe Co. Pair. Sept. 10-11. Springer-Colfax Co. Fair Asan. Sept. 17-19. C. L. Krause.

NEW YORK

Afton-Afton Agrl. Assn. Aug. 10-14. Frederick Crane. Altamont-Altamont Fair. Aug. 29-Sept. 3. Fred Keenholts.

Angelica-Allegany Co. Agri. Soc. Sept. 1-4. L. L. Stillwell. Avon-Genesce Valley Breeders' Asan. Sept. 3-

4. John Steele. Ballston Spa-Saratoga Co. Ayrl. Sec. Aug. 24-28. Wendell Townley. Batavia-Genesee Co. Agrl. Soc. Aug. 2-7.

Glen W. Grinnell. Bath-Steuben Co. Agril. Soc. (Bath Fair). Sept. 6-11. J. Victor Paucett. Boonville-Boonville Fair Assn. Aug. 3-7. C.

H. Pickbohm. Brookfield-Madison Co. Agrl. Soc. Sept. 5-5. R. F. Burdick.

Caledonia-Caledonia Fair. Aug. 8-14. Mrs. Elizabeth Herkimer. Canandaigua-Ontario Co. Agri. Asan. Aug. 16-21. Mrs. Janette D. Dewey. Chatham-Columbia Co. Agrl. Soc. Sept. 4-6;

Wm. A. Dardess. Cobleskill-Cobleskill Agri. Soc. Bept. 20-24. Wm. H. Golding. Cortland-Cortland Co. Agrl. Soc. " Aug. 30-

Sept. 4. Harry B. Tanner. De Ruyter-Four-Co. Fair Assn. Aug. 18-21. G. W. Irvine. Dundee—Dundee Pair Assn. Sept. 21-24. Lewis R. Hanmer.

Dunkirk-Chautauqua Co. Pair. Sept. 6-11. Carlton J. Larson

Eimira—Chemung Co. Agril. Soc., Aug. 15-22.

Rout. S. Turner, Horseheads, N. Y.

Fonda—Montgomery Co. Agril. Soc. Sept. 4
8. Fred Lowe, Fultonville, N. Y.

Gouverneur—Gouverneur & St. Lawrence Co. Fair. Aug. 9-14. Bligh A. Dodds.

Greenwich-Cambridge Valley Agrl. Soc. Aug. 30-Sept. 3. Phil J. Houlton, Hoosick Falls. Hamburg - Eric Co. Agrl. Soc. Aug. 16-21.
Frank A. Slade, Eric Co. Hall, Buffalo,
Hémlock - Hemlock Lake Union Agrl. Soc.
Sept. 15-18, Ralph D. Barnard.

Ithaca-Tompkins Co. Agrl. Soc. Aug. 23-28. Merrill P. Curry. Kingston-Ulster Co. Agrl. Soc. Aug. 18.

Nellie Elmendorf. Little Valley-Catturaugus Co. Agri. Soc. Aug. 31-Sept. J. James W. Watson. Lockport-Niagara Co. Fair. Aug. 31-Sept. 4. Elmer A. Barrett.

Lowville-Lewis Co. Agri. Soc. Aug. 16-21, Cyril L. Seymour, Turin. N. Y. Malone-Franklin Co. Agri. Soc. Aug. 23-28, Middletown—Orange Co. Fair Assn. Aug. 16-21 Alan C. Madden. Mineola, L. I.—Mineola Fair. Sept. 14-18. Chas. Bothert. H. B. Kelley.

Morris-Otsego Co. Fair Ann. Sept. 14-18.

Matthias E. Smith, Worcester, N. Y.

Norwich-Chenango Co. Agri. Soc. Aug. 2428. E. R. Hargrave.

Owego-Tioga Co. Agri. Soc. July 25-Aug. 1.

Wm. M. Miller.

Palmyra-Palmyra Pair Ann. Week of Sept.

b. W. Ray Converse.

ON EVERY KIND OF SURE-FIRE JEWELRY

6193 WHITESTONE SPARKLER \$2.35 Doz. \$27.00 Gr. Ladies' Special in line ste

NO. 6214 MEN'S CAMEO Rhodium Finish, Deuble Head Design. \$3.10 Doz. \$36.00 Gr.

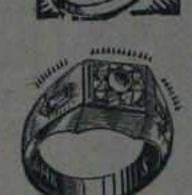
NO. 6191 SNAKE RING Striking design. White finish.

The Billboard





NO. QR10 Per Doz. \$22.50 Per Doz. \$20.00 1/30 14K R.C.P



Per Des. \$18.00 1/20 12K G.F.

SEND NOW! fust out-Free Preview 1949 Catalog of Complete Line. Hundreds of Illustrations Please State Your Business.

740 SANSOM ST., PHILA 6, PA

Wire or write today for your copy

UST OFF THE PRESS

OUR NEW 44-PAGE

GLASSWARE CATALOG

Hundreds of SLUM AND FLASH ITEMS for FISH PONDS, BINGO, GLASS PITCH, ETC.

3138 NORTH BROADWAY ST. LOUIS 7, MO.

## MONEY-MAKERS FOR THE SLOW MONTHS

ANOTHER WINNER From JOSEPH NEW RING LINE



Gent's 3 - Stone Rings, large ruby colored center stone and 2 large white side stones in 12kt. gold filled extra heavy mounting. Out-standing value. No. 1822. Der. . . . . . 521

Ladles' 6-Stone Wed-131:11 ding Rings, 12kt. gold filled. No. 1207W. Dor. . . \$6 Ladles' Engagement Rings to match. No. Ludles' and Gent's Rebuilt and Reconditioned Imported Swiss

with Sparkling

Rhinestone Dials 7-IEWEL

17-Jewel, \$12.95

7228E. Doz. \$6.75 (3 watches min.) WHOLESALE ONLY - NONE SOLD RETAIL Write for Supplement to 1948 Catalog.

25% With Order, Balance C. O. D. 59 E. Madison St. Dept. B-31, Chicago 3, III.



HERE'S SOMETHING NEW!!!

HAWAIIAN LEIS Made of

CELLOPHANE Price \$4.75 per 100

F. O. B. New York.

Manufacturers

www.americanradiohistory.com



IN SPARKLING BRIGHT COLORS

Enclose money order with order to avoid delay.

& Distributors U. S. DECORATING SUPPLY COMPANY

P. C. Box 262 Madison Sq. Station New York 10, N. Y

# "Knight in Armor"

Accent on Beauty and Precision -Makes excellent premium item!

A mere touch of the visor cap and the helmet snaps open. Iights instantly. Finished in glistening chrome with black, highly polished felt cushioned plastic base. Fully guaranteed.

S" Tall. Individually boxed.

Minimum order. 6 lighters. Sample, \$6.00. 25 % Deposit with order, bal. C.O.D.

Large variety of concession and premium mer-chandise. Send for price list.

J. C. MARGOLIS 912 Broadway New York 10, N. Y.

**NEW 1948** BINGO BLOWERS

IMMEDIATE DELIVERY



HEAVY DUTY MOUNTED

3,000 to Set And other BINGO SUPPLIES. SEND

CATALOG. SPECIAL DISCOUNTS TO JOBBERS.

MORRIS MANDELL, INC., Dept. B 28 East 13th St. Now York 3, N. Y. Phone: Oregon 3-5912



New 10 kt, R.G.P. top, steel back case, gift figure dial, rec. mov., strap, boxed. 7 Jewel 8 9.75

15 Jewel 11.75 With Ahinestone Dials, \$2,00 Extra.

Sample Watch, \$2.00 Extra. 25% Deposit, Balance C. O. D. 1948 Catalog Now Ready.

THE WING BUILDING 145 W. 45th St.

Now York 19

NEW PIN AND EARRING SETS

With Pearls and Rhinestones, \$12.00 doz. gold-plated. Tailored Necklaces, \$6,75; Braceleta, \$3.75 up. Men's Identification Braceleta, \$6,75; Ankleta, \$4.50 doz.; Watch Expansion Bands, stainless steel, \$9,00 doz.; White Seedbead and Pearl Earrings, \$6.00 doz.; Wecklace Seedbeads, \$4.50 doz. up; Imported Seedbead Pin and Ear-ring Bets, hand made for resorts, \$12,00 doz.

FORATT CO. 121 E. 23rd St., New York 10, N. Y.



Original One-Piece Heavy Felt Cap

\$20 and \$24 per Qr. Unger Supply Co.

506 So. Canal St. Chicago 7, III.

Plastic Ruffled Aprons, per doz. . . \$ 3.00 Tablecloth-Apron Seis, per doz. . . 12.00

> Sample Set. \$1.25 Band 25% deposit on C. O. D. orders. FREE CATALOGUE JOILE MIEG.

> > 2518 E. 119 ST., N.Y.O.

Oliver Wilcox.

Pike—Silver Lake Agrl. Assn. Aug. 24-27.

Henry M. Wagenblass, Warstaw, N. Y.

Rhinebeck—Dutchess Co. Agrl. Soc. Aug. 31-

Sept. 4. Lewis F. Winne. Rochester-Monroe Co. Fair Asan, Sept. 1-6, J. Pranklin Conner, Churchville, N. Y. Sandy Creek-Sandy Creek Fair. Aug. 24-28.

Wm. J. Potter. Schaght.coke—Schaghticoke Pair. Sept. 6-9. Carl W. Lohnes.

Syracuse-New York State Limited Pair, Sept. 13-18. Bligh A. Dodda, Solvay, N. Y. Trumansburg-Union Agrl. Soc. Sept. 15-18. Lorenzo Clinton.

Vernon-Vernon Agrl. Soc. Aug. 24-29. James F. Burke. Walton-Delaware Valley Agrl. Soc. Aug. 17-

20. Paul G. Williams. Waterloo-Seneca Co. Agrl. Soc. Aug. 17-20. George H. Leet, Seneca Palls, N. Y. Watertown-Jefferson Co. Agrl. Soc. Aug. 17-20. Karl Malady, R. 3

Westport—Essex Co. Agrl. Soc. Aug. 31-Sept.

3. L. H. Lobdell, Wadhams, N. Y.
White Plains—Westchester Co. Agrl. Assn.
Sept. 9-12. Mrs. P. T. Phillips.

Whitney Point-Broome Co. Agrl. Soc. Aug. 3-7. C. R. Johnson.

NORTH CAROLINA Ahoskie-Atlantic District Fair. Oct. 13-16. E. M. Weaver. Albemarle-Stanly Co. Fair Assn. Sept. 20-25. Frank B. Patterson.

Asheboro-Center of N. C. Pair Assn. Week of Sept. 27, W. C. York. Burlington-Burlington Community Pair, Sept. 12-17. Pete Neese. Charlotte-Southern States Expo. Oct. 4-9.

Mrs. Helen S. Spencer. Cherokee Cherokee Indian Pair. Oct. 5-9. Wm. E. Ensor Jr. Dunn-Harnett Co. Pair. Sept. 13-18. Thomp-

son & Rumley, Box 1083, Durham. Durham-Durham Co. Pair. Oct. 4-9. Thompson & Rumley, Box 1083, Durham, Durham—Durham Co. Negro Fair. Oct. 11-16. Thompson & Rumley, Box 1083, Durham, East Bend—Yadkin Co. Fair. Oct. 5-9, Hovey

Norman.

Elizabeth City-Eastern Fair Assn. Oct. 4-9. J. H. Webster. Enfield-Firemen's Agrl. Fair. Sept. 27-Oct. 2. George R. Ivey.

Fairmont-Fairmont Fair Assn. Week of Sept. 6. Chas. Rawis.

Fayetteville-Jr. C. of C. Cumberland Co. Pair. Sept. 27-Oct. 2. P. W. Haigh Jr. Franklinton-Franklinton Fair. Sept. 6-11. Thompson & Rumley, Box 1083, Durham. Goldsboro-Wayne Co. Fair. Oct. 4-9. W. C. Denmark.

Greensboro-Greensboro Fair. Oct. 11-16. Norman Y. Chambliss. Henderson-Golden Beit Fair. Oct. 4-9. C. M.

CARDS Hendersonville-Western N. C. Fair. Sept. High Point-High Point Agri, Fair Assn. Sept.

20-25. T. C. Potts, Lexington-Davidson Co. Agri. Pair Assn. Sept. 13-18. Curtis A. Leonard Sr. Littleton-Littleton Fair. Oct. 4-9. T. R. Walker.

Monroe-Union Co. Pair Assn. Oct. 18-23. M. W. Williams. Oxford-Granville Co. Fair. Sept. 27-Oct. 2. Thompson & Rumley, Box 1083, Durham.

Raleigh-North Carolina State Pair. Oct. 19-23. Dr. J. S. Dorton. Reidsville-Reidsville Pair Assn. Oct. 4-9. Wm. M. Oliver.

Rocky Mount-Rocky Mount Pair. Sept. 27-Oct. 2. Mrs. Norman Y. Chambliss. Rutherfordton-Rutherford Co. Agrl. Assn. Sept. 13-18. T. W. Calton. Shelby-Cleveland Co. Fair Assn. Sept. 21-25.

Dr. J. S. Dorton. Shelby-Cleveland Co. Negro Pair. Oct. 6-9. Rev. A. W. Poster.

Siler City-Chatham Co. Fair. Oct. 18-23.
Thompson & Rumley, Box 1083, Durham.
Smithfield-Johnson Co. Fair. Sept. 20-25.
Thompson & Rumley, Box 1083, Durham. Spring Hope-Nash Co. Pair. Week of Oct. 4. Hobart Brantley.

Spruce Pine-Toe River Fair Assn. Sept. 14-18. W. M. Wiseman. Statesville-Irdell Co. Agrl. Pair. Sept. 27-

Oct. 2. C. S. Alexander. Washington-Beaufort Co. Pair Assn. Oct. 11-16. H. P. Webster. Winston-Salem-Western Carolina Pair. Oct. 12-16. W. Avery Jones.

Zebulon-Zebulon Pive-County Fair, Sept. 20-25, R. Vance Brown.

#### NORTH DAKOTA

Ashley-McIntosh Co. Fair. Sept. 1-3. Adolph Thurn. Fargo-Red River Valley Fair Assn. Aug. 30-Sept. 4. A. D. Scott. Porman-Sargent Co. Fair. Sept. 7-8. J. W. Minot-North Dakota State Fair. July 28-31.

### оню

H. L. Finke.

Andover-Andover Street Fair Assn, Sept. 16-11. Wm. S. Grabert. Ashland—Ashland Co. Agrl. Soc. Sept. 21-25. H. G. Dotson. Ashley-Ashley Pair, Aug. 4-7. J. W. Henry, Athens-Athens Co. Fair. Aug. 22-26. L. C.

Attica-Attica Pair, Sept. 28-Oct. 1. Carl B. Carpenter. Barlow-Barlow Aprl. Asan. Sept. 23-24. F.

H. Proctor.

Bellefontaine—Logan Co. Agrl. Soc. Sept. 6-10.

M. N. Nichola.

Beliville—Bellville Ind. Agri, Soc. Sept. 15-18. E. O. Kochheiser, R. D. 1. Butler, O. Berea-Guyahoga Co. Agrl. Soc. Aug. 18-22. Wm H. Kroesen. Bucyrus-Crawford Co. Agrl. Soc. Sept. 6-10.

George Damschroder, Burton-Gennga Co. Agrl. Soc. Sept. 2-6. Chas. A. Riley. Cadiz-Harrison Co. Agrl. Assn. Sept. 16-16.

L. H. Barger. Caldwell-Noble Co. Agrl. Soc. Sept. 1-3. J. E. Walkenshaw. Canfield Canfield Pair. Sept. 2-6. E. R. Zieger, Youngstown, O. Canton-Stark Co. Agrl. Soc. Sept. 6-9. Ed

Penn Yan-Yates Co. Agrl. Soc. Aug. 25-28. | Carrollton-Carroll Co. Agrl. Soc. Sept. 29-Oliver Wilcox. | Oct. 2. Leonard George, Harlem Springs. Celina-Mercer Co. Agrl. Soc. Aug. 15-20. W. P. Archer.

Chillicothe-Ross Co. Agrl. Boc. Aug. 17-21, W. R. Eramer. Cincinnati-Carthage Pair. Sept. 15-18. Clar-ence A. Peters, 410 Court House.

Circleville-Pickway Co. Agri. Soc. Sept. 14-13. Tom Harman.

Columbus—Ohio State Pair, Aug. 28-Sept. 3, Edwin J. Bath. Coshocton—Coshocton Co. Agrl. Soc. Oct. 5-9, C. V. Croy, R. P. D. 1, Dresden, O. Croton—Hartford Ind. Agrl. Soc. Aug. 11-14. Ciell H Sinkey, Centerburg, O. Dayton-Montgomery Co. Fair. Sept. 6-9. R. C. Hulnes.

Delaware-Delaware Co. Agrl. Soc. Sept. 20-24. John G. Wagner. Delphos-Allen Co. Agrl. Soc. Aug. 24-28. L. E. Poley.

Dover-Tusearawas Co. Agrl. Soc. Aug. 25-27. S. O. Mase. Eaton-Preble Co. Fair. Sept. 14-17. Wm. B.

Pindlay-Hancock Co. Agrl. Soc. Sept. 8-11. R. L. Yates. Fremont-Sandusky Co. Agrl. Soc. Sept. 6-10. Russell Hull.

Gallipolis-Gallia Co. Agrl. Soc. Sept. 25-25. John N. McNealy. Georgetown-Brown Co. Agrl. Soc. Oct. 6-8. Luther Kestel.

Greenville—Darke Co. Pair. Aug. 22-27. Frank Hiestand, Rossburg, O. Hamilton—Butler Co. Agrl. Soc. Sept. 26-Oct. 1. Barton Truster, Seven Mile, O. Hicksville—Defiance Co. Agrl. Soc. Aug. 23-

28. Allen D. Elliott. Hilliards-Franklin Co. Agrl. Soc. Aug. 17-20. Arch W. Alder. Hillsboro-Highland Co. Agrl. Soc. Sept. 21-

24. Walter West.

Jefferson-Ashtabula Co. Agrl. Soc. Aug. 1014. Gerald O. Davis. Kenton-Hardin Co. Agrl. Soc. Sept. 28-Oct. 1. Mrs. I E. Wetherill.

Lancaster-Pairfield Co. Agri. Soc. Oct. 12-16. Russell W. Alt, R. R. 1. Baltimore, O. Lebanon-Warren Co. Agri. Soc. Sept. 21-24. Corwin Nixon.

Lisbon-Columbiana Co. Agri. Soc. Sept. 14-18. J. H. Sinclair, Hanoverton, O. Logan-Hocking Co. Agrl. Soc. Sept. 23-25. James H. Barker. London-Madison Co. Agri. Soc. Aug. 22-26.

Fred M. Guy, Mechanicaburg, O. Loudonville—Loudonville Street Pair. Oct.
5-7 Chas. Bernhard Jr.
Lucasville—Scioto Co. Agrl. Soc. Aug. 3-7.
A. S. Moulton. Mansueld-Richland Co. Agrl. Soc. Aug. 20-

21. Orville Kibler. Marietta-Washington Co. Fair. Sept. 5-8. L. E. Apple. Marion-Marion Co. Agrl. Soc. Aug. 22-27. H. A. Mayers.

Maryaville-Union Co. Pair. Sept. 15-17. Ralph O. Leu. Maumee-Lucas Co. Agril. Soc. Sept. 16-19, Mrs. Pearl Griffin, Berkey, O. McConnelsville-Morgan Co. Agrl. Soc. Sept.

9-11. Ray G. Smith. Medina-Medina Co. Agri. Soc. Sept. 8-11. Paul M. Jones Millersburg-Holmes Co. Agrl. Soc. Sept. 8-11. Verle Sprang, Lakeville, O. Montpelier-Williams Co. Agrl. Soc. Sept. 12-18. Frank B. Altaffer. Mount Gilead-Morrow Co. Agrl. Soc. Aug.

18-31. Glenn Brown. Mount Vernon-Knox Co. Agrl. Soc. July 27-31. Henry G. Richards. Napoleon-Henry Co. Agrl. Soc. Aug. 31-Sept.

3. James D. Murray. Norwalk-Huron Co. Agrl. Soc. Sept. 14-18. Mrs. Elfreda Crayton. Old Washington-Guernsey Co. Agrl. Assn. Sept. 30-Oct. 2. Thos. E. Gracy, Cambridge. Ottawa-Putnam Co. Agrl. Soc. Oct. 6-9.

Joseph L. Brickner, Owensville-Clermont Co. Agrl. Soc. Aug. 18-21. J. W. Evans. Painesville—Lake Co. Agri. Soc. Aug. 25-21. Robt Guthleben. Paulding Paulding Co. Agrl. Soc. Sept. 22-25. Ernie Rulman.

Piketon-Pike Co. Agri. Soc. Aug. 12-14. Frank B. Cooper. Plain City-Plain City Agrl. Soc. Aug. 4-8.

H. S. Poust. Pomeroy-Meigs Co. Agri. Soc. Aug. 17-20. C. L. Heaton. Proctorville—Lawrence Co. Fair. July 27-30.
Owen Griffith, Ironton, O.
Randolph—Randolph Ind. Agri. Soc. Sept. 2425. R. P. Hamilton, D. Agri. Soc. Sept. 24-

Richwood—Richwood Ind. Agrl. Soc. Aug. 10-13. Dava D. Lowe, R. 3. Marysville, O. St. Clairsville—Belmont Co. Agrl. Soc. Sept. 8-11. Wm. R. Butcher Jr. Sidney—Shelby Co. Agrl. Soc. Sept. 12-17.

J. W. Rhoades. Smithfield-Jefferson Co. Agri. Soc. Sept. 22-

P. W. E. Rose, R. I. Rayland, O. Sp. Ang. 17-20. L. C. Aleshire. Timin-Seneca Co. Agrl. Soc. Aug. 24-27. C. Troy-Miami Co. Agri. Soc. Aug. 17-20. Chas.

P. Rodgers. Upper Sandusky-Wyandot Co. Agrl. Soc. Sept. 14-17. Ross A. Winter. Urbana-Champaign Co. Agrl. Soc. Aug. 8-13.

Howard Goddard.
Van Wert—Van Wert Co. Agrl. Soc. Sept. 6-10. N. E. Stuckey.
Wapakoneta—Auglaize Co. Agrl. Soc. Aug. 10-13. Harry Kahn. Warren-Trumbull Co. Agri. Soc. Aug. 3-7. Prank Neal, Nutwood. O. Washington C. H. Payette Co. Agrl. Soc. July 27-31. Frank E. Ellis.

Wansson-Fulton Co. Agrl. Soc. Bept. 6-10. C. J. Keller. Wellington-Lorain Co. Agri. Soc. Aug. 24-28. Clair L. Hill. West Union-Adams Co. Agrl. Soc. Aug. 24-27. Chas. S. Kirker. Wilmington-Clinton Co. Agrl. Soc. Aug. 8-

13. Gertrude Hanks.
Woodsfield-Monroe Co. Pair. Aug. 3-5. Balph
P. Schumacher. Wooster-Wayne Co. Agrl. Soc. Sept. 14-18.

Xenia-Greene Co. Agri Soc. Aug. 3-6. Mrs. J. Robt. Bryson, R. 3, Cherry Hill, Xenia. Zanesville-Muskingum Co. Agri Soc. Aug. 17-10. Perl D. Elliott, New Concord, O.

RADIO and CAMERA COMBINATION In lots of 25 BADIO: Superheterodine with miniature tubes. Uses 2 flash-light type "A" and 1 67 h with "B" battery.

CAMERIA: Eteroady case, 50mm, Menison less, time and instantaneous. Black and white or color pictures. No. 828 standard film.

F. O. B. Chicago, 25 % with order, bal. C. O. D.

ABCO NOVELTY CO. 823 W. Randelph St. Chicago 7, III. Phone: TAYlor 1203

FLUORESCENT FIXTURES

> Offer Tremendous Profits for Dealers, Distributors, Concessionaires. FLUORESCENTS

FOR EVERY PURPOSE Direct From Manufacturer at Lowest Possible Prices. A5 LOW A5 52.10 EACH Write for Catalogue and Price Lists

ABRAMS LIGHTING MANUFACTURERS FLUORESCENT FIXTURE 113 No. 7th St., Philadelphia o, Pa. Phone: WAInut 2-1947-1948

RUBBER

Pat. No. 1790287
PITCHMEN all over America exclaim — "The fastest salling gadget in the world!"

MEN
Use for Physique Building

WOMEN Use for Reducing Individually Beautifully Boxed With Exercise Chart.

Stretchem, \$40 per 100 Sells for \$1.50 Samson, \$45 per 100

Seils for \$2.00 F. O. B. Detroit; 25% With Order, Balance C. O. D. Send \$1.00 for both samples; retail value \$3.50.

MED WORKERS: Write us for our specials: GORDON SERVICE 1917 W. Grand River



IT'S NEW

Switt Pooket Chrome-Like Case. Radium 7 Jewsile-850.95

Minimuma & watches. 25% Dm., Bal.

C. O. D. 1948 Cat. on Rec. ELGIN and WALTHAM
Watches ready,
New York 19, N. Y.
18 VING BERK 145 W. 45th St.

Novelty Pottery now from 10g to 20g each while they last Dogs, Swars, Biophants, Ducks, Rabbits, Pigs. Baby Shors, Dutch Shoes, Girls, etc. Average 51/2 inches. Shoes, Girls, etc. Average 5 1/2 trainers.
Send \$7.50 for sample assertment.
No estalogo-

SPRINGFIELD POTTERY Content material

OKLAHOMA

Jackson Co. Fuir. Sept. 16-18. C. G. rio Cardo Co. Free Pair. Sept. 14-18.

Blevenson. -Pushmataha Co. Pair Asan. Sept. 16-

R L Bilyeu -Apache Dist. Pair Assn. Aug. 25-28.

E. C. Sparks. Lois Benjegerdes.

Lois Benjegerdes.

Well-Kay Co. Free Pair. Sept. 14-18.

R. Hutchisen, Newkirk, Okla.

City-Cimarron Co. Free Fair. Sept.

oct 2 Rufus T. Dickerson. Creek Co. Free Pair. Sept. 14-17. Earl Tych Valley-Wasco Co. Fair. Sept. 3-5. Art o-Harper Co. Fair. Sept. 20-22. Max

dier-Lincoln Co, Pair Asan. Sept. 15-18. cee-Alfalfa Co. Fair. Sept. 13-16. Wayne ashs-Grady Co. Fair Asan. Sept. 8-11.

G. Tucker. ton-Southwest Pair Assn. Middle of Sept. 2 Phillips, Arapaho, Okla.
naville-Collinsville Tri-Co. Fair. Sept. 9-Paul Latture.

-il-Washita Co. Junior Fair, Sept. 16-James V. Son. ning-Cushing District Fair, Sept. 9-11,

ey-Washington Co. Free Fair. Sept. 13-Howard Nelson, Bartlesville, Okla. an-Stephenson Co. Free Fair. Sept. 8-Herb Gallaway.

ant-Bryan Co. Free Pair. Sept. 16-18, sek Ridgway. 1-Northwestern Okia. Pair. Sept. 13-18. rrry McKeever. view-Major Co. Free Pair. Oct. 12-14. arold Miller. derick Tillman Co. Pree Fair. Sept. 8-11. itis-Logan Co. Free Fair Assn. Sept.

12. Harold Casey, non-Texas Co. Free Fair Asan. Sept. -24. Clifford Hatcher. Art—Klowa Co. Fair. Sept. 16-18. J. W. emple. Gotebo, Okla. denville—Hughes Co. Free Fair, Second or and week in Sept. Vernon J. Frye. do—Harmon Co. Fair. Sept. 16-18. Thus.

Cunningham. liny-Hominy District Pair. Sept. 10-11. con Rogers.

Co Choctaw Co. Free Pair. Sept. 14-16.

oht Mussengale.

hel-McCurtain Co. Free Pair. Sept. 22-

Rose Dugan. Fisher-Kingfisher Co. Fair. Sept. 7-10. ward Connaily. on-Comanche Co. Fair. Scpt. 20-22. Menter-Pittaburg Co. Pair. Sept. 23-25. ami-Ottowa Co. Free Pair. Sept. 14-18.

skogee-Oklahoma Free State Fair. Oct. -10. M. E. Twedell. Sept. 25-Oct. 1. Ralph T. Hemphill. Inhoma City—Oklahoma Co. Fair. Sept. nulgee Okmulgee Co. Free Pair. Sept. 28-

ct. 2. A. H. Pelley. ils Valley-Garvin Co. Free Fair. Sept. thusks Osage Co. Free Patr. Sept. 13-16.

nee-Pawnee Co. Pres Fair. Sept. 14-17. ry-Noble Co. Pres Pair Sept. 1-4. George

od Creek-Grant Co. Pree Fair. Sept. 21-4. H. J. Dedrick, Medierd, Okla. leau-Leflore Co. Pree Pair. Sept. 22-25. werett Garrett. cell-McClain Co. Free Pair. Sept. 17-18.

awnee Pottawatomie Co, Pree Pair, Sept. water-Payne Co. Free Pair. Sept. 14-17. lphur-Murray Co. Pair. Sept. 21-23; Chas. W. Phelps Jr.

Dewey Co. Free Pair. Sept. 16-18. f. Dale Martin. sa. Tulsa State Fair. Sept. 19-25. etitia Dabney. alters Cotton Co. Fulr. Sept. 15-18. Tab Bowlen, Temple, Okla.

mika-Jefferson Co. Fair. Sept. 15-18. Hugh DeWoody, rwoka-Seminole Co. Free Patr. Sept. 16-16. W. P. Lott.

ondward-Woodward Co. Free Pair. Sept. 16-18, J. D. Edmonson.

OREGON

6-8. A. L. Lamin.

Sept. 6-11. Prank

Lehighton—Lehighton Pair. Sept. 6-11. Prank

Stone, Oregon City, Ore.

Stone, Oregon City, Ore.

Stone Gilliam Co. Pair. Sept. 23-25. Ernest ne-Lane Co. Pair Asan, Sept. 22-15.

sest McCulloch. Beach-Curry Co. Pair, Sept. 2-4, Georgia ham-Multnomah Co. Fair Ann. Aug. 1) Wheeler Co. Fair. Sept. 17-18. L. J.

unisten-Umatilla Co. Pair Ann. Aug. 26-Laftoy E. Puller. Suboro-Washington Co. Pair. Sept 1-4. on S. Davis Day Grant Co. Pair. Sept. 23-25. Chas-

Grande Union Co. Pair Asen. Sept. 23-25. eview-Luke Co. Pair. Sept. 4-6. E. A. ravid C. Baum.

drag Jefferson Co. Pair. Aug. 12-14, Mrs. N. Cunroy. G; Powler.

G: Pair Assn. Sept. 15-18.

G: Powler.

G: Pair Assn. Sept. 17-19.

eRcy C. Wright. mmouth—Polk Co. Pair. Aug. 26-28. Josiah Wills, Dallas, Ore.

Myrtle Point-Coos Co. Pair Assn. Aug. 20-22. P. C. Roper,

Newport-Lincoln Co. Pair. Aug. 27-29. Tur-ner Bond, Toledo, Ore. Ontario-Malheur Co. Fair. Sept. 4-6. Harry R. Sandquist.

Portland-Pacific Int'l Livestock Expo. Oct. 1-9. Walter A. Holt. Prineville-Crook Co. Fair. Aug. 20-22. Jerry

Redmond-Deschutes Co. Pair. Aug. 27-29. C O. Galloway. Saint Helens-Columbia Co. Pair. Ang. 29-31.

Salem-Oregon State Pair. Sept. 6-12 Leo G. Spitsbart. Tillamook Tillamook Co. Fair. Aug. 18-21.

PENNSYLVANIA

Abbottstown-Adams Co. Fair. Aug. 17-21. M. E. Elder.

Albien-Albien Community Fair Assn. Sept. 16-18, Chas. Wiggins. Allentown-Allentown Pair, Sept. 20-25. E.

H. Scholl. Beaver Springs—Beaver Community Pair. Sept. 23-25. Kenneth H. Boyer. Bedford—Bedford Pair Assn. Aug. 9-14. A.

Bellwood-Antis Community Parm Show. Oct. 21-23. W. C. Singleton. Bloomsburg -- Bloomsburg Pair, Sept. 27-Oct

J. darry B. Correll.
Butler—Butler Pair & Agrl. Assn. Aug. 9-14.
C. M. Miller.

Cambridge Springs-Cambridge Springs Fair Assn. Sept. 16-18. Caroline Russell. Carlisle-Carlisle Fair Assn. Aug. 16-21. B.

Centre Hall-Centre Co. Fair. Aug. 28-Sept. 2. Mrs. Samuel Grove. Clarks Summit-Newton-Ransom Pair. Sept.

15-18. Edward C. Hopkins. Claysburg-Greenfield Tp. Farm Show. Sept. 9-11. Kermit B. Wright, Clearfield-Clearfield Co. Fair. Aug. 2-7. Harry G. Ganne.

Sept. 15-18. Wm. McCullough. Conneautville-Community Pair. Sept. 16-18.

Ethel M. Nicolls, Springbero, Pa. Cookport—Green Twp. Fair Asan. Sept. 15-18. J. D. Joiner, Alverda. Dayton-Dayton Agrl. Assn. Aug. 17-21. Mrs.

Maine Jordan. Delmatia—Lower Mahanoy Tp. Community
Fair. Oct. 20-22. Mrs. Ruth Tressler.
Derry—Derry Twp. Community Fair. Sept.
16-18. Joseph A. Greuble.
East Greenville—Upper Perkiomen Community
Fair. Oct. 13-15. V. S. Enaminger.
Ebensburg—Cambris Co. Fair Assn. Sept. 6-11.
Walter Good

Walter Good. Edinboro - Edinboro Community Agri. Assn. Sept. 9-11. Joseph Ondrey. Ephrata-Ephrata Farmers' Day Assn. Approx.

Sept. 22-25. Wayne Heberling. Flourtown-Flourtown Pair. Aug. 4-14. Wm. Ford City-Armstrong Co. Pair. Sept. 6-9. W.

B. Mechling. Forksville-Sullivan Co. Agrl. Soc. Sept. 1-4. Otis Hatch, R. D. 2, Dushore, Pa. Gettysburg-South Mountain Fair. Sept. 15-18. Harvey B. Raffensberger, Arendtsville. Gilbert-West End Fair Assn. Aug. 25. James

P. Shiffer, Brodheadsville, Pa. Gratz-Gratz Agrl. Assn. Sept. 21-25. Guy R. Kinger, Lykens, Pa. Greensburg-Harrold Community Pair. Aug.

19-21. L. D. Moore. Hanover-Forest Park Free Pair, Sept. 6-12. Harford-Harford Agrl. Sec. Sept. 9-11. El-

ton Robbins. Hollidaysburg-Hollidaysburg Farm Show Assn. Oct. 13-15. Norman K. Hoover. Home-Ox Hill Community Fair. Sept. 6-8.

D. R. Bill. Honesdale-Wayne Co. Agri. Soc. Sept. 21-25. H. W. Gammell. Hughesville-Lycoming Co. Pair Asan. Oct.

4-9. Elton B. Edkin. Huntingdon-Huntingdon Co. Fair Assn. Aug. 23-28. J. Elmer Young, Petersburg, Pa. Indiana—Indiana Co. Pair Assn. Aug. 31-Sept. 4. Mrs. Bertha E. Jones, Plumville,

Jamestown Pymatuning Community Fair Assn. Sept. 16-18. Joseph D. Ryburn. Kniztown-Kniztown Fair Assn. Aug. 23-28. Elmer A. F. Kline. Lakewood-North Wayne Community Pair. Sept. 2-4. Clinton Leet.

Lampeter—Lampeter Community Fair. Sept. 1-3. Wayne B. Rentschler. Laurelton—Union Co. West End Pair Ason. Sept. 8-11. J. Frank Snyder. Lebanon S. Lebanon Community Pair. Out.

ns-Harney Co. Pair Assn. Sept. 17-19. R. Ligonier-Ligonier Valley Fair Assn. Sept. 3-6. R. A. Hardy. Linesville Community Fair Assn. Sept. 1-4. O. C. Lance,
Little-Little Community Show. Sept. 30-Oct.
2. Wm. N. Young.
Mansfield-Mansfield Pair. Sept. 1-4. Philip

Murtinsburg Morrison Cove Community Pair
Asan. Oct. 21-23. Ella E. Ebersole.
McConnellaburg Fulton Co. Pair. Sept. 1-4. W. Farrer

Meadville—Crasford Co. Fair Assn. Sept. 21-25. L. O. Hotchkiss. Elwood Mcllott. Mechanicsburg-Grangers (Picnic) Pair. Aug. 30-Sept. 6. Roy Richwine.

Mercer Mercer Central Agri. Soc. Aug. 24-28, Harry Moore.

Meyersdale—Somerset Co. Pair. Aug. 31Sept. 4. H. A. Pinegan.

Sept. 4. H. A. Pinegan.

Mill City—Palls-Overfield Pair. Sept. 16-18.

Mrs. Doris Gragory.

Mrs. Doris Gragory.

Mrs. Doris Gragory.

Mrs. Doris Gragory.

Assn. Aug.

25-28. J. Rex Haver.

Sept. 9-11. Neil B. March.

Millport—Oswayo Valley Community Pair.

Sept. 8-11. Mrs. Nina H. Vanderhoof.

Mentandor—Tri-Township Fair. Sept. 23-25.

Ciarence E. Emery.

Mount Joy Mt. Joy Community Exhibit. Oct.

14-16. Joseph G. Shaeffer.

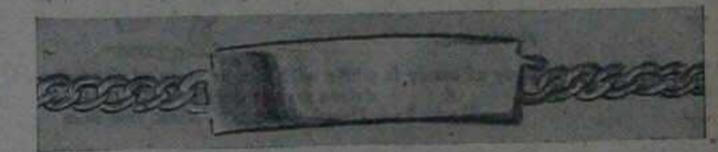
DENTIFICATION BRACELETS



AIRPLANE METAL PLATE No. 309 .... \$4.65 Dox. \$54.00 Gr.



WHITE OR YELLOW No. 302.... \$3.10 Dez. \$36.00 Cr.



WHITE CR YELLOW No. 301 .... \$2.85 Dox. \$33.00 Cr.

NEW Big Selling "48 and Horse" Pins

The New "Lucky

'48 and Horse"



Is Available in Various Style Pins, Pendants and Bracelets

No. 515 \$3.85 Dex. \$45.00 Gr. Yellow Finish Safety Catch Back Merchandise Corded

Cellophane Wrapped WRITE FOR NEW CATALOG

No. 516 \$3.85 Dex. \$45.00 Gr. Yellow Finish Safety Catch Back

(State Your Business)

HARRY PAKULA & CO.

5 N. Wabash Ave.

Chicago 2, III.



## NEW AND EXCITING! SLOT MACHINE BANK

. Miniature: high-lighted bronze finish, approx. 4"x11/2".

Sure-fire hit as gift or souvenir! First of its kind ever produced. \$15.00 DOZ., 1 TO 6 DOZ. LOTS.

Write or wire for Jobber's Frices.

erms: 25% with order, balance C. O. D. Immediate Delivery.

HENRY'S 211 North Virginie, Reno, Nevede

CLARION NOW FEATURES . . . THE ONLY GENUINE NEODIZED COSTUME JEWELRY IN AMERICA . . .

TESTED BEST: Comparative atmos-pheric tests for oxi-dation have proven

NEODIZED GOLD PLATED sewelry definitely re-

tain their lustrous bright linish and color longer than any

swelry in the mar-

net - regardless of

Lorge assortment of pln and exercise sets. \$7.00 chatelaine sets. Tobsites, chokers, pendants and cocktail bracelets.

Rose or Yellow Gold Plated.

dz. to

in guaranteed non-tarnishable Rhodium-White or 22-Kt.

Manufacturers of Fine Costume Jewelry ORchard 4-6546

WE INVITE COMPARISON

nnis 510,00 dr. 25% deposit with order, balance C. O.

and the second control of the second control

# DON'T BE A BIG SUCKE

Sell Our JUMBO Suckers Instead!

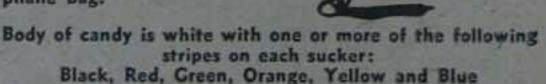
ECONOMY

FLASH

13c Each in 1/2 Gross Lots or More.

75% Pure Cane Sugar-High boil, hard pull candy -Our JUMBO Suckers are machine pulled and pressed for purity and uniformity.

Full 8 ox. each-Approx. 6" diameter on hard wood stick-Overall length approx. 18"-Each individually tabeled and wrapped in moisture-proof cellophane bag.



Six-Orange, Lemon, Wild Cherry, Peppermint, Banana and Anise-Plainly marked on top of each label.

72 to Carton (12 of each flavor) in shredded paper-Approx. weight: 40 lbs.

WE ARE PROUD OF OUR REPUTA-TATION FOR SHIPPING CANDY THAT ARRIVES AT DESTINATION UNBROKEN.

REMEMBER, OUR CANDY IS COOKED AND WRAPPED TO WITHSTAND HEAT-JUST KEEP OUT OF DIRECT SUN AND DO NOT PILE ON EACH OTHER.

- No C. O. D.'s, Please - Send Complete Purchase Price With order. If Dun & Bradstreet rated, we will ship on open acct.

## LARRY CANDY CO.

1307 E. BRADY STREET

MILWAUKEE 2, WISC.

America's tastest Selling Novelities Made in America by America's leading manu-facturer of Robbits' Feet and genuine fur noval-



No. 400-J — Fur Monkey, beautifully trimmed.
No. 200 — AllChanlile Monkey. Attractive colors low priced.

LUCKY RABBIT FOOT KEY CHAIN

No. 503 - With Key Chain. No. 501-Plain Rabbit

No. 602-COMIC CARD TAILS. With humorous No. 810-MEDIUM SIZE FOX TAILS. White and No. 612-LARGE FOX TAILS, Red and Silver Fox No. 617-RACCOON TAILS. Medium and large sizes.

Creators of Exclusive Novelties for Carnival and Circus. Sold Thru Your Jobber.



All Fur Trimmed Laughing Monkey of on Cane With Bow Tis. Assorted Colors. All Fur Trimmed Jumping Clown on Cane With Bow Tis. Assorted Colors. Packed amorted to the dozen,

No. C-500

We Will Develop and Manufacture Your Product Ideas—Send Us Your Suggestions.

154 West 27th Street NEW YORK 1, N. Y.



New 1948 HOLIDAY LINE OF BILLFOLDS READY NOW

Illustrated List on Request

The Hagerstown Leather Co.

HAGERSTOWN, MARYLAND

New Bethlehem-Parmers & Merchants Agri. Show, Aug. 11-13. Louden Stuart. Newfoundland - Greene - Dreher Community Fair. Sept. 2-4. Henry G. Botjer, Green-town, Pa.

New Holland-Parmers Day Asan. Oct. 7-9, B. O Zimmerman

Northampton-Twin-Co. Agri. Assn. Sept. 8-

Northampton—Twin-Co. Agri. Assn. Sept. B
11. Warren J. Dech.

North East—North East Community Pair.

Sept. 16-18. Mrs. J. C. Burch.

Oil City—Parmers & Fruit Growers' Pair. Oct.

20-22. Chas. Pisher.

Oley—Oley Valley Community Pair. Sept. 30
Oct. 2. Carl W. Blank.

Oriental—P. O. S. of A. Pair. Aug. 4-7. Wallace Hockenbrock, Mount Pleasant Mills, Pa.

Perkasie—Sell-Park Community Parm Show.

Sept. 23-25. Hugh S. Niles.

Pittsburgh—Allegheny Co. Pree Pair. Sept. 2
8. John L. Hernon, 411 Court House.

Pleasant Valley—Community Fair Assn. Sept.

7-11. Eugene V. Keefer, Connellsville.

Port Allegany—Port Allegany Community Pair.

Oct. 14-16. Clyde C. Lynch.

Port Royal—Juniata Co. Agri. Assn. Sept. 6
11. J. Robt. Stimmel.

Reading—Reading Pair. Sept. 12-19. Charles

W. Swoyer.

Schaeffersiown—Herdishers, Community Pair.

Schaeffersiown—Herdishers, Community Pair.

W. Swoyer.

Schaefferstown-Heidleberg Community Fair. Sept. 29-Oct. 1. Henry N. Wenger. Shanksville—Stony Creek Community Pair.
Sept. 22-25, Mrs. Milton Lowry.
Slatington—Upper Lehigh Valley Pair. Oct.
2-4. Mae G. Jones.

Spartansburg-Sparta Community Pair, Sept. 9-11. Byron A. Hughes, Stoneboro-Stoneboro Fair, Sept. 2-6. Walter B. Parker.

Sugar Grove-Sugar Grove Community Fair. Sept. 9-11. Richard J. Sanders. Tioga-Tioga Co. Pair. Aug. 11-14. Carl H.

Tionesta-Porest Co. Pair. Sept. 15-18. Karl W. Plowers. Trotter-Dunbar Tp. Community Pair. Sept. 15-17. Kenneth Mowry, Leisenring, Pa. Troy-Troy Agri. Soc. Aug. 24-28. H. D. Hol-

Turbotville-Turbotville Community Pair. Oct. 6-9. Carl Z. Stevens. Ulyases-Ulyases Community Pair Asan. Sept. 2-4. A. W. Kerr.

2-4. A. W. Kerr.

Unionville—Unionville Community Fair. Oct.
21-23. Roland M. Conrad.

Washington—Washington Co. Agrl. Pair. Aug.
23-28. J. Edward Smith.

Washingtonville—Montour-DeLong Community
Fair. Oct. 13-15. Emerson C. Heffner.

Waterford—Waterford Community Pair Assn.

Sept. 8-11. Chas. Bowman.

Wattsburg—Wattsburg Agrl. Soc. Aug. 31Sept. 4. H. M. Burrows.

West Alexander—W. Alexander Agrl. Assn.

Sept. 15-18. Paul Rogers,

Wind Ridge—Jacktown Pair. Aug. 31-Sept. 2.

Ployd Campbell.

York—York Interstate Pair. Sept. 14-18.

York-York Interstate Pair. Sept. 14-18. Samuel S. Lewis. Assn. Sept. 8-11. Russell F. Crippen.

### RHODE ISLAND

Kingston-Rhode Island State Pair. Aug. 28-Sept. 6. Cort Hincken.

#### SOUTH CAROLINA

Anderson-Anderson Pair. Oct. 25-30. A. P. Bishopville—Lee Co. Agri. Fair Asan. Nov. 1-6. James W. Cothran.

Bowman-Bowman Community Pair. Week of Nov. 15. George W. Oliver. Camden-Kershaw Co. Pair Assn. Oct. 11-16. J. D. Crawford.

Cheraw-Chesterfield Co. Colored Fair. Oct. 18-23. C. A. Bloomfield. Chester-Chester Co. Colored Pair Assn. Oct.

Chester—Chester Co. Colored Pair Assn. Oct.

11-16. M. M. Sitton.
Chester—Chester Co. Legion Fair. Oct. 4-9.
Jake S. Colvin.
Columbia—South Carolina State Fair. Oct.
18-23. Paul V. Moore.
Columbia—S. C. State Colored Fair. Oct. 2530. Mrs. H. Y. Reese.
Florence—Pee Dee Fair Assn. Nov. 2-6. Wm.
B. Douglas.
Greenville—Greenville Co. Colored Pair. Oct.

Greenville-Greenville Co. Colored Pair. Oct. 18-23. U. S. G. Sweeney Jr., Simpsonville. Kingstree-Williamsburg Co. Pair Assn. Sept. 27-Oct. 2. H. C. Crawford. Marion-Marion Co. Agri. Pair. Oct. 18-23. D. M. Harper. Newberry-Newberry Co. Legion Pair. Oct. 11-16. Prank Sutton.

Orangeburg-Orangeburg Co. Colored Fair. Oct. 18-23. W. C. Lewis. Orangeburg-Orangeburg Co. Fair Assn. Oct., 25-30. J. M. Hughes. Rock Hill-York Co. Pair Assn. Oct. 11-15. H. D. Black. Spartanburg-Piedmont Interstate Fair. Oct. 11-16. Tom Moore Craig.

Sumter-Sumter Co. Fair. Week of Nov. 3. J. Cliff Brown. Union-Union Co. Pair Assn. Hydrick L. Kirby. Oct. 4-9.

#### SOUTH DAKOTA

Aherdeen-Brown Co. Pair, Sept. 3-6. Clear Lake-Deuel Co. Pair Asen, Sept. 16-18. Bud Elrod.

Eugemont—Fall River Co. Fair Assn. Sept.
6-7. B. W. Keating.

Gettysburg—Potter Co. Fair Assn. Sept. 2-4.

Rayburn Butram.

Huron—South Dakota State Fair. Sept. 6-11. F. L. Hafner. Kimball-Brule Co. Fair. Aug. 27-29. Frank S. Ryan. Mitchell-Corn Palace Festival. Sept. 20-25. R. B. Willard. Murdo-Jones Co. Pair Assn. Sept. 2-4. M. E. Sanderson.

Nisland-Butte Co. Patr Assn. Aug. 26-28, Mrs. Ralph Milherg, Newell, S. D. Ontda-Sully Co. Fair Assn. Aug. 26-28, John

Parker-Turner Co. Pair. Aug. 22-25. J. C. Rapid City—Black Hills Expo. Aug. 17-20. A. L. Haines. Rose au 1—Rosebud Stour Indian Pair. Aug. 26-

25. Carl B. Asmodt.

Oct. 13-15. John R. Schermen. Schermen. Stone Palls-Stone Empire Pair Assn. 24-29. Al Halverson. Spearfish—Lawrence Co. Fair, Aug. 27-22. H. Young.

Tripp-Hutchinson Co. Fair Assn. Aug Di-Webster-Day Co. Pair Assp. Sept. 16-18. C. Plagatad.

### TENNESSEE

Alexandria-DeKalb Co. Pair, Asm. Aug. 4 Martin S. Scott. Ashland City-Cheatham Co Pair Asan. P.

30-Oct. 2. Brantley Smith. Athens-McMinn & Meigs Twin Co. P. Sept. 13-18. H. L. Moses.

Bolivar-Hardeman Co. Fair. Oct. Bollyar-Hardeman Co. Colored Fair. . 21-25, W. B. Hunt. Carthage Carthage Agrl. Asan. Kug. II

Stanton Hunter. Centerville-Hickman Co. Pair. Sept. 15-J. L. Plinn

Chattanooga-Chattanooga-Hamilton Co. Pa Sept. 20-25. Mrs. Maude H. Atwood. Clarksville-Montgomery Co. Fair Assn. O 7-9. Mrs. Louise B. Booth. Clarksville-Montgomery Co. Negro Fair, A 16-21. Pope G. Garrett Sr. Columbia-Mid-State Fair, Week of Aug.

Columbia—Mid-State Fair, Week of Aug.
George L. Buchnau.
Cookeville—Putnam Co. Agrl. Pair. Se
9-11. W. J. Huddleston.
Covington—Tipton Co. Fair Assn. Sept.
18. C. E. Johnson.
Crossville—Cumberland Co. Pair Assn. Aug.
26-28. Leater Hill Jr.
Dickson—Dickson Co. Pair Assn. Aug. 25Dorris B. Odeil.
Dversburg—Dver Co. Pair Sant 20-25.

Dyersburg-Dyer Co. Pair. Sept. 20-25. C. F. Armstrong. Elizabethton-Carter Co. Pair. Sept. 18-

Juanita Pasola. Erwin-Unicol Co. Agril. Pair. Sept. P Hassel Evans. Payetteville-Lincoln Co. Fair Amn. S 13-20. Tom Bigham.

Pranklin-Williamson Co. Pair. Bept. BBobt. R. Garner.

Galnesboro-Jackson Co. Pair Assn. E.

23-25. Johnnie Bromm.

Gallatin-Gallatin Colored Pair. Aug. 25. Edw. V. Anthony Sr. Gallatin Sumner Co. Pair. Aug. 18-21. R. Reese Jr. Harriman-Roane Co. Patr. Sept. 6-11. W.

Hartsville-Trousdale Co. Fair. Sept. 15-1 Eleanor Stone. Hobenwald-Lewis Co. Pair, Aug. 25-28. W.

Huntingdon-Carroll Co. Pair. Sept. 27-0-2. J. F. Walters.
Huntingdon-Carroll Co. Colored Fair AsOct. 6-9. W. A. Cox.
Jackson-West Tennessee Dist. Pair. 13-18. A. U. Taylor.

Jackson-Madison Co. Colored Pair. Bept. 25. J. E. McNeely. Jamestown-Pentress Co. Pair Asan. 9-11. P. G. Crooks. Jasper-Marion Co. Pair Asm. Sept. 9-1 J. E. Graham.

J. E. Graham.

Jonesboro-Washington Co. Pair. Sept. 15-18

Mrs. Paul A. Dillow.

Enoxville-Tennessee Valley Pair. Sept. F.

Oct. 2. Pat W. Kerr.

LaPayette-Mason Co. Pair. First week

Sept. Fietcher Luck.

Lawrenceburg-Lawrenceburg Co.-Tenn. Valle

Fair. Sept. 27-Oct. 2. E. R. Braiy.

Lebanon-Wilson Co. Pair. Sept. 15-15.

W. McCartney.

W. McCartney. Lexington Henderson Co. Colored Pair. Bel 20-25. Prof. C. C. Bond. Livingston-Overton Co. Fair. Sept. 33-2 Cleston Grimsley. Madisonville Monroe Co. Pair. Sept. 11-1

Clyde N. Taylor. Manchester-Coffee Co. Pair Assn. Sept. 22
25. David W. Shields Jr.
Maryville-Blount Co. Fair. Sept. 6-11. Juli
H. Edmondson.
McMinnville-Warren Co. Pair. Sept. 6-11
H. S. Wilson.
Memphis-Mid-South Pair. Sept. 26-Oct.

L. B. Herring Jr.

Murfreesboro-Mid-State Colored Pair. An
12-14 A.D. Washington.

Murfreesboro-Rutherford Co. Pair. Aug. 2 25. Burns Carroll.
Nachville—Tennessee State Pair. Sept. 25Oneida—Scott Co. Pair. Sept. 1-4 E.

Terry. Paris-Henry Co. Livestock & Products Show Sept. 22-24. Robt. E. Arnett. Pikeville-Bledsoe Co. Pair Ann. Bept. 18-11 R. C. Smith. Sevierville-Sevier Co. Pair. Sept. 13-11

Brnest Thurman. Sparta-White Co. Pair Asan, Sept. 2-4. Stanton Hale.

Spencer—Van Buren Co. Pair. Sept. 9-11

H L Hollingsworth.

Springfield—Robertson Co. Fair. Oct. 7-1

John R. Long.

Tracy City—Grundy Co. Pair Assn. Aug. 19-21. W. N. Parin.

Transfer. Gibson Co. Pair. Sept. 22-25. Jpp.

Prenton-Gibson Co. Pair. Sept. 23-25, Jr R. Wade. Union City-Obien Co. Pair. Sept. 20-25, Fre Waverly-Humphrey Co. Pair. Sept. 8-11

E. R. Spann. Westmoreland—East Sumner Pair Asin. Sept 10-11. Miss Gustine Simmons. Winchester-Franklin Co. Pair. Aug. 18-30

Flord Anderton. Woodbury-Cannon Co. Fair. Sept. 18-12 Mrs. J. H. Cummings.

### TEXAS

Abilene-West Texas Pair, Sept. 27-Oct. Frank Cleveland. Amarilip-Tri-State Pair, Oct. 4-2. Res. Harter Angleton Brazoria Co. Fair Assn. Oct. 1316. L. E. Bumgarner, Presport. Tex.
Beaumont South Texas State Pair. Oct. 3130. K. D. Schwartz.
Bonham Fannin Co. Pair Assn. Sept. 33-

Oct. 1. O H. O'Dell. Carthage Panels Co. Fair. Oct. 5-2. F. E.

Stopyromed melena

rne-Johnson Co. Pair & Rodeo. Sept. 18. Jack D Brown gana - Corsicana Livestock & Agri. Bhow. pt. 16-10. Herman Brown. rett-American Legion Fair. Sept. 20-25. State Pair of Texas. Oct. 9-24. W. Pass Engle Pass Int'l Fair. Oct. 4-12. texsburg Gillespie Co. Pair. Aug. 20-22. C. Meurer. sville-Cooke Co. Pair Assn. Sept. 6-11.

Joe L. Mock. 22ell-Central West Texas Pair. Oct. 4-9. ph L. Duncan.
patead—Waller Co. Fair Assn. Oct. 7-9.
E. Mayo, Waller, Tex.
sville—Walker Co. Fair. Oct. 5-9. Maurice

Park-Texas-Oklahoma Pair. Oct. 4-9. ck Austin. seen City-Blanco Co. Pair Asan. Aug.

-14. George Byars. rdanton-Atascosa Co. Fatr Assn. Oct. 21-Dan L. Erust.

are—East Texas Industrial Expo. Sept.
Oct. 3. H. K. Carrington.

arille—South Texas Fair & Expo. Nov. 3. R. C. Tompkins.

Grange-Payette Co. Pair Assn. J. R. Jackson.

Con Dawson Co. Fair Assn. Sept. 26pard Leopard Pair Assn. Sept. 21-25. B. Blackburn.

arth Christopher. ngston-Livingston Fair. Oct. 5-9. Mrs. odrow Herring. ock-Panhandle South Plains Fair Assn. pt. 27-Oct. 2. A. B. Davis. un-Texas Porest Pestival, Sept. 27-Oct. Ed Holden.

hall-Central East Texas Fair. Sept. 5 Oscar B. Jones inney-Collin Co. Fair. Oct. 5-8. Paul t Pleasant-Titus Co. Fair & Dairy Show.

t. 6-11. Sam Williams.

doches Co. Fair. Oct. 18-23. Lee W. dice), Oct. 11-16, C. O. Miller Jr. Lamar District Pair Assn. Aug. 20-

pt. 4. Dorsey Mackey. - Pecos Rodeo & Fair Assn. Oct. 14-Alton Hughes, iardson Bichardson Community Fair, Aug. -28. Mrs. Jackie Huffhines. Angelo-West Texas Expo. & Race Meet.

mrock-District Fair. Sept. 24-25. gue-Freestone Co. Fair Assn. Sept. 10-11. ple Central Texas Fair. Sept. 21-25. rarkana-Four States Fair, Sept. 28-Oct. L. E. Gilliand. -Harris Co. Fair Assn. Sept. 16-18.

-East Texas Pair, Sept. 13-18. C. R. o-Heart o' Texas Fair & Expo. Oct. 25-R. W. (Tommie) Stevens. er-Waller Co. Fair. Oct. 7-9. S. E.

arton-Wharton Co. Pair. Oct. 26-30. Chas. Keehl Jr. dville-Tyler Co. Pair Asan. Oct. 12-16.

stown-Yorktown Pair Assn. Oct. 13-15, sul A. Schmidt.

lville-Summit Co. Pair. Aug. 26-28, Raiph

### UTAH

eret-Millard Co. Fair & Rodeo. Aug. 20chesne—Duchesne Co. Fair & Roden. Sept. 0-11. C. C. Mickelson. er-Wasatch Co. Fair. Aug. 12-13. sville-Davis Co. Fair, Aug. 19-21, W. lvin Nalder, Layton, Utah. an—Cache Co. Fair Asan. Aug. 26-28. R. Hover. gan-Morgan Co, Pair. Sept. 1-3. James Palmer. rray-Sait Lake Co. Fair. Aug. 25-28. bt L Cranmer. hi-Juab Co. Fuir. Sept. 9-11. J. E. in Ogden Livestock Show. Nov. 13-17. J. Pjeldsted. hfield-Sevier Co. Pair Asan. Sept. 1-3. rnest R. Anderson. Lake City-Utah State Fair. Sept. 18-25.

ieldon R. Brewster. le-Tocele Ce. Pair, Sept. 15-16. Albert penton-Box Elder Co. Fair. Aug. 19-21.

#### VERMONT

ton-Orleans Co. Pair Aug. 18-21. Louise Gallup, Orleans, Vt. E Junction-Champiain Valley Expo. Aug. 10-Sept. S. Harris K. Drury. rtland-Hartland Pair, Aug. 18-20, Max P. ogers. Woodstock, Vt. odenville-Caledonia Co. Fair Assn. Aug. 7-29. A. E. Donahue. Hand-Rutland Fair. Sept. 6-11. Arthur B. bridge-Union Agril Soc. Sept. 21-23. Edward R. Flint.

#### VIRGINIA

ledon-Southwest Virginia Pair. Aug. 9-G. Y. Booker. erst-Amberst Co. Fair Assn. Sept. 22-25. M. Gannaway. ad-Bland Co. Pair Asan. Sept. 9-11. T. e City-Meckienburg Co. Pair Assn. Oct. 2-16 Curson W. Gregory Jr.

sterfield—Chesterfield Co. Fuir. Sept. 23-25.

C. McKesson, Richmond, Va.

Vington—Alleghany Co. Fair Assn. Sept.

2-18. Thes. B. McCuleb. ville- Danville Fair Assn. Sept. 37-Oct. 3. E. Barr.

Chus. W. Compton. Wood, Va.

Chus. W. Compton C. Brickert. Fincastle-Botetourt Co. Pair Assn. Aug. 23-28. Agner Boore.

Galax-Galax Pair, Aug. 23-26. J. I. Palmer. Grundy-Grundy Pair. Aug. 29-Sept. 4. S. D. Woods. Keller-Eastern Shore Agrl. Pair Assn. Aug. 24-28. J. Million Mason.

Lebanon-Russell Co. Pair, Sept. 21-25, J. S. Buchanan. Luray-Page Co. Pair. Sept. 6-11. S. Frank Bosser.

Lynchburg Lynchburg Agri. Pair Assn. Aug. 23-28; L. H. Shrader. Lynchburg Camp. ell Co. Legion Fair. Sept. 6-11. S. J. Thompson, Rustburg, Va.

Manassas -- Manassas Pair Assa, Sept. 6, J. M. Baucum. Martinaville-Henry Co. Fair Assn. Sept. 20-25. O. B. Hensley.

New Castle-Craig Co. Fair. Sept. 15-18. L. Y. Fields. Norfolk-Twin-Co. Fair at Agricade Park. Sept. 28-Oct. 2. H. J. Burke.

Pennington Gap-Lee Co. Fair Assn. Sept. 6-11. R. C. Carter, mail care Virgil Wacks. Petersburg-Petersburg Fair, Sept. 27-Oct. 2. R. Willard Eanes.

Richmond-Atlantic Rural Expo. Oct. 4-9. J. A. Mitchell. Rocky Mount-Rocky Mount Pair. Sept. 6-11. H. P. Pralin

Roanoke-Roanoke Fair. Aug. 10-Sept. 4. Lester T. Hutson. Rustburg-Campbell Co. Legion Fair. Sept. 6-11. S. J. Thompson. South Beston-Hallfax Co. Fair Assn. Oct. 12-

16. W. W. Wilkins. Slaunton-Virginia State Fair. Aug. 30-Sept. 4. C. B. Ralston.

Suffolk-Tidewater Fair Assn. of Suffolk. Oct. 19-22, H. C. Holman. Tappahannock-Northern Virginia Fair. Sept. 6-11. Al Porter.

Tailey-Central Agrl. Fair Assn. Aug. 18-21. Levi Finney, Box 243, Accomac, Va. Tazewell-Tazewell Co. Fair. Aug. 30-Sept. 4. Herbert Ward. Warsaw-Northern Neck Pair Assn. Sept. 6-11.

L. F. Altaffer. Waverly-Sussex Co, Fair. Sept. 6-11. Philip D. Harcum. Weirwood-Central Northampton Fair. Aug. 10-13, Chas. N. McCune, Chesapeake, Va. West Point-Tidewater Pair Assn. Sept. 20-25. B. C. Graves, Providence Forge, Va.

Wise-Wise Co. Fair. Set. 23-25. E. D. Vicars and D. P. Davis. Woodstock-Shenandoah Co. Fair Asan. Aug. 24-28. D. H. Garman.

#### WASHINGTON

Battle Ground-Clark Co. Fair. Aug. 26-28. Arthur Kulin, Vancouver, Wash. Bremerton-Kitsap Co. Fair. Aug. 26-29. H. R. Hubbard Centralia-Southwest Wash. Fair. Aug. 26-29.

Arthur W. Ehret. Colfax-Whitman Co. Fair Assn. Sept. 24-25. H. M. Ulcoag. Colville Stevens Co. District Fair. Sept. 16-

19. Fay L Bolen Cusick-Pend Oreille Co. Fair Assn. Aug. 27-29. B. Strayer, Newport, Wash.

Darrington-Darrington Community Fair. Sept. 17-19. Muriel Fleming, Arlington, Wash. Davenport-Lincoln Co. Fair Assn. Sept. 9-11. C. Ross Trout.

Dayton-Columbia Co. Fair. Sept. 24-25. Robt. A. Williams. Ellensburg-Kittitas Co. Fair & Rodeo. Sept. 4-6. Wendell W. Prater. Friday Harbor-San Juan Co. Fair. Sept. 10-

12. Andy R. Johnson. Goldendale-Elickitat Co. Pair Assn. Sept. 10-12. Miss Pat Armeling. Langley-Island Co. Fair Asan, Sept. 1-6. Benj. M. Herring.

Longview-Cowlitz Co. Fair. Sept. 9-12. Harold Gilkey. Lynden-Northwest Wash. District Fair. Aug. 26-28. E. J. Elliott. Monroe-Snohomish Co. Pair. Sept. 2-12. B. T. Moore, Everett, Wash.

Moses Lake-Grant Co. Fair Assn. Sept. 10-12. George E. Dougherty. Mount Vernon-Skagit Co. 4-H Pair. Sept. 1-4. Mrs. Julia Tewalt. Okanogan-Okanogan Co. Pair. Sept. 10-12. Ned H. Shurey. Olympia-Thurston Co. 4-H Fair. Aug. 26-

28. Wm. Than Port Angeles-Clallam Co. Fair Assn. Sept. 1-4. Melvin Michel. Port Townsend-Jefferson Co. 4-H Fair, Aug. 13-14. Mrs. Lee Davis.

Puyallup-Western Wash, Fair Assn., Sept. 18-26, J. H. McMurray. Quitcene Jefferson Co. Pair Assn. Sept. 5-6. George Munn, Port Townsend, Wash. Republic-Ferry Co. Grange Pair Assn. Sept. 10-12. G. M. Wifcox, Mato, Wash. Shamokawa-Wahkiakum Co. Pair Asan, Sept.

Stevenson-Skamania Co. Pair. Aug. 26-28. Sam Sharpe, Carson, Wash. Walla Walla-Southeastern Wash, Fair. Sept. 3-6. Lestie L. Stewart. Waterville-North Central Wash, Fair, Sept. 17-19. G. Merton Dick. Yakima-Central Wash, Fair, Sept. 29-Oct. J.

9-11, H. O. Weyrich, Cathlamet, Wash.

J. Hugh King. Yakima-Wash, State 4-H Fair, Sept. 29-Oct. 3. Chas. T. Neenach, Pullman, Wash.

#### WEST VIRGINIA

Bellington-Bellington Pair & Festival Sept. 16-13. James Reene. Charleston-W. Va. Free Patr. Sept. 4-12. T. H. McGovran. Daybrook-Clay District Pair. Sept. 16-18. Mrs. Scott Bunner, R. 2, Pairview.

Gassaway-Lions Community Fair. Aug. 11-14.

Glenville-Gilmer Co. Fair. Aug. 4-7. C. W. Helvetia—Helvetia Community Pair Assn. Sept.
9-11. Mrs. James McNeal.
Huntington—KYOWVA Fair Assn. Aug. 8-14.
James T. Hetser.
Lewisburg—State Pair of W. Va. Aug. 16-21.
C. T. Sydenstricker.
Mannington—Mannington Pair Assn. Sept. 14-18. Chas. H. Straight. Marlinton-Pocahentas Co. Pair, Aug. 9-14. Fred C. Allen.

New Hope-Beaver Pond Dist. Fair. Sept. 2-4. Earl Harman, Princeton, W. Va. Pennsborn-Ritchie Co. Fair Assn. Aug. 31-Sept. 3. J. B. Murphy. Petersburg-Tri-County Pair. Sept. 15-17. J. Justin Barger. Sutton-Braxton Co. Fair Assn. Aug. 16-21.

Earle Morrison. Wadestown-Battelle Dist. Fair Assn. Sept. 1-4. Kinsey Bhriner. Webster Springs-Webster Co. Pair Assn. Aug. 10-Sept. 4 George Morton

#### WISCONSIN

Antigo-Langlade Co. Agrl. Soc. Aug. 6-8. Ira V. Goodell.
Athens Agri. Assn. Aug. 24-26. R. Reuenschwander. Ashland-Chequamegon Regional Fair Asan.

Sept. 16-18. Walter W. Wilcox.

Baraboo—Sauk Co. Agrl. Soc. Aug. 30-Sept.

2. George W. Davies, North Freedom.

Beaver Dam—Dodge Co. Fair Asan. Sept. 8-12. Forrest Knaup.

Black River Palls-Jackson Co. Agrl. Soc. Aug. 28-31. Douglas J. Curran. Biocmington—Biakes Prairie Agrl. Soc. Sept. 10-12. Robt. O. Brodt. Cedarburg-Ozaukee Co. Agrl. Soc. Aug. 5-8.

Ray Gierach, Thiensville, Wis. Chilton-Calumet Co. Fair. Sept. 3-6. Herbert Harder. Chippewa Fails-Northern Wis. Dist. Pair.

Aug. 3-8. A. L. Putnam.
Crandon—Porest Co. Agrl. Soc. Aug. 26-29.
Lester Grandino, Argonne, Wis.
Darlington—Lafayette Co. Agrl. Soc. Aug. 12-15. Neilus R. Larson. De Pere-Northeastern Wis. Pair. Aug. 20-24. Wm. S. Klaus,

Eagle River-Vilas Co. Agri. Assn Aug 20-22. H. M. Smith. Eau Claire-Eau Claire Junior Fair. Aug. 9-12. Carl M. Johnson. Elkhorn-Walworth Co. Agrl. Soc. Sept. 7-6. R. B. Harris.

Elisworth-Pierce Co. Pair Assn. Sept. 7-10. N. G. Beyforth, Elroy-Elroy Pair Assn. Aug. 12-15. Wilfred J. Pierich, Mauston, Wis. Fond du Lac Fond du Lac Co. Fair. Aug. 11-

15. Harold J. Wills. Priendship-Adams Co. Agri. Assn. Sept. 16-19. Robt. W. Roseberry. Galesville-Trempealeau Co. Fair. Sept. 3-6. Frank Smith.

Gaya Mills-Crawford Co. Fair. Sept. 9-12 Leonore M. Feldmann, Prairie du Chien. Gillett-Oconto Co. Youth Fair. Aug. 20-22. Frank J. Kuchl,

Glenwood City-Glenwood Inter-Co. Fair Assn. Aug. 24-26. Raymond C. Wall. Grantsburg-Burnett Co. Fair Assn. Aug. 26-28. Ray G. Lidbom. Green Lake-Green Lake Co. Junior Pair.

July 30-Aug. 1. Lowell J. Keach. Hayward-Sawyer Co. Fair Asan. Sept. 1-4. Sherman W. Meiss. Iron River-Bayfield Co. Fair. Aug. 27-29. L. H. Marrihew, Washburn, Wis. Janesville-Rock Co. 4-H Fair Assn. Aug. 23-

26. Roy T. Glassco. To Co Pair Aug 4-8, Horace L. Buri. La Crosse-La Crosse Interstate Fair. Aug. 4-8. Joseph W. Prisch. Ladysmith-Rusk Co. Pair. Aug. 12-15. P.

J. Manning. Lancaster-Grant Co. Agri. Soc. Aug. 26-29. B. W. Terwilliger. Lodi-Lodi Union Agri. Soc. Sept. 24-26. Gretchen Gunderson.

Luxemburg-Kewaunee Co. Agri. Asen. Sept. 3-6. Elroy C. Hoppe. Manitowoc-Manitowoc Co. Pair. Aug. 25-29. A. P. Rank, Marshfield—Central Wis. State Pair Assn., Sept. 5-9. R. R. Williams;

Mauston-Juneau Co. Agrl. Soc. Aug. 26-29. H. E. Rynearson. Medford-Taylor Co. Youth Fair. Aug. 19-22. Carl Zoerb. Menomonie-Dunn Co. Pair. Aug. 25-29. Lyle

C. Pollack. Merrill-Lincoln Co. 4-H Leaders Assn. Aug. 16-20. Wm. Steckling.
Milwaukee-Wisconsin State Fair. Aug. 7-29.
Ralph E. Ammon.

Mineral Point-Southwestern Wis. Fair Assn. Sept. 3-6. C. L. Winn. Mondovi-Buffalo Co. Agrl. Soc. Aug. 26-29. J. V. Whelan.

Monroe-Green Co. Fair. July 29-Aug. 1. Wm. A. Brown. Neillsville-Clark Co. Agri. Soc. Aug. 20-23. Harold Huckstead. Oshkesh-Winnebago Co. Fair & Expo. Aug.

31-Sept. 3. Taylor G. Brown. Phillips-Price Co. Agrl. Soc. Aug. 26-29. L. P. Wiemer. Piatteville-Platteville Fair Assn. Aug. 20-22. W. G. Pitta.

Plymouth-Sheboygan Co. Fair. Sept. 3-6. W. H Eldridge. Portage Columbia Co. Fair Assn. July 29-Aug. 1. Richard W. Fredericks.

Rhinelander-Oneida Co. Fair. Aug. 12-15. J. M. Reed. Rice Lake-Barron Co, Pair, Aug. 19-21.

Harry Monra.

Richland Center—Richland Co. Agri. Soc.

Sept. 16-19. H. J. Gochenaur.

Rosholt—Rosholt Free Pair Assu. Sept. 4-6.

R. L. Wrolstad. Saint Croix Falls-Polk Co. Pair. Aug. 24-26. W. R. Vezina

Saxon-Iron Co. Fair Assn. Aug. 27-29, Mrs. Edward Skaja, Burley, Wis. Seymour—Outagamle Co. Fair Assn. 12-15. Michael Burns. Shawano Shawano Co. Fair. Sept. 9-12. Louis W. Catteau.

Slinger-Washington Co. 4-H Club Fair. July 29-Aug. L. E. E. Skallskey, West Bund. Spooner-Washhurn Co. Junior Pair. Aug. 16-18. W. H. Dougherty,
Sturgeon Bay-Door Co. Pair Asan, Aug. 25-29.
John H. Miles.

Superior-Tri-State Pair. Aug. 17-22. May H. Lavine. Union Grove-Racine Co. Agri. Soc. Aug. 30-Sept. 2. E. A. Polley, Rochester, Wis. Viroqua-Vernon Co. Agri. Assn. Sept. 22-26.

Oren G. Johnson. Wausau-Marathon Co. Agri. Soc. Aug. 10-15. H. A. Klefer. Wausauker-Marinette Co. Patr. Bept. 3-6. Victor Quick, Marinette, Wis.

AIR CORPS TYPE **GLASSES** GENLINE SCIENTIFIC ABSORPTIVE LENS These line teness absurb 87% Ultra Visite Rates TAIL Infea Red Gold Plated Frame Sweat Bar 22-Karat Gold Plated Pearlared Sweat Brow and Nose Clips plus Adjustable Sweat-Proof Temples 85° 100 pair lots Includes Case Sample, \$1.25 AII F.O.B. With Order New York Irving Bergman

155 East 125 Street New York 55, N. Y.
TERMS: 25% Deposit With Order,
Balance C. O. D.



## BALLOONS BUY DIRECT

ASSORTED COLORS Medium Size \$4.00 Fer Gross

ASSORTED COLORS Inflates to size of Large Watermelon

57.50 Gress

-PACKED 50 GROSS TO CASE Orders less than case lots, add 50¢ per green.
Terms: Cash or check with order only.
WE PAY POSTAGE.

## ADVERTISING BALLOONS

WRITE TODAY for our new low prices and samples on advertising balleons with your name of business . . Fairs . . . Carnivals . . . Special Events.

ARROW SALES CO. 22 HANOVER ST. BOSTON 13, MASS

ENGRAVERS! BUY DIRECT FROM ORIGINATOR

Massive All-Alum, Ident. 53.50 Dox. \$40.00 Gross. Other New Items-5end for Catalog. MILLER CREATIONS MFR. 6628 Kenwood Ave. Chicago 37, III. Wautoma-Waushara Co. Pair Aun. Aug. 25-29. H. N. Haferbecker. Webster-Central Burnett Co. Pair. Sept. 2-4. Albert Stone.

Westfield-Marquette Co. Agri. Assn. Aug. 20-23. W. P. Puller. Weyauwega-Waupaca Co. Patr. Sept. 14-18. Frank Haffner.

Wilmot-Kenosha Co. Fair. Aug. 13-15. E. V. Ryall, Kenosha, Wis.

WYOMING

Buffalo-Johnson Co. Pair, & Roden, Aug. 6-7. Buffalo-Johnson Co. Pair, Aug. 18-19. Wm.

Casper-Central Wyoming Pair. Aug. 18-21. H. L. Rains. Douglas-Wyoming State Fair. Aug. 26-28.

Earl W. Parnsworth.

Gillette-Campbell Co. Pair Assn. Aug. 23-24. Ben C. Kohrs. Lusk-Niobrara Co. Pair. Aug. 20-22. Dr. Walter E. Reckling.

Newcastle-Western Gateway Pair. Aug. 20-

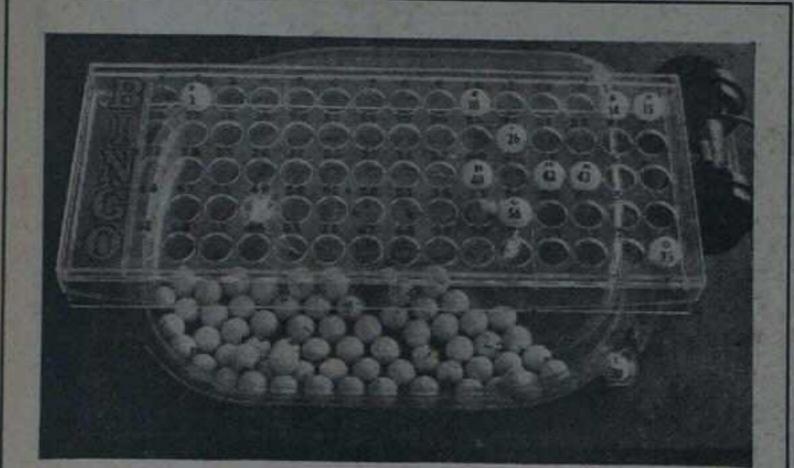
Pine Bluffs-Laramie Co. Fair Assn. Sept. 2-4. Chaz. W. Stephens. Powell-Big Horn Basin Fair. Aug. 14-17. R.

A. Allan. Sundance-Crook Co. Fair. Aug. 18-17. Willet

Keyser. Torrington-Gothen Co. Pair & Rodgo, Sept. Wheatland-Platte Co. Pair & Rodeo. Sept.

Worland-Washakie Co. Fair Asan. Aug. 20-

22. Dan S. Healy.



## TIS THE NEW LOOK

NEW - FAST - CONVENIENT INTERESTING - EFFICIENT - REASONABLE No Other BINGO BLOWER Can Compare

Manufactured and Distributed by

## V. E. SUPPLY CO.

282 W. Market St.

Akron, Ohio

SCHOOL STATES

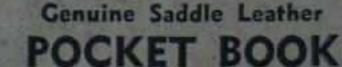


25% Deposit, Balance C. O. D. Write for New Summer Catalogue. Tucker-Lowenthal Company

5 S. WABASH AVE., CHICAGO 3, ILL.

PHONES DEARBORN 1403-1921

## A REAL FLASH ITEM!



lot \$6.00

SOME REVAILED FOR SLAW EACH

Hand-tooled and hand-laced, 14" wide with a \$11.50 Each gloper all the way around. SPECIAL. \$11.50 Each Retails for \$35.

Also available in the same quality with zippor. G" hand-tooled. \$2.25 Each | 8" hand-tooled \$2.75 Each

ery, no catalogs. ORDER BY MAIL 25 % deposit, bal. C. O. D. TLAS NOVELTY AND JEWELRY SHOP 1128 16th Street, Denver 2, Colorado

### CANADA

### ALBERTA

Lamont-Lamont Agri, Soc. Aug. 3-4. M. Bruce Mines Bruce Mines Agri, Soc. B. Sloboda. 23-29. Ernest W. Gallop.

BRITISH COLUMBIA

Abbotsford-Central Praser Valley Fair. Aug. 20-21. L. J. Kettle. Armstrong-Interior Provincial Exhn. Sept. 13-16. Mat Hassen.

Athalmer-E. Kootenay Agri. Ezhn. Sept. 3-4.
A. Young, Invermere, B. C.
Chilliwack-Chilliwack Agri. Assn. Sept. 8-10.

Ian T. Hepburn
Cloverdale - Cloverdale Agri. Assn. Sept. 1719. T. W. Currie, New Westminster.
Coombs - Cameron Agri. Soc. Sept. 1-4. M.
Ruth Elliott, Parksville, B. C. Duncan-Cowichan Agri. Soc. Sept. 9-11.

W. R. Barker.

Francois Lake Francois Lake Agrl. Soc. Aug. 24-25. Mrs. C. L. Snyder.

Gibson's Landing Gibson's Landing Agrl. Soc. Aug. 29-21. Mrs. M. LeFeuvre.

Haney—Maple Ridge Agrl. Assn. Aug. 12-14.

L. J. Cameron.

Invermere—E. Kottenay Agrl. Exhn. Sept. 3-

+ A. L. Young. Eamloops - Kamloops Agrl. Soc. Sept. 21-21

T. A. Bulman. Ladysmith—Ladysmith Agri. Assn. Sept. 22-23. Rev. C. McDiarmid. Langley Prairie—Langley Agri. Assn. Aug. 19-

20. Miss L. M. Anderson. Lillboet-Lillbort Fals Assn. Sept. 27-28. Mrs. N. N. Pritchard.

Mission-Mission Agrl. Assn. Aug. 18-19. E. J. Taylor. Nanatimo-Nanaimo Agri. Soc. Sept. 15-18. Lots Morgan.

Port Alberni-Alberni Dist. Pair Assn. Aug. 25-28, J. G. Hindmarch, Alberni, B. C. Prince George-Prince George Agrl, Assn. Sept. 6-7. J. Corner.

Quesnel-Cariboo Agri. Sept. 10-11. K. J.

Salmon Arm—Salmon Arm Agri. Asan. Sept. 23-24. Mrs. J. F. Doe. Smithers—Bulkley Valley Agri. Asan. Aug. 27-28. Rev. Canon Hinchcilife.

South Burnaby-S, Burnaby Agrl. Assn. Sept. 17-18. Mrs. J. C. Bellinger, New Westminster. Vancouver-Pacific National Exhn. Aug. 25-Sept. 6. V. Ben Williams.

#### NEW BRUNSWICK

Bathurst-Gloucester Co. Exhn. Sept. 14-17. Clinton J. Miller. Chatham-Chatham Exhn. Sept. 6-11. C. K. McKnight.

Gagetown-Queens Co. Fair Assn. Sept. 8-9.
Fred Hyatt, Jamseg, N. B.
Keswick-Keswick Fair Assn. Sept. 15-16. J. Walter Inch. R. R. 4, Predericton, N. B. Port Elgin-Port Elgin Agri. Soc. Sept. 19-16. Carl C. Allen, Melrose, N. B.

Stanley-Stanley Pair. Sept. 21-24. T. Allan

NOVA SCOTIA Antigonish-Antigonish Co. Agrl. Soc. Sept. 28-29. W. J. Guthro, St. Andrews. Bridgewater-Lunenburg Co. Exhn. Sept. 28-Oct. 1. W. J. Crouse. Caledonia-Queens Co. Pair. Sept. 21-24.

Robt. Smith. Digby-Digby Co. Agrl. Soc. Sept. 22-23. H. E. Chisholm, Bear River.

Lawrencetown—Annapolis Co. Exhn. Sept. 21-23. B. E. Pinigan. Musquodobolt—Halifax Co. Exhn. Sept. 21-22. George S. Dickey,

North Sydney—Cape Breton Co. Exhn. Sept. 6-9. Chas. Munn. Oxford—Cumberland Co. Exhn. Sept. 14-17. Claude Thompson. Pictou—Pictou & N. Colchester Exhn. Aug. 24-26. Fred W. MacKay.

Truro-Central N. S. Exhn. Aug. 31-Sept. 3. W. R. Retson. Windsor-Hants Co. Agrl. Soc. Sept. 14-16. J. Watson Maxner. Yarmouth-Yarmouth Co. Agrl. Soc. Sept. 14-17. R. P. Hemeon.

ONTARIO

Aberfoyle-Puslinch Agri. Soc. Sept. 28-29, D. A. Stewart. Acton-Acton Agrl. Soc. Oct. 1-2. C. B. Swackhamer. Almonte-N. Lanark Agrl. Soc. Sept. 7-9. Howard Giles. Alvinsten-Alvinsten Agri. Soc. Oct. 12-13.

W. J. Weed. Ancaster-Ancaster Agrl. Soc. Sept. 21-22, Roy A. Molfat.

Apriley-Apriley Agril. Soc. Sept. 2-3. Mrs. M. J. Tucker,

Arnprior-Arnprior Agri. Soc. Aug. 30-Sept. 1. W. H. Murphy. Arthur-Arthur Agrl. Soc. Sept. 28-29. E. R.

Wright. Ashworth-Stisted Agrl. Soc. Sept. 29-30. Jos. Atwood - Elma Agrl. Soc. Oct. 6-8. E. H.

Avonmore-Roxborough Agri. Soc. Sept. 21-22. Grant Tinkess.

Aylmer Aylmer & E. Elgin Agri. Soc. Sept. 7-10. Prank E. Lesson. Ayton — Aylon Agri. Soc. Oct. 1-2. J. W. Barrie-Barrie Agri. Soc. Sept. 13-14. E. W.

Richardson, Bayfield—Bayfield Agri. Soc. Aug. 24-25. Chas. Gemeinhard.

Beachburg-North Renfrew Agri. Soc. Sept.

2-4. Mrs. Mabel Kenny.

Beamsville-Clinton Agri. Soc. Oct. 3-9, Keith Comfort.

Beaverton-North Ont. Agri. Soc. Sept. 17-18. Don C. Ross. Benton-Beeton Agri. Soc. Sept. 28-29. P. C.

Belleville-Belleville Agri. Soc. Aug. 15-18. E. S. Denyes. Binbrook-Binbrook Agri. Soc. Sept. 14-15. R. S. Laidman, Glanford Station.

Blackstock-Cartwright Agrl. Soc. Sept. 7-3. Henry Thompson, Nestleton Blyth-Blyth Agrl. Soc. Sept. 7-8. Miss L. Sobcavgeon-Verulem Agri. Soc. Oct. 5-4. H.

E. Thurston Bolton-Albion & Bolton Agri. Soc. Oct. 1-2. C. J. McCort. Bracebridge-S. Muskoka Agrl. Soc. Sept. 16-17. Jerry Dickie. Cavanagh.
Charlton Agrl. Soc. Sept. 14-1.
Amos Beevers.
Chataworth—Holland Agrl. Soc. Sept. 28-0.

1. Allan Findlay. Chesley-Chesley Agrl. Soc. Sept. 10-11. Perkins. Sept. 1. W. H. Casselman.

Brampton-Peel Co. Agri. Soc. Oct. 1-8, E.

Brighton-Brighton Agrl. Soc. Aug. 11-S-

Burford-S. Brant Agri. Soc. Oct. 9-11. B.

Caledonia Caledonia Agri. Soc. Sept. 20-0 2. Reg. M. Hudspeth. Campbellford Seymour Agri. Soc. Hept. 23. G. G. Stephens.

Carp - Carp Agri. Soc. Oct. 1-2. A.

Templer.
Burk's Palls Burk's Palls Agrl. Soc.
23-24. Fred Metcalfe.
Caledon Caledon Agrl. Soc. Sept.

Charles Barrett,

Clarksburg-Collingwood Tp. Agrl. Soc. Sc. Citfford-Clifford Agrl. Soc. Sept. 14-13, Re-A. Hopf.

Clute Cinte Agri. Soc. Aug. 31-Sept. L. Lupton. Cochrane Cochrane Agri. Soc. Sept. 14-

Ray Redwood. Coldwater-Coldwater Agri. Soc. Chester Martin. Cobden-Cobden Agril, Soc. Sept. 21-22. Guest.

Coe Hill-Wollaston Agri. Soc. Sept. 7-8. C. 1 Gunter. Collingwood-Great Northern Exhn. Sept. 2

25. V. A. Ellis.

Comber Comber Agri. Soc. Sept. 17-11

Morley Elliott.

Cooksville Cooksville Agri. Soc. Sept. 17-11

W. Livingston.

Cookstown—Cookstown Agrl. Soc. Sept. 26
Oct. 1. A. J. Sutcliffe.
Delta—Delta Pair Assn. Sept. 6-5. Issu
Stevens, Philipsville, Ont.
Desboro—Desboro Agrl. Soc. Sept. 23-24. Ch

ford Sutcliffe. Drayton—Peel & Drayton Agri. Soc. Sept. 3: 22. Mrs. George A. Bates. Dresden—Dresden Agri. Soc. Aug. 31-Sept. J. A. Blackburn.

Drumbo - Drumbo Agrl. Soc. Sept. 29-30. W fred A. Cockburn. Dryden-Dryden Agri. Soc. Aug. 24-25. D. K

Dunchurch-United Tps. Agrl. Soc. Sept. 21 23. Mrs. Alvin Stone. Dundalk-Proton Agrl. Soc. Sept. 15-16. Her Corbett

Durham-Durham Agri Soc. Sept. 9-19. Lors Armstrong Eimira-Eimira Agrl. Assn. Sept. 3-6, Fred

Elmvale-Elmvale Pair, Sept. 20-22. Alice Smith. Sept. 1. Eric W. Gillies. Emsdale—Perry Agri. Soc. Sept. 8-9. Arthu

Englehart-Englehart Agri, Soc. Sept. 21-71 Mrs. H. M. Peterson. Erin-Erin Agri, Soc. Oct. 9-11. George C Burt, Hillsburg.

Exeter-Exeter Agrl. Soc. Sept. 22-23. Clari Finher.

Pergus-Wellington Co. Agri. Soc. Sept. 19

11. Wm. A. Maedel. Peversham-Osprey Agrl. Soc. Sept. 25-31 George W. Ross, Maxwell.

Florence-Piorence Agrl. Soc. Sept. 28-21. ] S. Bodkin. Fordwich-Fordwich Agri. Boc. Oct. 1-2, J. 1 Port William-Canadian Lakehead Exhn Aug 9-14. W. Walker.

Forest Forest Agri. Soc. Sept. 22-23, Keith Sutherland. Galt-South Waterloo Agri. Soc. Sept. 23-23 Robt. E. Cowan.

Georgetown—Esquesting Agri. Soc. Sept. 1118. G. L. McGilvray.
Glencoe—Moss & Ekfrid Agri. Soc. Sept. 2122. F. Anderson. Grand Valley-East Luther Agri. Soc. Oct. 5. Walter Richardson.
Hanover-Hanover Agri. Soc. Sept. 15-16. D.
G. Voeizing.

Harriston - W. Wellington Agri. Soc. Sent. II-24. J. F. Young. Harrow - Colchester South Agri. Soc. Sent. II-25. Langton Capatick. Highgate - Orford Agri. Soc. Oct. 8-9. Albert

Holstein-Egremont Agrl. Soc. Sept. 33-34. Ewart Alles, Holstein Huntaville-North Muskoka Agrl. Soc. Sept.

22-23. John Laycock. Hymers-Whitefish Valler Agri. Soc. Sept. 4-

6. Mrs. P. Hilchuk.
Ingersoll Ingersoll Agri. Soc. Oct. 8-9. Bruce.
Dickout, Salford.
Kemble Keppek & Sarawak Agri. Soc. Sept.
21-22. Elmor Beckett.

Eenora-Kenora Agri, Soc. Aug. 27-28. Gerald P. Bourke. Eincardine-Kincardine Agri, Soc. Sept. 18-17. Mrs. Harold Campbell.

Kingston-Kingston & Dist. Agri. Soc. Sept. 23-25. Mrs. P. A. Cunley.
Kinmount-Galway Agri. Soc. Sept. 3-4. Miss Ivy A. Gilmour. Kirkton - Kirkton Agri, Soc. Sept. 30-Oct. 1

Hugh Berry, Woodham.

Lakefield—Lakefield Agri. Soc. Oct. 1-2 H.
W. Beavis, Peterboro.

Lansdowne—Lansdowne Agri. Soc. Sept. 9-11.

L. W. Moxiey.

Leamington—Leamington Dist. Agri. Soc. Sept. 27-Oct 2. Jean Stobbs.

Lindsay—Lindsay Central Exhn. Sept. 21-12.

H. L. McLean.

Lion's Head—Eastner Agri. Soc. Sept. 15-14.

Lion's Head-Eastner Agrl. Soc. Sept. 15-16. H. Loughead, R. R. 2.

Listowei-Listowel Agri. Soc. Sept. 22-21: W.

J. Roberts.

London-The Western Pair. Sept. 13-18. W.

D. Jackson.

Lucknow-Lucknew Agri. Soc. Sept. 26-33.

Manitowaning Manitowaning Agrl. Sec., Sept. 23-24. James Hembruff. Markham Markham Fair. Sept. 30-Del. 2 R. H. Crosby.

coornanted materia

Magnetawan Magnetawan Agrl. Soc. Sept. 14-15. H. W. Rosskipf. Russell Freeman. Soc. Sept. 21-22,

Marmora-Marmora Agrl. Soc. Sept. 15-16. J. F. Baker. fairey-Massey Agrl. Soc. Sept. 21-22, B.

Maxville-Kenyon Agrl. Soc. Sept. 14-16, J. P. McNaughton. McKeller-McKellar Agrl Soc. Sept. 14-16.

L. Moffat. Meaford-Meaford & St. Vincent Agrl. Soc. Oct. 1-2. Walter H. Chapple. Merlin-Raleigh & Tilbury Agrl. Soc. Sept. 16-17. Lewis W. King.

setcalfe Metculfe April Soc. Sept. 17-18. J. E. dildmay-Carrick Agrl. Soc. Sept. 20-21. P.

D. Liesemer.

Midland—Tiny & Tay Agrl. Soc. Sept. 16-18.

Root, G. Nesbitt.

Milton—Halton Agrl. Soc. Sept. 24-25. E. M. Readhead. George Gernhelder, Soc. Sept. 7-8.

Milchell-Fullarton Agrl. Soc. Sept. 28-29. A. J. Hickey. Mount Porest-Mount Forest Agri. Soc. Aug. 24-25. H. A. Ross.

Moraviantown-Moraviantown Agrl. Soc. Oct. 19-21, Johnson Huff, Bothwell, Murillo-Oliver Agri, Soc. Sept. 14-15, George

tapanee-Lennox Agrl. Soc. Aug. 30-Sept. 1. George T. Walters. favan-Navan Agri. Soc. Sept. 3-4. feustadt-Normanby Agri. Soc. Sept. 17-18.

Ed. Demerling. New Hamburg-Wilmot Agrl. Soc. Sept. 17-18. A. R. G. Smith. few Liskeard-New Liskeard Agrl. Soc. Sept. 9-10. Thos. E. Armstrong. Rewington-Stormont Fair. Sept. 7-8. Les.

Norwich-North Norwich Agrl. Soc. Sept. 23-25. David Croft. forwood-East Peterboro Agri. Soc. Oct. 9-Oakwood-Oakwood Agrl. Soc. Sept. 20-21.

J. B. Weldon. odesza-Odesza Agrl. Soc. Sept. 14-15. A. M. Praser, R. R. 3, Kingston. Ohsweken-Ohsweken Agrl. Soc. Sept. 22-24. Joseph C. Hill.

Orangeville-Dufferin Agri, Soc. Sept. 21-22. Joseph E. Cooney. Orillia-East Simeoe Agri. Soc. Sept. 9-11. Irwin McMahon, Hawkestone.

Oro-Oro Agrl. Soc. Sept. 14-15. I. T. Mc-Mahon, Hawkestone. Orono-Durham Central Agrl. Soc. Sept. 10-11. J. C. Gamey. Oshawa-South Ont. Agri. Soc. Sept. 16-18.

E. W. Webber, Columbus, Ont. Ottawa-Central Can. Exhn. Assn. Aug. 23-H. H. McElroy. Owen Sound-Owen Sound Agrl, Soc. Aug. 26-28. E. V. Radbourne. Paisley-Paisley Agrl. Soc. Sept. 13-14. Wil-

liam T. Hopper. Palmerston-Palmerston Agrl. Soc. Oct. 4-5.

W. T. Brown.

Paris-Paris Agrl. Soc. Oct. 1-2, E. H. Buck.

Perth-South Lanark Agrl. Soc. Sept. 10-11. M. J. Donohoe. Peterboro-Peterboro Agri. Soc. Aug. 25-28,

G. A. Gillespie. Petrolia-Petrolia Agri, Soc. Sept. 2-3, W. A. Wilson. Picton-Picton Agri. Soc. Sept. 28-29. Mrs. Robert Jamieson.

Porquis Junction-Porquis Junction Agri. Soc. Sept. 9-10. Mrs. Pearl Bailey. Port Elgin-N. Bruce Agrl. Soc. Sept. 8-9.
Mrs. H. W. McArthur
Port Hope-Port Hope Agrl. Soc. Oct. 1-2.
W. T. Marvin.

Port Perry-Port Perry Agrl. Soc. Sept. 4 and 6. R. D. Woon.

Powassan-Powassan Agrl. Soc. Sept. 14-15. W. G. Oldfield. Providence Bay-Providence Bay Agrl. Soc. Sept. 21-22. Mrs. Andrew Dryden. Rainy River-Atwood Agrl. Soc. Sept. 2-4.

J. Maltby. Renfrew-South Renfrew Agrl. Soc. Sept. 14-17. John F. Burwell, Riceville-Riceville Agrl. Soc. Sept. 23-24. B.

Pawcett. Bichmond-Carleton Co. Agri. Soc. Sept. 14-16. M. E. Mullen.

Ridgetown-Ridgetown Agrl. Soc. Aug. 24-26, R. W. Green. Ripley-Huron Township Agrl. Soc. Sept. 9-10. Albert Wylds. Rocklyn-Rocklyn Agrl. Soc. Oct. 5-6. Edward

Rockton-Rockton Agrl. Soc. Oct. 9-11. A. S. Rodney-Rodney Fair, Sept. 27-29, J. A. Mac-

Roseneath Roseneath Agrl. Soc. Oct. 7-8. C. W. Varcoe. Rosseau-Rosseau Agrl. Soc. Sept. 14-15. Mrs. George E. Foster. Baint Marys-South Perth Agrl. Soc. Oct. 6-7. G. W. Kelly. Schomberg - Schomberg Agrl. Soc. Oct. 8-9.

George L. Walker.

Seaforth—Seaforth Agri. Soc. Sept. 9-10, Mrs.

Lillian Grummett.

Shannonville—Shannonville Agri. Soc. Sept.

10-11. K. R. Vivian.

Sheguindah—Howland Agri. Soc. Sept. 13-

14. Mrs. Wilfred Hels. Shelburne—Dufferin Central Agrl. Soc. Sept. 14-15. T. E. Watson. Simcoe—Norfolk Co. Fair. Oct. 4-7. Harold I.

South Mountain-Mountain Agrl. Soc. Sept. 2-1. Robert E. Robinson. Soc. Sept. 28-29. South River-Machar Agrl. Soc. Sept. 28-29. Norman P. Brown. Spencerville Agrl. Soc. Sept. 21-

22. G. M. Snyder.

Sprucedale—McMurrich Agri. Soc. Sept. 16-17.

William Pearce.

Stirling—Stirling Agri. Soc. Sept. 17-18.

E. D. Ketcheson, Stratford Stratford Agrl. Soc. Sept. 20-22.

P. H. Bell. Btrathroy-Strathroy Agrl. Soc. Sept. 6-8. P. Langan.

Commids Corners McDonalds Corners Agri, Sturgeon Palls Sturgeon Palls Agri, Soc. Sept. Soc. Sept. Sept. 23-24. Wm. Anderson, 5-8. Wm. J. Edmunds. Sunderland Brock Agri, Soc. Sept. 14-15. Mins M. B. St. John.

Sundridge-Strong Agri. Soc. Sept. 9-10, Mrs. R. G. Harper. Sutton-Sutton Agrl. Soc. Aug. 4-6. K. N.

McAuley. Tara-Tara Agrl. Soc. Sept. 22-23. J. Alex Duff. Taviatock-Taviatock Agrl. Soc. Sept. 10-11.

R. Rudy. Teeswater Agrl. Soc. Oct. 5-6; Melvin Rome. Thedford—Bosanquet Agrl. Soc. Oct. 7-8. Robt. M. Love.

Thessalon—Thessalon Agri. 21-22, Raymond Smith. Tillsonburg-Tillsonburg & Dereham Pair. Sept. 21-23. Jack M. Climie.

Tiverton-Tiverton Agri. Soc. Lovell McKenzie, R. R. 3, Kincardine, Toronto-Canadian National Exhn. Aug. 27-Sept. 11. Elwood A. Hughes.

Trout Creek-Trout Creek Agrl. Soc. Sept. 21-22. C. H. Elliott. Tweed-Tweed Agrl. Soc. Sept. 14-15. John O. Sager. Vankleek Hill-Vankleek Hill Agrl. Soc. Sept.

9-11. Leslie Nixon. Wallacetown-West Elgin Agrl. Soc. Sept. 30-Oct. 1. S. Turville. Walters Falls-Walters Palls Agrl. Soc. Oct.

7-8. H. V. Wales. Warkworth-Percy Tp. Agrl. Soc. Sept. 30-Oct. 1. Arthur Wartman. Warren-Warren Agri. Soc. Sept. 7-8, Mrs.

R. Bole. Waterdown-Waterdown Agrl. Soc. Sept. 28-29. G. S. McRae. Welland-Welland Co. Agrl. Soc. Sept. 14-18.

Gordon K. Brown. Wellesley-Wellesley Agrl. Soc. Sept. 7-8. M. A. Schmidt. Wiarton-Wiarton Agrl. Soc. Sept. 16-17.

G. R. Rathwell. Williamstown-St. Lawrence Valley Agrl. Soc. Sept. 28-30. M. A. McLennan, Lancaster. Woodbridge-Woodbridge Agri. Soc. Oct. 9-11. Stan R. R. McNeil.

Woodstock-Woodstock Agrl. Soc. Sept. 30-Oct. 2. J. E. Nephew. Wooler-Wooler Agri. Soc. Sept. 7-8. Carman Richards.

Wyoming-Plympton & Wyoming Agrl, Soc. Sept. 30-Oct. 1. George A. Dewar. Zurich-Zurich Agrl. Soc. Aug. 31-Sept. 1. E. F. Klopp.

OUEBEC Amqui-Matapedia Agri. Soc. Aug. 12-15. J. E. Belnile.

Ayers Cliff-Stanstead Co. Agrl. Soc. Aug. 26-28. M. B. Corey, Hatley, Que. Aylmer-Gatineau Co. Agrl. Soc. Sept. 9-11. R. E. Edey.

Brome-Brome Co. Agrl. Soc. Sept. 6-8. George A. McClay, Knowlton, Que. Chapeau-Chapeau Agrl. Soc. Sept. 20-22. Irvine P. Cahill. Aug.

Cookshire—Compton Co. Agri. Soc. 23-25. W. S. J. Hodgman. Drummondville—Drummond Agri. Soc. 6-8. J. H. Charpentler, L'Avenir, Que, Gentilly-Nicolet Co. Agrl. Soc. Aug. 13-14. Roger Hould. Granby-Granby Hort, Soc. Sept. 9-12. L. G.

Huntingdon-Huntingdon Agrl. Soc. Sept. 9-10. John Smaill.

Isle-Verte-Riviere-du-Loup Agrl. Soc. Aug. 16-18. J. M. Marquis. Laprairie—Laprairie Agri. Soc. Sept. 21-22. Raoul Lussier, St. Philippe, Que. Maniwaki—Gatineau Co. Agri. Soc. Sept. 13-

15. Palma Joanis. Marbleton-Wolfe Agrl. Soc. Sept. 8-9. Ray-Montmagny Montmagny Agri. Soc. Aug. 12-15. Paul Carignan. mond Thibodeau.

Papineauville—Papineau Agrl. Soc. Sept. 21-22. J. N. Frappier, Plaisance, Que. Pont Rouge—Portneuf Agrl. Soc. Aug. 27-29, Romeo Piche. Quebec-Provincial Expo. of Quebec. Sept.

3-12. Emery Boucher. Quyon-Pontiac Agri. Soc., Div. C. Sept. 2-4. Gervace O'Reilly. Richmond-Richmond Co. Agrl. Soc. Aug. 19-21. Antoinette Linahen.

Rimouski-Rimouski Agrl. Soc. Aug. 18-21. Alfred Dube, Beausejour, Que. Roberval-Roberval Fair, July 7-10. Paul A.

Saint Alexandre-Iberville Agri. Soc. Sept. 10-11. Jean Brault. Saint Bruno-Chambly Agrl, Soc. Aug. 16-18. Albert Bernard.

Saint Casimir—Portneuf Agrl. Soc. Aug. 23-26. J. A. Foley, St. Thuribe, Que. Saint Jean—St. Jean Agrl. Soc. Sept. 4-6. Hector Deland. Saint Francois-du-Lac-Yamaska Agri. Soc.

Aug. 12-14. Alexandra Trudeau. Saint Hyacinthe—St. Hyacinthe Fair. Aug. 2-6. Alphonse Deschenes. Saint Leonard—Nicolet Agrl. Soc. Aug. 9-11.
Lorenzo St. Arnaud, St. Wenceslaz, Que.
Saint Liboire—Bagot Agrl. Soc. Aug. 27-28.
Hilaire L'Heureux, Bagot, Que.
Saint Pascal—Kamouraska Agrl. Soc. Aug.

27-30. Alp. Raymond.

Saint Romusid—Levis Agrl. Soc. Aug. 26-27.

T. Carrier, Pintendre, Que.
Saint Scholastique—Deux-Montagnes Agrl.
Soc. Sept. 2-4. J. L. Beaudet.
Saint Stanislas—Champlain Agrl. Soc. Aug.
31-Sept. 1. Nelson Cossette, La Perade, Que.
Saint Victoire—Richelleu Agrl. Soc. Aug. 2728. J. U. Gironard, St. Ours, Que.
Shamalla Shawalle Pair Sept. 23-26. R. W.

Shawville-Shawville Pair, Sept. 23-25. R. W. Sherbrooke Sherbrooke Pair. Aug. 28-Sept. 3. Alex C. Ross. Trois Rivieres Trois Rivieres Expo. Aug. 21-29. H. Paul Martin.

Valleyfield - Valleyfield Fair, Aug. 10-15. Philippe Malouin, Rotary Club. Victoriaville—Arthabaska Agrl. Soc. Aug. 23-25. J. Vincent Lanouette. Waterloo-Shefford Co. Agrl. Soc. Aug. 13-

SASKATCHEWAN Nipawin-Nipawin Agri, Soc. Aug. 2-3, Mrs. G. Carter, Codette, Saak.

North Battleford—N. Battleford Agri, Soc.

Aug. 2-4. N. W. Symonds.

Prince Albert—Prince Albert Agri, Soc. Aug.

5-7. Gordon M. Cook.

Regina—Regina Agri, Ezhn. July 26-31. T.

H. McLeod.

www.americanradiohistory.com

JOBBERS! - CONCESSIONAIRES!

FAIRS, BEACHES There's LOTS of MONEY for YOU OUR

PLASTEREX

HAND-PAINTED

HIGH GLOSS



Largest Piggy Bank Manufacturer (4,000 Units Daily)

7 Sizes-Metal Lock for Reusing-Prompt Delivery-No Breakage Packing

#811 GIANT (Holds \$1,000 in silver)

16" Lx15"H \$24 Dox .- Indiv. 1/2 Dox. Master Carton #720 13" Lx8"H \$12 Dox .- Indiv. Dox. Master Carton

#710 11" Lx5"H \$7,20 Dox .- I Dox. Carton #609 5" Lx3"H \$2 Dox.-4 Dox. Carton

Colors: Blue, Pink, White, Red-WRITE FOR DESCRIPTIVE CIRCULAR OF OTHER STYLES, PIGGY BANKS AND LAMPS!

JOBBERS: Write for liberal sef-up!

AGENTS: Write for good proposition!

ER. TOY & NOV. CORP.

541-549 SHAWMUT AVE.

PHONE CO. 6-4151

BOSTON, MASS.

You can order

samples in min-

okga at the reg.

quant, prices,



This End

Writes

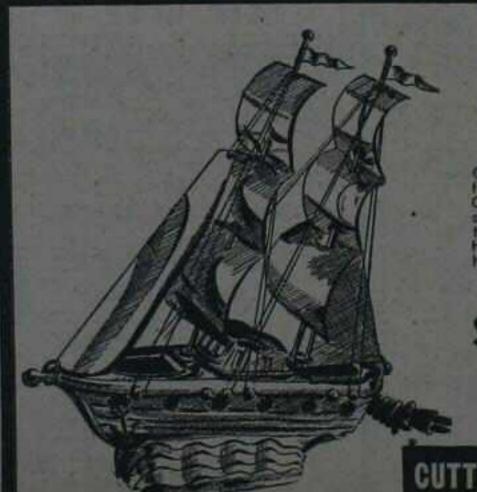
FELLOW PITCHMEN DEMONSTRATORS FAIR WORKERS

Get on the Ball and win yourself plenty of scratch this season with this new cigarette lighter, ball point pen combination. No gaffs, no gimmicks, every pen strictly legit and a guaranteed worker. Brand new and a marvelous flash. So get in on the ground floor. A sure-fire lighter. Pen gives many months smooth writing. Dries as it writes. Streamlined, gold plated. A piperoo for pitchmen, demonstrators, premium users, coupon workers, flashers, roll downs, bingo and many other games. Immediate shipment. Send \$1.00 for sample, deductible from first order. 25% deposit on all orders.

DON'T WAIT. ACT TODAY!

BERT GOODMAN INTER OCEAN MDSE. CO.

799 BROADWAY, NEW YORK 3, N. Y.



# "Metal Hull" SHIP LAMP

With Brass Rigging

Cuttler & Co. features for the CHROME SHIP LAMP. Light shines upon the chrome sails from the ship's hatches. The port-holes light up, bathing the chrome hull with sparkling highlights. 12" High, 111/2" Long,

A Quality Product.

\$3.00 Ea. in Doz. Lots Samples \$3.50 each

25% Deposit, Bal. C. O. D. Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway ... New York 10, N. Y.

PITCHMEN

SENSATIONAL MONEY GETTER

THE NEW MECO

FIZ KAP

GET IN ON THE BIG

PROFITS NOW

Outgrossed Peelers At All

Sports and Home Shows

This Past Year.

Priced Right for Big Profit.

Sample and Pitch on Request,

25c.



TAKE IT EASY, BROTHER! IT HAS A HEAD . . . that's a "show stopper"! IT HAS EYES . . . that affract and hold people's aftention better than yours!

IT HAS A PITCH . . . that's always sure-fire!

All you have to do is SET IT UP AND TAKE IN THE CASH! It SELLS while you take it easy! And what does it sell? The mysterious, fascinating SYCO-SLATE Pocket Fortune Teller that's sweeping the country. Everybody wants one—it's your chance to take in a fortune and take it easy at the same time while your SYCO-SLATE Display sells for you.

### JOBBERS-DEALERS-CONCESSIONAIRES

Sand for complete details of this wonderful eye-catcher. Include \$1.00 for full-size sample of the sensational SYCO-SLATE Pocket Fortune Teller.

### ALABE CRAFTS

Dept. 27, 348 W. 5th St., Cincinnati 2, Ohio

# MEDICINE MEN!



# THE HOUSE THAT QUALITY AND SERVICE BUILT

For real repeaters at lower prices, write today for quotations on our complete line of Tonics, both laxative and nonlaxative; Herbs, Liniments, Ointments, Corn Medicines, Foot Creams and Powders, Tooth Powder and Vitamins. We Specialize in Private Trade Mark Formula Work,

THE HOUSE OF SERVICE! We usually ship same day order received PRODUCTS LIABILITY INSURANCE CARRIED. Made by a Registered Manufacturing Pharmacist

CELTONSA MEDICINE COMPANY CINCINNATI, OHIO

# "TOSS HEAD!—TAILS!"

Flip any coin either head or tall as you choose! ANY COIN! ANY TIME! ANY PLACE! (No fixed or trick coins used.) An easy to master technique that will startle you as well as your audience. (Good pitch act; quantity price list mailed with order.) A copyrighted manual mailed promptly for \$1.00, (No stamps, please.)

ARRO CO.

Bridgeport 1, Conn. (961-D)

# DEMONSTRATORS

Can make up to \$150.00 a day in Dept. Stores. Fairs, Picnics. Pits on any make of sewing machine. Button Holes, Darner, 5 other operations, and Heuntlitcher, Rug Maker. Hand Rug and Art Needles, Illustrated directions. Samples, one for 50¢.

PORTER CO. Dept. 6, Wankesha, Wisc.

# Pipes for Pitchmen By Bill Buker-

WILL GEORGE HANEY . . .

please phone the pipes desk again? Old Gas Bill is holding information of vital importance to him.

Getting an audience is one thing; keeping it interested is another.

AMONG THE BOYS . . .

sighted working Green Bay, Wis., are Junior Buckwalter, Joe Sands and Jimmy Boone.

WORKING . . .

balloons to big tips and takes in Milwaukee are Joe and Louis Lubarsky. It makes for a good father-and-son combination.

Don't just sit back and wait for fortune to smile at you. Most of the time it laughs at you.

STILL GOING . . . strong is the Osage Herb Store operated in Dallas by Chick Denton and Alex Pasha. Chick says he and Alex have decided to settle in Dallas for the remainder of their lives. Both would like to read pipes here from Richard Owens, Ben Freed, and Ed St. Mathews.

Getting the most out of your stock is what counts.

FOLLOWING . . .

a successful 10-week stand in Birmingham, Stanley Naldrett left for other fields to conquer.

DR. REXFORD L. NORTH . . . pre-war astrology pitchman of New York, continues to present his mentalhypnotic act on week stands in Illinois, Iowa and Indiana spots to lucrative results. He's still closing each show with a strong \$1 scope pitch.

PHIL KRAFT . . .

pipes from Overland, Mo., that he from his quarters in the Chesterfield

is manufacturing cake decorators. He says he'd like to read pipes here from Harry Dempsey, Fred Hudspeth, George Thurman, Glen Reeves, Spencer Matson and Charlie Stevens.

## SIGHTED WORKING ...

Birmingham recently were Blackie Beard, coils; Doc Morgan, perfume, and Lee and Marie Yondell.

Soon it'll be fair time again. Are you ready for the annual trek?

ARTHUR DONOFRIO ....

widely known in pitch circles, left Milwaukee after having visited the Beer City recently as a member of an army glee club.

## SCISSOR SHARPENERS . . .

are the big item with Chuck Dutrow, who is working them to good counts in the Rexall drugstores in Los Angeles.

Life can become very trying for those who are not trying their best.

continues to 40-mile it around De-

STILL GATHERING . . . the geedus in Newberry's in Les Angeles is Kay Goodman with Wipe-On.

If your talk is right your success is assured.

STILL PURVEYING ...

their wares around Los Angeles are Julius Lazarus, target balloons; Jack Vinnick, badges; Benny Stone, candy; Doc Hallie, and Mr. and Mrs. Ross.

BILLY WINTERS ...

ATTENTION! Bingo Operators, Premium Users,

Homecomings, Fire Departments, American Legions

We are distributors for WESTINGHOUSE Electrical Appliances for Premium

Purposes. Details sent upon request.

has left the pitch business to open a bar and grill in New York, he advises recently purchased a home there and Hotel there. Billy says that on a re-

RO-91

ROASTER

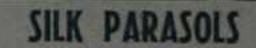
Less than 3: Each

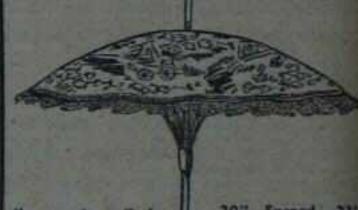
More than 3:

Each

# NATIONAL KITCHEN NATE YOUMAS . . . PRODUCTS CO.

Atlantic City, New Jersey





Now made entirely of COMPOSITION WOOD FRAME AND ASSORTED

SILK FABRICS

20" Spread, 21" Stick for best looking, sure-fire seller. No larries! Colorful, flashy money maker!

Dox. (Packed 4 Dez.

Two samples, \$1.00 Postpaid.

1/3 Deposit, Balance C. O. D.

# QUALITY TRADING CO.

263 William St. William St. New York 7 (Phone: BEekman 3-5843)

Engrave gold, silver, waterproof per tranent colors on leather, with, wast, plastics, paper, etc. Panous Professional No. 3, switch en cord, 6 mills sold, \$7.25; cates rolls gold or assured, 1"2400", 6 mills, \$2.50. Jeweler Engraving—Famons Burgoes VibroTool, 20 regular needles,
engraves all most alla,
wrood, glass, plastica, etc.
Postpaid for money order, \$4.50,
R. E. STAFFORD
2434 N. Meridian St., Instians

PID SERVICE! (Products Debility Insurance Car-ENERAL PRODUCTS LABORATORIES, IN

# STREET WORKERS

We can again supply you with our PAMOUS NEW DISCOVERY SA-FLO SALVE prices on Berbs, Oil and Salve.

# BECKER CHEMICAL CO.

CINCINNATI, O.

235 MAIN STREET

Dropynghted malerial

# AIR-LITE Bingo Blower .....\$135.00 Each

Only

Westinghouse

has the

TIME-TEMP

SHELF

28" Plush Bears ..... 33.00 Dox. 30" Plush Bears ..... 36,00 Dox. New Look Dolls ..... 37.00 Doz. Glassware: Wine Glasses, Whiskey Glasses ... 2.50 Gr.

DISTRIBUTORS FOR:

THE OAK RUBBER CO. Balloons

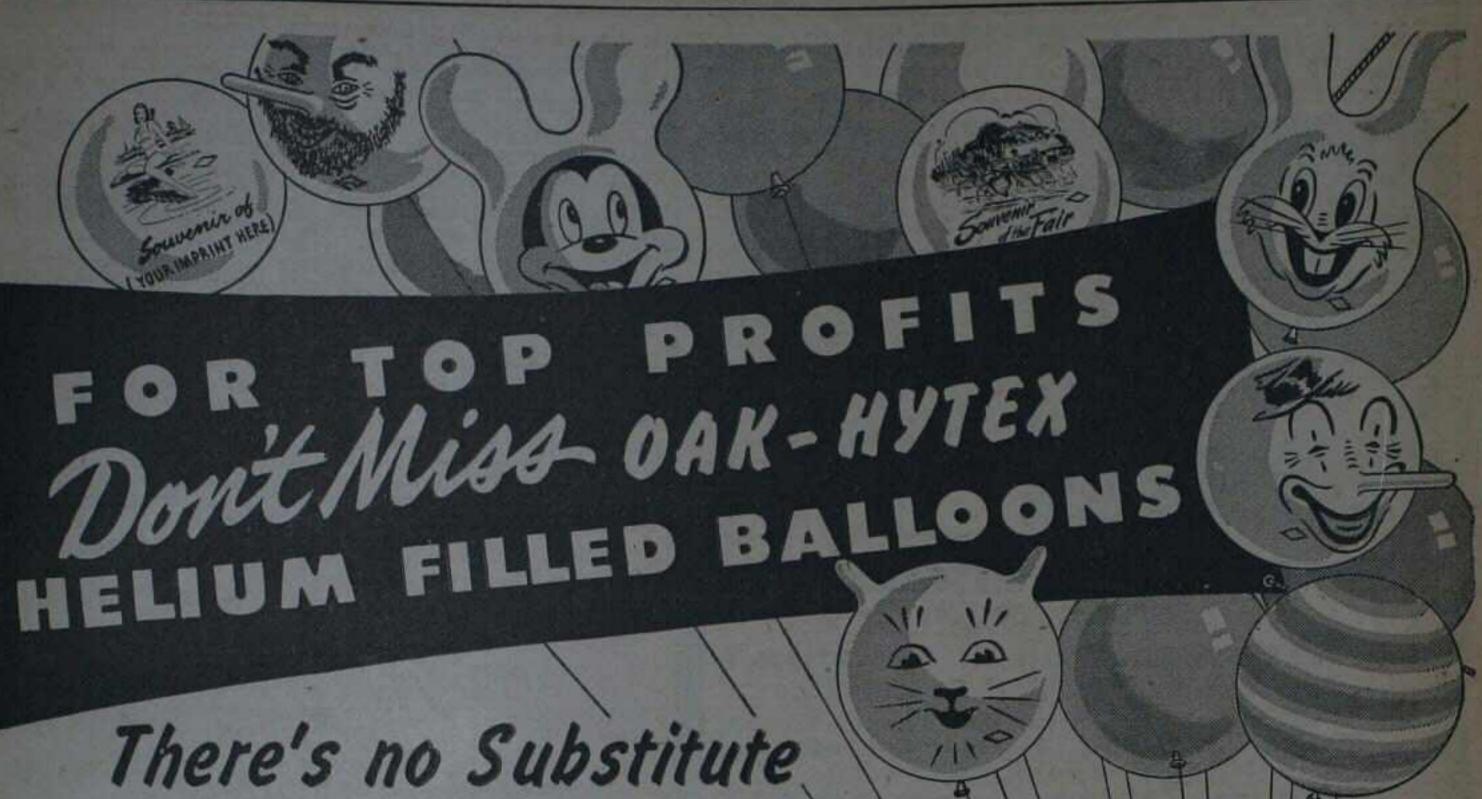
THE BASTIAN-BLESSING CO. Hi-Ball Fillers

THE AIR REDUCTION COMPANY Helium

> LAYDOWNS-All numbers, including 120. Advise your requirements. 52-page Catalog sent upon request.

SAUNDERS MEG. & NOVELTY CO. CLEVELAND 13, OHIO

708 FRANKFORT AVENUE, WEST



for OAK-HYTEX Quality!

FOR 32 YEARS OAK-HYTEX BALLOONS have been first in quality and popularity. Tough and sturdy, OAK BALLOONS always have stood up better in the rough handling of outdoor selling. They assure you more profit per gross. YOU are offered dozens of real money getters in the OAK line - such fast sellers as:

MICKEY MOUSE . BUGS BUNNY SOUVENIR PRINTS . JOLLY JOEY . HAPPY HOP CIRCULAR STRIPES . CIRCUS PRINTS SLIM JIM . SPIRAL . SERPENTINE . NOBBY

and many, many other sure-fire sellers.

OAK-HYTEX BALLOONS are sold through jobbers only. See your jobber today. If he does not have the items you want, leave a deposit for shipment to your next address.

# OAK-HYTEX BALLOONS COST MORE ... ARE WORTH MORE Here's why they're your best buy:

\* Scientifically correct manufacturing methods maintain highese 32 years of experience and "know how" assure you top money
getters — unequalled service.

Every OAK-HYTEX BALLOON is inflation tested.

\* Full gross in each box - hand counted.

\* Every box sealed at the factory to make sure you get genuine OAK. HYTEX quality.

\* Superior printed OAK.HYTEX BALLOONS are identified by the Diamond Trade Mark imprint.

\* World's greatest variety of styles, sizes, shapes and colors. Safeguard your profits—always specify OAK-HYTEX. Be sure you get the Blue Box with Yellow Diamond Label, with unbroken seal.

REGULATOR THIS PAMPHLET Inflates Balloons Easier ... Faster ... INTRODUCED last year, the AIRCO Helium Balloon Plan was snapped up by more than 5,000 profit-wise balloon men. Tells all about Helium gas and how to sell gas-inflated balloons. Over 800 nine-inch balloons can be inflated quickly and easily from a standard 235 cu. ft. cylinder. AIRCO regulators Fill in and mail couare carried by OAK-HYTEX in the control of the cont pon today. Be sure to give your jobber's name and address. coast to coast.



AIR REDUCTION SALES CO. NEW YORK and

THE OAK RUBBER COMPANY RAVENNA, OHIO



Always be sure you get genuine OAK-HYTEX in the sealed Blue Box with this Yellow Diamond Label.

The Oak Rubber Company, Ravenna, Ohio Please send me a copy of your new folder on Heliumfilled balloons. My jobber's name..... His address.....

(Be sure to give jobber name and address)

# DEMONSTRATORS PITCHMEN



THE HOTTEST MONEY MAKING ITEM IN THE COUNTRY FOR **FAIRS AND STORES** 

# CAKE DECORATORS

Set consists of: 3 Plastic Lined Bags. 4 Plastic Cones—different colors. Instructions and Recipe Chart.

Retail Price \$1.00

Everyone a Guaranteed Worker. Price is Right. Two-Week Delivery FREE SAMPLE TO KNOWN AND PROVEN WORKERS.

Start estimating your orders for Fair leason. Terms: 25% with order, balance C. O. D.

Pitchmen, Write for Special Prices. We supply the Pitch. Jobbers' Inquiries Invited.

9450 W. Milton Ave. St. Louis 14, Mo.

# ATTENTION!!! DEMONSTRATORS, PITCHMEN, DEPARTMENT STORE WORKERS, FAIR WORKERS

Get on the bandwagon. Hottest item on market today. Locations grossing big money. Four-piece Rug Braider and Weaver Kit. Make of nickel steel.

Special price, \$36.00 per gross set, F. O. B. Send \$1.00 for sample kit

> FRED PIKER, WRITE. RUG MAKER

Post-Office Box 745

Greensburg, Penna.



# ZOOM PROFITS!

County Fairs Carnivals Special Events



### RUBBER DOLLARS LUCKY PENNY

WITH KEY CHAIN Fast 25¢ Souvenir Seller. A Quick Money-Maker. ONLY \$10.80 GROSS

1.000 LAUCHS FOR A BUCK Looks like the real thing. Everyone wants one—the greatest fun making souvenir. Free imprint on back (Limit—25 words).

500 QUANTITY-ONLY \$20.00

H. MEINHARDT & CO., INC., Dept. B SHERIDAN 40, ILLINOIS 4138 SHERIDAN RD.

# BUY DIRECT—COSTUME JEWELRY-

Stones That Sparkle Like Diamonds

BETTER GRADE JEWELRY NECKLACE (2 & 3 Piece) ..... \$12, \$18, \$20, \$24, \$36 \$12, \$18, 520 PENDANT AND EARRINGS 

NO CATALOGS All Merchandise Individually Boxed. Special Price for Gross Lats. JOHNSON'S SPECIALTY CO.

Phone TOwnsend 9-4467 1503 Webb, Detroit 6, Mich.

SATISFACTION GUARANTEED OR MONEY REFUNDED

Here we go again—ready for delivery in few weeks—Giant Size Western Saddle Horse. Height, 14 inches; Weight, 9½ pounds. Our price, \$10.00, F. O. B. N. Y. C. Why pay more? This size now retails here in N. Y. at \$25.00. First come, first served. Place orders now. Money back if not satisfied 100%—From factory direct to you reason for low prices. If Interested in new item, Horse on Radio, get in touch with us. New low price on our 10½-inch Horse, price \$3.25. Can shade the price to large users—Also reduced prices on other sizes. We first introduced these horses in Billboard last May, 1947. Want to see our 10½-inch Horse? Send \$4.00 check or money order. Ride along with a good jockey, that's us. Plenty of winners. We give you a square deal, nice horses, and prompt shipments or your money back. No post cards answered. No post cards answered,

C. GAMEISER, 250 West 88th St., N. Y. C. 24

cent trip to St. Louis he made several midway here twice with knives and stops along the route and saw some of cleaver sets and only worked twice the boys pitching ball-point pens and because there is not enough profit in cigarette lighter combinations for paying \$1,50 for merchandise and \$1.25, and says that all rolled up good selling it for \$1.75. That's what they grosses with the item. He believes are selling the sets for around here. that the joint should go over like a so I gave up. Now that the fair seahouse afire at fairs and suggests that some of the boys and girls take advantage of the item while it is still in its infancy and reap the harvest.

If they'll listen, you'll have little difficulty making them loosen.

ANDY HAAS ... pitch exponent of note, is employed as a chef at the Wisconsin Hotel, Milwaukee.

LETS HAVE . . . some pipes from Whitey Hall, Al DeHaven, Lefty Toner and Johnny These boys haven't Armstrong. turned their attention pipes-wise in a coon's age.

Just because your pitch was a big money-getter a year ago is no guarantee that it will bowl a tip over now. Check up on yours if your grosses are falling off.

FLORENCE BURNS . . . worked Beautywipe to good returns recently at the F. W. Grand Store, Milwaukee.

CLIFF MYERS . . . is working several Chicago stores for Mike Devine and reports indicate that he's clicking.

Do everything you say you're going to do and you'll have no worries about what to do with your time.

FOLLOWING . . .

a successful engagement in Grand Junction, Colo., C. A. Graham is heading for the New Mexico and Arizona fairs.

Let's have more pipes from the many women demonstrators on the road.

ESTELLE LEMEROND ... and Dick Hunt have taken over the tobacco and magazine stand in the Plankinton Arcade, Milwaukee, having purchased the layout from Morry Zenoff.

MORRY PLOTKIN . . . former pitcheroo, is selling insurance in Milwaukee to reported good business.

Fancy Freddie says: "It doesn't cost you a cent to be friendly, but it can cost you your tip if you're surly."

WORD FROM . . . Texas indicates that the cotton crops down that way are doing okay and that the ginning is under way. Who's going to make the sales days in that

Things we always hear: "If there's money to be had, I'll make it."

AL STEFANIAK'S ... card layout in the Plankinton Arcade, Milwaukee, is reported to be doing good business.

Remember that these hot days merely signpost the opposite. Are you laying up a few chestnuts to enable you to cut up those winter jackles in comfort?

BRUCE CONDON . . . is reported to be getting plenty of scratch working Salt Lake City with

A tip for winter lolling: "The haves rarely consort with the have-nots."

Someone said that a smart man changes his mind; a fool never does. That's why a smart pitchman keeps shooting at every angle of a proposition until he winds up with the right combination.

sector?

DAVE ROSE . . . who has been working Chicago spots for the last three months, comes thru with the following from the Windy City: "Worked the Maxwell Street

son is under way, the pitchmen on the market are thinning out. I, too. will be leaving soon. Maxwell Street is about the only place a person can work without being molested here Of course everyone working the market has to pay off. Not the legal fee of 11 cents, but whatever the set price is. Some joints pay as high as \$10 for one Sunday's work. There is no such thing as a permit in Chicago. Every pipe I have ever read about the market went on to say that everybody is getting his share of the long green but from my observations no one seems to be getting rich. The attendance seems to be less in number each Sunday due, of course, to hot weather and vacations. Would like to see some more of those interesting pipes from Sid Sidenberg."

This pillar again is in receipt of several requests from the boys wanting us to ask certain persons to write them. Sorry, fellows, but as has been often erplained, it's against the rules. Write your lands in care of The Billboard's Letter .13t.

The wise guy who thinks he knows it all usually winds up a 24-carat sucker.

knows its cats and is sure to romp in with top-class com-

This is no ordinary her-weary flor-hag; water no mistake about that.

He's a handsomely built bronze beauty, polithed to the queen's tarie, and Long, \$7.20 g Long, \$7.20 g Sampler, possible and taddle blanket.



B-T — 101; " Tall, 12" Long, \$4.00 es, in daz, lots, Samples, postpaid, \$5.00 es, in daz, lots, Samples, postpaid, \$4.00 es, in daz, lots, Samples, postpaid, \$4.00 es, B-3—41; " Tall, 5" Long, \$7.20 per doz, Samples, postpaid, \$4.00 es, \$1.00 es,

# JERRY GOTTLIEB, Inc.

Summerfield Ave & Post Office Place Asbury Park, New Jersey P.O. Box 356: Phone Asbury Park 1-1524

## SPORTS MAGAZINE FAIRS AND SHOWS

First Time Available Nationally For Bondable and Experienced Trade Press Bureau, 615 Ridge Bldg. Kansas City 6, Mo.

# WANTED ADVERTISING SALESMEN

FOR SELLING ADVERTISING IN MENU COVERS Write for full details or send \$1.50 for

WILLITS PRINTING & BINDERY CO. 113 BOUTH SRO. ST. JOSEPH, MO.



Brendlyn, New York

# COLLECT AND GROW RICH!

Here's 101 it apportunity to learn about a life-time. Apare or full-time office business in which carnings read as high as \$5,000 \$16,000 reads; In this dignified profession. Blick profits are made by laring themsands of others work for 302. A copy of "Cullect and Grow Harb"—the book BOOK! But that trill the full story—the book of objection. To the the third trill the full story—the book of objection. To J. BURFACE, Press, Dopt. 303-0, Rismotr 4, 45.

# Pitchmen I Have Met

-By Sid Sidenberg-

I conceived the idea of writing his customers. this series of Pitchmen I Have Met | Huskisson told me that some day and the first was devoted to Jimmy he would duplicate or even better Huskisson, vaudevillian and a ster- the joint. Prohibition entered and ling proponent of the tripes and Heinie's laugh palace of practical keister. During that period vaude- jokes went out. War was declared ville was starting its nose dive into and we went in. Thru the years I oblivion and some of the more aggres- often wondered what became of sive performers were preparing for Jimmy. the worst.

Joe Hall, an ace behind the tripods, told me he carried his plumber tools in the bottom of his trunk when doing his stuff before the footlights. After taking a squint at Huskisson in action with the gummy-ga-hoo, he those gadgets. They look good to too joined the ranks of pitchdom. He me." The man was perfectly sober became an ace of aces. In fact, the and a stranger. It was my first tip former vaudevillians who entered the portals of pitchdom all became successful. Their experience on the stage was a real asset in the new game of facing-tips,

Huskisson hung close to the Chicago booking agencies where I often met him and went with him to Heinie Gabooble's Oasis prior to the enactment of the 18th amendment and where most of the boys sipped their malt and cut up jackpots. We got many a laugh from a tenderfoot who dared to venture into the spot and was tossed around by the many de-

Fast Selling .

Profitable ITEM

**DEALERS • AGENTS** 

CONCESSIONERS

IN THE year following World War I vices set up by Heinie to entertain

The Billboard

Recently I was making a celebration at Valley Park, a small town on the outskirts of St. Louis. Just after making a pitch and going into the turn an astute banker-type looking old gent yelled: "Give me a dozen of and what a pass-out that baby created, leading me to believe that the spot was going to be the banner one it was. The old gent returned and did the same thing when I turned the second tip. I figured that the fellow couldn't be anything other than one of the boys who saw action in front of a tip and was ever ready to assist. To my amazement, after blowing off the second tip, the gent made himself known and he was none other than my friend of my JCL days.

He reminded me of what he told me in Heinie's Windy City joint and said: "Let me show you mine and see how close I came to duplicating the layout." Jimmy's fun palace is known as the Hudnet Night Club and if memory serves, it is an exact duplicate of Heinie's place. Entertainment is provided to enable Jimmy to give performers some time. He also reminded me to tell all the boys coming that way to stop and make a pitch anytime they are in the neighborhood. In fact, Jimmy indulges in a talk and pass-out in his own joint occasionally with a sally to near-by spots just as he did in his actor days.

Jimmy is a brother of the noted Margaret Hastings, the Broadway hostess, who has been dubbed "not the last, but the hottest of the red-hot mammas." She made a terrific hit with armed forces personnel in the Panama Canal Zone with her entertainment activities via the USO. The boys at the front hung the moniker of "Panama Hattie" on her.

Jimmy's wife, Elsie, assists him in his business and their 13-year-old daughter. Shirley Ann, shows promise of becoming a real entertainer and dancer.

J. F. GREEK . . .

former pitchman and currently owner-manager of the Acme Novelty Service, Macon, Ga., writes that he'd like to see more pipes in the column from G. H. (Pat) Patterson, Y. W. (Doc) Rowe and Jack Ellenington.

The bankroll you formerly had means nothing. It's the moola you can lay your hands on now that counts.

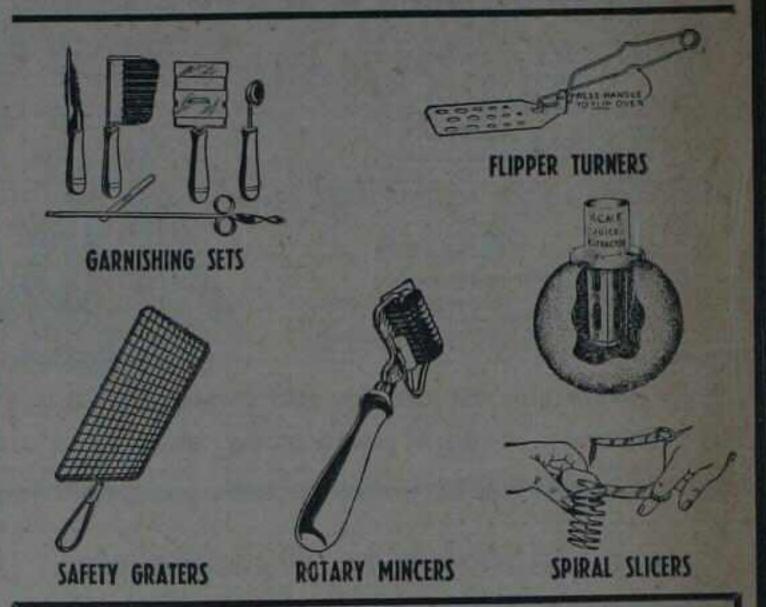
HENRY H. VARNER . . . reports from Akron that the weather there has been hot despite a few showers, and that business has been improving. Henry visited John Quinn, Floyd (Whitey) Newell, Sandra Lee, Cleo Renee and Margie Flynn on the World of Pleasure Shows during the org's engagement in Massillon. He adds that Sandra turns 'em 100 per cent at all times.

Good items and go-getting tactics is what rolls up the geedus in the novelty business.

# CHINESE \$2.95

Send for Complete Price List Displays \* Guns \* Caps \* Fireworks Standard Specialty Co. Oostburg, Wisconsin

DEMONSTRATORS. Always Get Money with these PITCHMEN Popular Sellers



MERCHANDISE RIGHT . . PRICES RIGHT Deliveries Prompt and Dependable

ACME METAL GOODS MFG. CO. Dept. B. Newark 2,

# PITCHMENIII

# Amber Colored Combs

A complete line (9 attractively designed numbers) for demonstrating purposes. The colors are uniform and deliveries made same day order received. Also available, to help you with your demonstrating, are Breakable Combs at 85 cents per gross. Buy direct from a manufacturer who understands your needs. Sample and prices sent upon request.

Pitchmen only, PLEASE. TAMOR PLASTICS CORP. LEOMINSTER, MASS.

# TODAY'S FASTEST NOVELTIES SALES IN THE WEST

Clown and Monkey Head on Swagger Canes, new flashy Item \$ 7.20 \$ 84,40 Squawky Dolls, heavy rubber, 11" tail; Bugs Bunny, Mickey Mouse, 3 dos, to box 2.70 32.00	
Squawky Dolls, heavy rubber, 11" tail; Bugs Bunny, Mickey Mouse, 3 dos, to box 2.70 32.00	
Feather Dolls, Jap 7" celo., beauties	
Water Guns, 75 spcl. automatics; to 200 shots 1 filling, kids' favorite 8.50 78.50	
500 Shot Raider Submachine-Type Water Gun, red and black plastic, 17" long 15,30 180.00	
25 Special Defender red plastic Water Gun	
Balloons, Oak, #11 Mottled Alrship or Rd. Typo	
Ballouns, Oak, =524 Mottled Airship or Rd. Type	
Balloons, Oak, #10 Cross-Eyed Charlle, red nose on yellow	
Balloons, Oak, =10 P. Happy Hop and Jolly Jeey	
Reed Sticks, 24", \$1.00 gr.; 18", wood, 75c gr.	
Bubble Pipe Pop-Ups, new, good Item	
Balleons, various types at Western distributors' prices.	
Whips, Tipp brand, best long lash, 3-doz. lots 1.60 17.80	
Batons, times knob, R.W.B., with bell 1.60 18.00	
Mankers, large, jumping, colored fur and bell, Indiv. boxed 5.80 68.40	
Do Do Monks, chenille arms and legs, with bell	
Bo Bo Manks, chenille arms and legs, with bell	
Flying Birds, 2 types, \$10.80 and \$13.20 a gross; and other Celebration Items.	
25% Deposit With All Orders-Balance C. O. D.	
TRUTTED TRUTTED TO STATE OF THE	

# STREET PHOTOGRAPHE

WE HAVE CAMERAS MAKING A GOOD CLEAR 2:3 FERROTYPE PICTURE IN ONE MINUTE No Experience in Photography necessary, using Newsman Wire Type View Finder. Just map the picture and drop in Developer, remove and ringe. Picture is then complete.

PRICE, \$18.75. (Includes 25% Federal Tax.) We also have Button Plates and Brooches.

DAYDARK SPECIALTY CO.

2827 BENTON STREET ST. LOUIS 6, MO.



selling item. Cost to dealer, \$2.95 ea. Packed 12 to a master carton. Min. order 6.



#C612 Son-Chief AUTOMATIC Pop-Up TOASTER

Full size, oven type, Sparkling Chrome Plate, Bakelite handles, feet and knobs. 59.67 ea. Packed 8 to a carton. Min. order 3.

- OTHER HOT SELLERS. #8-300 Steam-O-Matic Iron, sturdy, de-pendable, \$9.55 ez. 6 to a carton, Min.
- man. Chromium Salls, \$7.75 on Min.
- order 4.

  2811 Boat and Clock Deluxe with Lights.

  280.60 ea. Min. order 4.

  250 Canary Cottage Clock, Deluxe Green
  Cater. \$5.35 ea. Min. order 6.

  2375 Banjo Wall Clock, Swinging Pendulum. \$7.75 ea. Min. order 5.

  2380 Abbey Clock, Mantel Type, Swinging Pendulum. \$7.75 ea. Min. order 6.

  2385 Grandfather's Clock, Mantel Type,
  Swinging Pendulum. \$7.75 ea. Min. order 6.

25° With Order, Balance C. O. D. Bend for price list of other merchandise available for immediate delivery.

B. M. LULOFF CO. AB Finthush Ave., Ext. B'klyn T. N. Phone: ULiter 5-3490-6440



BRAND NIDAY DINASIL WHOMS FOR PARKS AND CARNIVALS

> No. 961 CHROME PLATED FIGURE LAMP \$2.75 Ea. \$32.00 Doz.

Graceful 10-in, figure on highly polished chrome base decorates this dis-tinctive, luxurious looking lamp, 12 inches high overall. Packed individ-ually, I doz, to master

No. 960 LIGHTHOUSE SHIP \$2.25 Ea. \$26.00 Doz.

Milk-white glass ship and base finished in allver and blue. Lighthouse 9 in., base 6x5 ins., overall 10 % in., ship 5x4 in. Individually packed, 6 to master

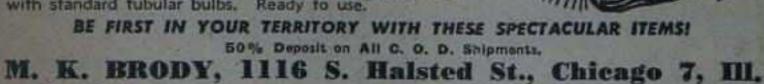


No. 145 Beautiful

# LAMP with GLASS HULL

15 inches high \$4 14 Inches long In Lots of 6 or more, \$4.00 each

Light shines from port holes and upward on mirror-like chrome plated sails, reflecting a myriad of irridescent colors that bathe the room with a charming glow, like moonlight on the sea. Finished in Duco-white with gold and blue hi-lites. 6 to master carton, complete with standard tubular bulbs. Ready to use.



Send for FREE Catalog.

In Business in Chicago for Over 34 Years.

# Sensational New Fluorescents With "Miracle" CIRCULAR TUBES!

HOMELITER

MAXILUME

22 Big Money-Makers in Single, Fast-Selling Line!

Just like having "exclusive" when you sell sensational new CIRCLINE Pluorescents. First to utilize circular tubes in fixtures for kitchens, directes, halls, bedrooms, and play rooms. Also in beautiful Floor Lamps, Table Lamps for living rooms and Pin-Ups, for Shaving and Vanity Tables. New Streamline Designs never before offered in Fluorescents. A walk-away for quick, big-money sales. Enormous demand in homes, stores, offices, public buildings - everywhere. Be first in your territory to cash in on latest Fluorescent "Gold Mine."



MAXILUME PIN-UP

# FREE! Send Name for FREE SALES OUTFIT

Don't send a penny. Sample Outfit is FREE, Rush name on penny post card for money-making facts about most sensational line of Finorescents ever offered to agents. Also immediate delivery on all sizes and types of standard Finorescents. All Fixtures complete with Tubes! Don't miss these big, quick profits. Rush name on post card this very minute for Free Sales Outfit.

125 W. Hubbard, Dept. 137-E CHICAGO 10, ILLINOIS



MAXILUME COMPANY

# **NEW-COLORFUL**

EYES LIGHT UP WHEN COIN IS DROPPED

Just slip a coin in Jojo's mouth and watch Jojo's eyes light up. Everybody goes for Jojo! The kids love Jojo — and Jojo fascinates the old folks. It's worth a small coin to see Jojo's eyes light up in appreciation of the donation. Jojo is made of tough composition in beautiful glazed porcelain finish. Brilliant colors add flash and eye appeal. Completely self-contained electric unit with long life, heavy duty battery — with General Electric bulbs. Stands 6½ in. high, base measures 5½ x5½ inches. Let Jojo go to work for you! He'll bring those dead spots back to life.

SOLD FOR PACKED 24 TO A CASE

SAMPLE ONLY \$1.85 EACH

# HEADQUARTERS FOR WESTERN SADDLE HORSES

WE GIVE YOU THE FINEST AT THE LOWEST PRICES

PACKED 8 TO A CASE. SAMPLE ONLY — \$2.95. PRICE, PER DOZEN.

JOJO

THE ELECTRIC DANKED

MAZON HE CHE S SONT IN

LARIAT COWBOY HORSE. METAL BASE. PLENTY OF FLASH, EACH.

THE FAMOUS MODEL R2—ABBOTWARE GENUINE BRONZE HORSE RADIO, EACH . . . . .

. MICKEY MOUSE WATCHES

ALSO IN STOCK . G.E. WAKE-UP ALARM RADIO YANKEE CLIPPER SESSIONS CLOCKS

IVORY PORTOBAR RADIO CANDY FILLED CEDAR CHESTS ALL PRICES F. O. B. CHICAGO-SEND DEPOSIT ON C. O. D.

807-9 W. MADISON ST. CHICAGO 7. ILLINOIS

Long Distance Phone: Monroe 9077

CIVE TO THE DAMON RUNYON CANCER FUND

# Small Fry Are Big Shots Down Birm'ham Way

the first major thrill ride to be installed, and it proved to be popular from the first. Now a No. 5 Ferris Wheel and a Spitfire have been added.

Charles Paige, of National Amusement Devices, is now on the grounds constructing a kiddie Roller Coaster similar to the one at Dallas. An elaborate front is being prepared to give additional flash to what we expect to be a very popular attraction. The Coaster will be publicized as a Junior Coaster so as to appeal to older children and parents as well as the kiddies. It stands 14 feet high and has 750 feet of track, representing an investment of \$15,000 for its basic structure. About \$5,000 is being spent on lighting and front.

We found on our hands one of the largest swimming pools ever operated in the country. The pool had not been operated since the depression and was found uneconomical-at this time-for remodeling as a swimming

Our board has decided to put 10 of National Amusement's fiber glass boats in the pool, and they will be in operation within a few weeks.

### Striking Entrance

Over \$10,000 was put into elaborate neon entrance ways for Kiddieland Park. A 50-foot pedestrian gate is illuminated with moving Mother Goose figures in four colors. A neon auto gate sign, 15 feet high, shows teddy bears driving auto. A figure of a small boy beckons autoists into the park with a moving thumb.

We have used plenty of neon, fluorescent and incandescent lighting, gobs of bright paint, and have spared no expense to provide flowers and greenery. Two thousand dollars was spent to plant running roses around the park fence.

The total investment for the amusement park will represent something close to \$100,000.

Thus far over 250,000 ride tickets have been sold since the June 5 opening.

### Constant Promotion

Promotional activities keep a steady flow into the park. Station WSGN names a king and queen of Kiddieland on its Comic Club program and the winners are guests of the park for one day a week. The same station broadcasts from the park bandstand every Sunday afternoon, and the free radio show is advertised in the newspapers, thus tying in radio publicity with free acts.

Hillbilly programs, band concerts and other free shows are given each Sunday.

Admission to the grounds is free. Parking is free. A wooded picnic grove with barbecue pits and tables and benches also is free for small family groups. A minimum clean-up charge is billed for large picnics.

All children's tickets are 9 cents. Adult prices vary from 10 to 20 cents. Birthday parties and picnics are encouraged, but no special rates have been given this year for ticket purchases.

### Press, Radio Co-Operative

Three free parties have been given this year for underprivileged groups, the park contributing rides and with civic clubs furnishing chaperons and transportation.

Several new promotional stunts are now in the pot. Newspapers and radios are generous with space, provided the publicity has news value. Paid advertising is used daily in the newspapers, with larger ads on weekends.

Members of the Alabama State Fair Authority Board of Directors are Bedford Seale, chairman; Vincent Town- Hal S. Whisler and Don Seweill,

# Dailey Railroader Comes to Front

business 43 years ago with the Norris & Rowe Circus," Noble relates, "and I've been with this one since February, 1944, when it had just 10 cars. We would put it up in about 11/4 hours and take it down in 45 minutes. Now it takes three hours to put up and about 11/2 hours to take down We only had an 80-foot top at the start and now we've got a 130-footer.

Morale Runs High

"You can't beat working conditions on this show. . . . It's more like a big family than anything else. . . . These people can't be best when it comes to working for someone. . . . Why on this show everyone calls Davenport by his first name, and he knows the first name of practically everyone on the show. . . . He's never too busy to stop and talk to you. . . And R. M. (he referred to R. M. Harvey) is the same. . . . Everyone loves him. . . . That's why I say it's more like a big happy family than anything else."

Regarding business this year, Davenport says, "To date we are holding our own with last year's figures. Last year was a very good season for us, and I think the great publicity we've received, thru the efforts of Bev and his gang, is responsible for helping us keep even with last year. Whether you know it or not, people have tightened their spending this year and that, coupled with the fact the weather at the start of the season wasn't too good, could have put us below last year. But we are even with last year and that's good, believe me.

### Attendance Holds Up

"I'd like to tell you that our attendance figures are away ahead of last year, but that wouldn't be the truth," Davenport went on. "I do tell you, and this is the truth, that we are equal to last year and that satisfies us."

Davenport, who started his career in outdoor show business as a groom at \$3 per week for Seils-Sterling Circus, owned by the Lindemann brothers, now has one of the Lindemanns. Peter, working for him as contracting agent. The other two brothers are still living. Art is with the Al G. Kelly-Miller Bros.' Circus as brigade agent, and Will, the oldest, is retired.

### May Scout Europe

Davenport declares he may go to Europe this fall to scout for new acts. He'd like to get at least one, if not more, good name attractions for the show. Right now, he says, the show lacks a strong name act-one that is different. "You've got to give people something new, something they haven't seen and right now we're working on that. I don't know what we'll come up with next year but you can bet it'll be good. It'll have to be good before Eva. Harvey, Kelley and the rest of 'em will okay it," Ben said with a smile.

Yes, Dailey Bros.' Circus is suffering from growing pains, but the pains have been lessened and Doctors Dayenport, Harvey and Kelley are still working on the patient.

# 30G for Ocean City Survey

OCEAN CITY, N. J., July 24 .- A survey of the entire Ocean City beach front by U. S. Army engineers at a cost of \$30,000 was authorized this week by the city commissioners after a conference with property owners. The resort will pay \$15,000 as half the cost of the study, which will require 12 to 18 months to complete. Such a study has been discussed since last winter when property owners demanded action of a program aimed at restoring bathing beaches.

send, vice-chairman; Ervin Jackson, William M. Spencer Jr., O. L. Ford,

151

grounds near Norfolk, and was active in several Norfolk and Virginia Beach civic enterprises. He died eight days after suffering a stroke in Norfolk. He rallied in De Paul Hospital, then developed pneumonia and complications and succumbed July 16. (See Final Curtain, July 24 issue.) Funeral services also were held in Norfolk Saturday (17).

### List Pallbearers

Accompanying his widow, Mrs. Frances Shean, from Norfolk for final services was Mrs. Bertie Norwalk, for several years assistant to Shean in his park activities. Pallbearers were J. C. McCaffery, Frank P. Duffield. Lew Dufour, Clif Wilson, William Carsky and Al Sweeney.

Partial list of those atterding services included Mr. and Mrs. J. A. Darnaby, Maxie Herman, Mr. and Mrs. F. J. Bligh, Bob Parker, Mike Wright, Charles H. Hall, John F Courtney, Lou Keller, E. Courtemanche, Art Briese, John M. Duffield, Roger Littleford, Maynard Reuter, Nat Green, Ralph G. Lockett, Ida Cohen, Oliver Barnes, Max Brantman, Walter Payne, Louis Brandini, Mr. and Mrs. Ed Sopenar, James Campbell, Mrs. J. C. McCaffery, Henry R. Thode, George Hodgins, Mrs. Paul Massman; Paul Conaway, of Macon, Ga.; W. R. Reinhart, Walter F. Driver, Joseph L. Streibich, Ned Torti, John Gallagan, Louis Berger, Irving Zolun, Frank J. Lee, Andre E. Dumont, Howard Gloss, Jack Nelson, George B. Flint, Morris A. Haft and Sam Gluskin.

### Many Floral Pieces

Floral pieces were received in Chicago from Morris Lipsky, Mrs. Hody Jones, Bud and Boots Paddock, Johnny J. Jones Shows, staff of Johnny J. Jones Shows, Mr. and Mrs. J. A. Darnaby, Frank and Catherine Bittle, Tommy Thomas, Lew and Ada Dufour, Paul and Carolyn, Virginia Beach Rotary, Peggy and Bill Fisher, Nehi Bottling Company, Mr., and Mrs. M. C. Mohr, town of Virginia Beach, Gem City Shows; Frank P. Duffield, Thearle-Duffield Fireworks Company; Mr. and Mrs. W. D. Haley, Ida Cohen, Joseph Drambour, Bob King and E. V. McNeill, Red and Elizabeth Church, Bill and Phoebe Carsky, Louis Stern and I. J. Polack, the Bob Parkers, Clif and Frieda Wilson, Patty and Frank Conklin, Virginia Beach Chamber of Commerce, the Noon family, the Sedlmayr family, Max and Frieda Stein, Mr. and Mrs. J. C. McCaffery, Myrtle and Jimmy Kantopanos, Thelma and Hal Halsted, the Corrigans and Peg. Mr. and Mrs. Biscow, William Patton, Blanche Fulford, Virginia and Norm Wilbe.

Norfolk Floral Pieces

Floral pieces were received in Norfolk from Clark and Alice Brewer White, Frank and Mae Wirth, Mr. and Mrs. Withers and Ann, Doris Rickey and Billy Harris, Mr. and Mrs. Harold Bunker, Bertie Norwalk, Mr. and Mrs. is now playing fair dates and cele-P. O. Stout, Mr. and Mrs. J. B. Wilson, Mr. and Mrs Thomas Stout, Mr and Mrs. Frank Stephens, Mr. and Mrs. Fred Crust Jr., Showmen's League of with his kid circus unit. Bernie America, Bill and Betty Cook, Bill worked at Banning Park, Wilmingand Frances Nixon, Cappie and ton, Calif., July 19 under Safeway Horace Bluford, Garry Harris and Stores sponsorship. The date was a family, Gloria and Stephania Sykes, company picnic and Griggs was Mr. and Mrs. Robert M. Boyd and booked thru the Bert Levey office. family, George A. Hamid and staff, He played Anahiem, Calif., under Vernon and Lillian Bluford, Marty Elks' sponsorship for the Walter Trask Johnson, Ocean View Park, DeKoven office and then went to the J. W. and Margaret King, employees of Robinson Company stores in Los An-Casino Park, Mr. and Mrs. H. W. geles to work up enthusiasm for the Chaffee, Fairfax Laundry, Virginia company's annual employees' picnic. Beach Lions Club, Dunes Club, Mr. Griggs is booked to play the San and Mrs. Art Seydler, Mr. and Mrs. Joaquin County Fair at Stockton, James P. Guzzy, David Stormont and Calif., then takes his circus unit to family, Jack Greenspoon, Dudley the Oregon State Fair in Salem, work-Cooper and Dick Darden.

# Under the Marquee

Continued from page 94)

the folks he visited were John Seawill, Jimmy Armstrong, Buzzy Parts, Harry Hunt, James M. Cole, Lew Barton and Floyd King.

An old-fashioned burg is one where the hamlet's marshal warns his neighbors to whitewash their coal piles because the circus in town carries a steam calliope.

Jackie Dale and Bud Wheeler caught the Cole Bros.' Circus in Warren, O., after which they visited Ernie Berch on the Ringling show in Cleveland, where Jackie and Bud are making their home. They also renewed acquaintances with Annabelle Schuyler when the Dailey show played Sandusky, O.

En route from Chicago to Pontchartrain Beach, New Orleans, Harris (King) Reynolds, tight wire performer, went by way of Macon, Ga., to visit his family. While there he also visited Paul M. Conaway, attorney for several circuses. Reynolds is playing parks and fairs for the Charles Zemater Agency, Chicago.

There is some money in being a purchasing agent for a circus nowadays, because circumstances have changed since those bad depression days when they didn't need one.

Hal Young, ex-billposter, who has been off the road since being discharged from the army, is now residing in Kansas City, Mo. He reports he is looking forward to the appearance there of the R-B show, August 8-10. Show will play a lot in North Kansas City instead of the usual lot at Belmont and St. John, Young reports.

The Ringling-Barnum show was the subject of a full-page layout in the rotogravure section of The Youngstown Vindicator July 11. Featured in the layout in the Ohio paper were clown Emmett Kelly, aerialist Rose Gould, clown Charlie Bell, clown Lou Jacobs; Sheba, the tiger; Boston, the baby giraffe; Elmer, the rhino; Gabby, the chimp; Whitey, the bear, and Willie, the sea lion.

An impromptu reunion took place en television while Polack Bros.' Western Unit was appearing at Shrine Auditorium in Los Angeles. Sam Ward happened to pass thru the room where KTLA was televising interviews during intermission when Dick Lane, the commentator, literally buttonholed him and had him before the camera before Sam knew what had happened. Dick had been best man at Sam's marriage at Hershey, Pa., 14 years ago, and this was their first meeting since.

During these hot summer days, First of May's still pursue learning to set 'em up and tear 'em down, but at a pace best described as a slow creep.

Bernie Griggs, veteran circus clown, brations in California. He recently completed a successful date at the San Diego County Fair at Del Mar ing for the Levey office.

# Outdoor Biz Out of Slump?

given good weather, they will cross the finish wire with grosses approaching those of '47. (See story in Park Section.)

Park operators mirror what is generally transpiring in the outdoor business. For instance, they say their attendance is almost the same as last year. However, their income from ballrooms, rides and shows is down. They blame this upon prices, pointing out that the 20 per cent federal tax puts prices in a class which holds down the play for those things. At the same time they say revenue from eat-and-drink concessions is up, indicating folks will pay for what they regard as essentials. Park men also say the income from games is up, and they ascribe this to the fact the games charges carry no federal tax.

### Easy-Come, Easy-Go Gone

One notable change has been marking games this year. There is more merchandise being given out. This in part is due to pressure from powers-that-be and also to a change in the patrons' attitude. Gone, apparently, are the easy-come, easy-go

Another striking feature of the first half of the season has been the stepped-up publicity. Carnivals are giving their advance greater attention than at any time since before the war. And they are spending more money on flack than ever before, putting an mounting number of midway organ- cinnatus, N. Y.

izations are stressing kiddles' matinees, with givenways.

The small fry also are coming in for greater attention at parks. Not a few funspots have installed or expanded their kiddielands. This is a direct pitch to get the grown-ups to come out and, perhaps, spend some money on themselves while the youngsters are having their big time. This reflects the shakedown to what some prefer to call the norm in the outdoor business, with the big objective again the family trade.

### Rising Costs Hurt

All branches of the outdoor business are feeling the increased cost of operations. Labor, supplies, replacements and repairs continue to mount in dollars. Meanwhile, operators find themselves in a position where they no longer can boost prices. In fact, a few have made some minor adjustments downward. The result of the rising costs and dipping grosses has, of course, narrowed the profit margin.

However, those in the outdoor business look to the future. They realize that the wide profit margin is a thing of yesterday and they'll be content with a much smaller profit. To that end, however, they are not squatting on their sit spots. They're doing something about it. They're stepping up publicity. They're cutting out the dead wood. And, they're watching the costs. They figure this will prove another good year, tho not perhaps as good as last.

Mr. and Mrs. Fred Timon, of Oswego, N. Y., report they caught Texas Ella's Wild West Show at West Eaton, increasing proportion into radio. A N. Y., and Lee Bros.' Circus in Cin-



HEADLINE 30-PC. SET SILVER-PLATED FLATWARE

> COMPLETE WITH CHEST

PLENTY OF EYE-APPEAL. POPULAR PATTERN. BUILT FOR WEAR. Quality allver-place over nickel-silver base. Lustrous satin finish. 30 pieces: 12 teaspoons, 6 dessert spoons, 6 forks and 6 knives with stainless steel blades . . . Each set with tan leatherette covered wood frame chest. Attractive embossed cover. Don't miss this extraordinary value. 3225395C-30-Pc. Set. Complete WITH Chest . . EACH \$4.95. PER DOZEN SETS \$57.60. STAINLESS STEEL FEATURE BARGAIN. 24-pc, set in sleek satin finish with polished bowls, times and blades. Complete with chest as described above. Limited supply. 3225398C-24-Pc. Stainless Steel Set with Chest . . . EACH \$4.75. PER DOZEN SETS \$54.95. Wholesale only. 25% Deposit on C. O. D. Orders.

Write for new 1948 Catalog. 434 Pages . . . Over 5,000 Super Values.

# JOSEPH HAGN CO.

223 W. Madison St.

Wholesale Distributors Since 1911 Chicago 6, III.

NOVELTY HIT OF THE YEAR! REAL HOT SELLER! PEE WEE VIEWER SENSATIONAL "SQUIRTING NOVELTY"



We require 50% deposit

A genuine midget viewer! Gorgeous girls in beautiful colors.

Well made of bright plastic with nickeled trim. Powerful Lens! Mechanically perfect! Many squirts with one easy filling! Tiny! Fits vest pocket!

Dozen

Gross on all C. O. D. orders. Send for FREE illustrated catalog of 1000 other



FRANCO AMERICAN NOVELTY COMPANY

1209 Broadway

Hot Items!

New York, N. Y.

# POPULAR DEMAND FOR MUNCIE-MADE TICKET GAMES

Has made Muncie, Indiana, the ticket game center of the nation!

PUPULAI

Concentrate your purchases of ticket games with these Muncie, Indiana, manufacturers

GAY GAMES, INC. NOEL MANUFACTURING CO. WERTS NOVELTY CO., INC. HOME TALLY CARD CO.

# a Winner ... "TENS AND TWENTIES" Here is the Board that has 'em all Beat! 5 NUMBERS ON EACH TICKET 400 GL Holes 25c PLAY . . . SUPER THICK FORM NO. 14407 Takes In . . . . . . \$100.00 55.16 Av. Payout . . . . AV. PROFIT .... \$ 44.84 MFG. CO. HOMAN AVENUE CHICAGO 51, ILLINOIS NORTH

# All Orders Shipped SALESBOARDS

_ =====================================			the section below to	Marchael A	
Holes 400 1000 1200 960 980 1000 1000 1200 220	Play 54 254 254 54 54 54 254 254	Description Lucky Bucks, Thick J.P. Charley, Thick Texas Charley, Thick Fully Packed, Thick, Girl Board It's the Knots, Thick, Girl Board Barely Speaking, Thick, Girl Board Glovely Lady, Thick, Girl Board Pick a Cherry, Thick, Seal Board Fin & Sawbuck, Thick, 5 Nos. to Ticket Kwick Fin, Giant Holes, 6 for 25¢	. Avg. 51.95 . Avg. 102.98 . Avg. 26.25 . Avg. 26.25 . Avg. 26.60 . Avg. 28.60 . Avg. 30.04 . Avg. 33.15	Price 5 .85 1.25 1.60 2.75 2.75 2.75 2.75 2.75 2.85 2.85 2.50	JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS on Sticks—Sizes
		ITE FOR OUR LATEST ILLUSTRATE			1000-1200-
	-	THE PROPERTY OF THE PARTY OF TH	Control of the Contro		

Stating your requirements. Large stock Piain, Tip, Definite, Jackpot Boards, Coin Boards, Super Clant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

BOX 66, MICHIGAN CITY, INDIANA

# List Price 57.80 1080 Big Time Charley . 1081 Knockout Charley 1000 De Luxe Charley 576 Five Spot 600 Super Triple Step Up 1000 Peaches 1200 Apple Ple 1200 Pack A Cherry 200 Quick Firs, 6 Tickets for 256 S.00 257 G.50 257 With order, bal. C. O. D. We carry a complete line of Saleshoards. E Send for our Complete Pripe List. HENRY E. WEISS, 140 N. 31st St., Belleville, III.

# BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS

		AT A SACRIFICE!	
4	21/2	gal., latest model super-automatic freezers	\$1,059,00 486.00
5	40	gal, hardening cabinets, latest model	370.00
100	-	FREIGHT PREPAID!	1
		Write or phone R. B. BOX	

Elizabeth City, N. C.

216 N. Martin St.

Telephone 165

# SALESBOARD SIDELIGHTS

Joseph Berkowitz, president of Universal Manufacturing Company, Kansas City, Mo., has just returned from a six-city trip thru Houston, Little Rock, Memphis, St. Louis, Cleveland and Chicago, where he contacted a number of his distributors and appointed several new firms to handle the firm's line. Universal is now in production on a new pad deal, called Football Bingo. New item is a brother to the Baseball Bingo pad which has taken the spotlight as a big demand item during the baseball season. Berkowitz says. He is planning another extensive trip by auto in the near future, during which he will cover the country from coast to coast.

Harold Boex, Pioneer Manufacturing Company, Chicago, vice-president, put on his travelin' shoes Monday (19) when he drove off for Pennsylvania. Will be gone about 10 days, traveling the Pennsylvania area. Staffers report Pioneer's annual picnic, held Sunday (18) was a big success. . . . The McNamara Company, Chicago, reports its team of brother sales representatives, Philip and Bill McNamara, are currently roaming the roads taking the tidings of the newest pellet board releases to the field. Five new insert boards are due for unveiling shortly, Production Manager Walter McNamara

Superior Products, Chicago, is humming with high salesboard activity, officials report. Firm's sales manager, Robert H. Kolinsky, continues to cover the West Coast on his contact trip which started July 9. He will be gone another two or three weeks.



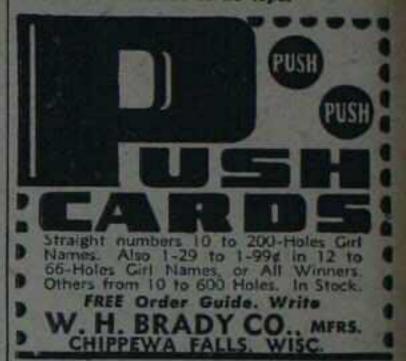
# PUSH CARD DEAL

It's Red Hot!!

IF YOU WANT QUICK, EASY PROFITS WRITE FOR OUR CIRCULAR GIVING **FULL DETAILS** 

THE STEINBERG-WILLS CO. 105 W. 9th St. Kansas City 6, Mo.

Sam Tumpson, sales representative for Harlich Manufacturing Company. Chicago, will soon be back in his Indiana, Illinois, Michigan and Wisconsin territory, Sales Manager Sam Feldman reports. Tumpson is recuperating rapidly from a recent major operation. . . . Iry Padorr, Peerless Products, Inc. Chicago, says the efficient production machinery in use at the plant means that rapid switches from one board to another is not only possible but means that a full line of numbers can be kept on hand and going out to the trade. Firm's sales manager, Bernard Kite, and Ben and Marshall Maltz, are keeping close to the present board trends and promise that Peerless Products will continue to be tops.





# IF? You Want Fast Delivery Beautiful Salesboards Full Count Jar Deals FAIR PRICES Write GALENTINE MOVELTY CO. 520 E. Sample St., South Bend 18, Ind.

Full or part time Complete line of Tinket Deals Address.

Care The Billiboard, 2160 Patterson, Cincinnati, O.



# Brand New! SLOT MACHINE DICE

(Exactly like a slot machine) Something definitely new to the numericust used. Some The first I that room hetay? Fine only payout card in clusted with such set of tures

Patents Pending

ORDER DIRECT FROM THE INVENTOR
These Dies can be installed in any machine now using Dice, making an entirely new
Game out of your Old Machines.

DISTRIBUTORS AND JOBBERS: WRITE FOR QUANTITY PRICES. DESTRUBUTING DONE AND

Dopyrighted maleria

# USED COIN-OPERATED MACHINES

Music . Vending . Amusement . Bells . Counter Only advertisements of Lised Machines accepted for publication in this column.

RATE-12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

Vending Machines, All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 Newgard Ave., Chicago.

Machines, wooden boxes, \$7.50, Leon Gutz, \$3 Knapp Ave., Clifton, N. J.

ehine and 3,500 Balls Gum for \$20. 5 deals, \$95, 10 deals, \$195, Machines only, \$475 for all 40. Brackets, 60c extra. Paul Bowers, RR 2, Claypool, Ind.

BUY NOW-CIGARETTE MACHINES, EQUIPment thereby reconditioned and refinished. Low does: we buy equipment. Central Vending Machine ervice Co., 3967 Parrish St., Philadelphia 14, Pa. EVergreen 6-4244.

Chute Diguers, Exhibit Iron Claw Diguers, Erie Diguers, band operated, Rotary Merchandisers, National, 4248 Sansom, Philadelphia, Pa.

FOR QUICK SALE WE HAVE 50 "POP CORN Sez" Vending Machines left. Like new, Guaran-teed. \$100 cach F.O.B. Syracuse, New York. N & N Amusement Co., 526 Butternut St., Syra-ms, New York.

FOR SALE-30 "POP CORN SEZ" VENDING Machines, fully guaranteed, ready for location. A bargain at \$99.25 each, freight prepaid, Moore, 28 N. Dubuque, Iowa City, Iowa.

FOR SALE—BALLY ROLLS, 14' SKEE BALL Alleys in first-class condition, 200 cach. Also Farget Rolls, \$80 each. Reliable Size Ball Co., 2512 frying Park Rd., Chicago, Ill.

SALESBOARDS

KIRK'S ASTROLOGY SCALE WITH TICKETS—Good, \$100. Janette Converter Changers, 32 DC to 110 AC, \$22.50. T. F. Deal, Great Bend,

LIKE NEW BALL GUM MACHINES AND 3500 highest grade Tot Brand % Ball Gum, \$15.00. State make machine preferred. T. O. Thomas, Paducah, Ky. 1931

LIKE NEW-PENNY STAR PEANUT MAchine filled with Peanuts, \$5. Perfectly reconditioned, \$4. Limited quantity, Cash with order, T. O. Thomas Co., 1572 Jeff., Paducah, Ky. au14

OUT THEY GO, OUR LOSS, YOUR GAIN—WE must have more room. Advance Ball Gum Machines, perfect, \$8; Advance Peanut Machines, perfect, \$8; Columbus Peanut Machines, perfect, \$8; Columbus Peanut Machines, perfect, \$7; Atlas Ace, perfect, \$7; Hawkeye Peanut Machines, \$6.50; Northwestern 33, porcelain, Ball Gum, \$8; Northwestern Peanut, \$8; Northwestern Merchandisers, \$7.50; Cabinet Type Victors, \$8; Master 1c, \$7,50; National Ball Gum, \$7; Northwestern Bell Type, \$8; Star Vendors, filled with peanuts, \$4; like new Grip Views, \$27.50; Kicker & Catcher, like new, \$27.50; Kicker & Catcher, like new, \$27.50; Gusher, 5c, fruit reel, like new, \$17.50; Mills Vest Pocket, reconditioned, \$17.50; Gusher, 5c, fruit reel, like new, \$17.50; Mills Vest Pocket, reconditioned, \$17.50; S-compartment Log Cabin Peanut Machines, \$12.50; Le Arcade type Wind Mill Ball Gum Machines, \$12.50; lic Arcade type Wind Mill Ball Gum Machines, \$12.50; S-compartment Log Cabin Peanut Machines, \$10; Silver King Hot Nut Vender, 5c, like new, \$20; Ic Home Run Ball Gum Target, \$10; arcade type 2 for 5c Pont Card Machines, \$15; 2 for 5c Card Machines, like new, counter type, \$10; like new Vendit 150-piece 5c Candy Bar Machine, \$120, Many other machines at lowest price. Tell us what you want. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky

PHOTO MACHINES-WILL SELL 1 OR 20.
Going in army, Repainted, reconditioned, Bargain, Johnson, 4809 Harding, Dearborn, Mich.

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed, Priced from \$150, Consolidated Confections, 1314 8, Wabash, Chicago 5, 111.

TEN BALLY VICTORY DERBYS VERY clean, \$1,250. S. O. Novelty Co., 2500 Day-ton Drive, Baton Ronge, La.

TWO LIKE NEW IMP WITH 3,500 RALLS Gum, \$15, T. O. Thomas Co., Paducah, Ky.

VICTORY DUPLEX POSTAGE STAMP MA-chines, first-class condition, \$7.50; Match Vendors, \$4. Ideal Northside Sales Co., Indianole,

WATLING SCALE, #500, \$75; PIKES PEAK, \$10; Kicker Catcher, \$10; two Poison-the-Rat, both \$16; Gripper, \$10; Skytighter, \$27,50; Submarine, \$22,50; Gallery Ammunition, like new Rifles. Pops Arcade, Anniston, Ala.

25 ELECTRO-SERV HOT POPCORN MA-chines, condition almost new, 10c slot, 60 dellars each, F. G. B. Alfred Antrak, 10c Alteleison Ed., R. D. #3, Syracuse, N. Y.

31 BALLY BEVERAGE MACHINES—WILL, sell all or part. Perfect condition both mechanically and exterior. I. J. Markin, 707 W. Cornelia, Chicago 13, Ill. Graceland 7388.

Venders, 38 each; 20 Nords Masters, 36 each; 20 Silver Kings, 37 each; 50 Alvance Ball Gum Machines, 36 each; 10 Double Nuggets, 38 each; Gottlieb Three-Way Griopers, 310 each, All in fine condition. De Cotes, 25 Brospect Ave., Binghamten, N. Y.

# JAR-O-DO TICKETS WHOLESALE PRICES TO ALI BEE JAY SALESBOARDS

JAR DEALS -- BOX DEALS BINGO TICKETS - RED WHITE BLUE LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR

CAROL SALES COMPANY 312 E. Market St. Elmira, N. Y.

ALL TYPES OF TICKETS
PREMIUM MERCHANDISE
National Advertised Brand New Watches
All orders are shipped without delay BERNARD FISHER CO. 1610 Pledment Read Phone 25-771 Charlesten, W. Va.

# lardners

360 POSITIVE SAWBUCKS

DEFINITE PROFIT ALL 36 SEALS GO EXTRA THICK -- S NOS. ON A TICKET

TAKES IN: 590.00 \$53.00 PAYS OUT: PROFIT: \$37 00

360 **GOLD SEAL** SPECIAL 10° PLAY 6 NOS. ON A TICKET

TAKES IN: \$36.00 517.84 PAYS OUT:

PROFIT: \$1816

## \$2600



CHICAGO, 16, ILL.

# We offer you this Beautiful Pad exactly the same size as our Baseball Bingo Pad with which our many customers have enjoyed such a tremendous success. NOTICE BUY WE ARE NOT AFFILIATED, THE DIRECTLY OR INDIRECTLY, WITH ANY OTHER TICKET BEST MANUFACTURERS. FORGET 73 . THOSE WHO KNOW THE PERSON THE PLAY JAR-O-DO REST 1600 TICKETS ON ONE PAD \$80.00 Takes in 1600 Tickets @ 5 for 25c Pays Out: \$26.88 Card (Average) 18.00 Consolation \$44.88 **\$44.88** Profit (Average)

# PRIZE COME-ON ALESBOA

WRITE TODAY FOR FREE DESCRIPTIVE LITERATURE AND DISCOUNTS.

"WORLD'S FOREMOST MFR. OF JAR GAMES"

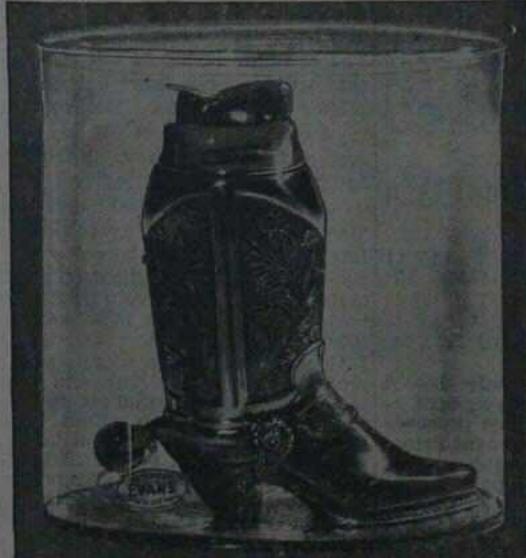
MANUFACTURING CO.,

405-411 E. 8th St.

NOVEL FLASHY

Kansas City, Missouri

TABLE LIGHTER



LIGHTER BY EVANS

. . . . . BOOT BY CHAMPIONS

Transparent plastic display box, packed in beautiful giff package. A quality board item designed with lots of flash and value. Cast metal, jeweler's finish in silver and 24 karat gold plate. Height, 5 inches.

YOUR WHOLESALE PRICE:

L-1-G . . . 24 KARAT GOLD PLATE . . . . . . 6.25 NET Shipping weight: 11/2 lb. per unit, approx.

Unrated orders, 1/3 down, balance C. O. D.

manufactured by CHAMPION PRODUCTS, INC. Dept. B. 305 East 4th Street, Los Angeles 13, California

# Pin Game Problems Spotlighted

# Over 200 Ops Jail Bell Slug User Report on Top Biz Subjects

# First of Three-Part Series

CHICAGO, July 24.—This is a story written by over 200 pin game operators located in 37 of the 48 States, about such grass-root problems as how play and costs today compare with last year and pre-war days. It is a story in which operators reveal how many weeks they keep new games in top locations; how long they keep them before they trade them in. In addition, it is a story that discusses in detail operators' feelings (and they are pretty violent, too) on the subject, "are pin games too hard for people to understand?"

### How Story Was Obtained

United States provides the material for the stories to be carried in the next three issues. Replies are still coming in, but at the time this is written 205 have been received, of which 175 qualify by being filled out properly, signed, etc. In percentages this means 8.6 per cent of operators polled have answered.

sufficient sampling when it is considered that Gallup, Hooper, The Pulse and other nationally accredited research organizations consider a 2 to 4 per cent cross-section as ample for establishment of accurate con-(See Games Problems on page 172)

# Change Asked For Oklahoma Coin Tax Law

# Would Repeal 10% Levy

move is underfoot here to repeal Oklahoma's 10 per cent gross proceeds than an operator can afford to retax on all types of amusement games and music machines and substitute a games are affected too much by the Legislature finally ended without putper machine tax on this type of equip-

Recommendation that the State Legislature, in its next annual session (which begins January, 1949), set the same time we have placed pin aside the 10 per cent tax came from games 10 years old that have the the State legislative council, a group set up to study such problems. As a general rule, the lawmakers accept the recommendations of this council, so observers here are betting that the calls. 10 per cent tax will be set aside.

announcements as to the amount of per machine tax which it would players to set their pop bottles and the summer. During the war and recommend, but members of the council headed by J. C. Nance did say that on the field glass making for more ing hot months remained about on a the per machine tax would return as much revenue as the present revenue act.

PHILADELPHIA, July 24 .-Lester M. Miller, a former art instructor in Reading, Pa., was sentenced to four months in jail last week by U. S. District Court Judge J. Cullen Ganey here for using a 25-cent slug in a bell machine. Miller pleaded guilty last May 24. He said he lost a lot of money in the bell machines at a Reading club and went home, made a mold and produced the slugs, one of which jammed a machine. Reading police arrested Miller and turned him over to the U. S. Secret Service which prosecuted the slug user.

# What Are Current Coin Mch. Conditions in England? Vet Music Man Gives Juke Pic

Operations Differ From U. S. - Biz Tops

By Thomas H. Kosh Jr. Partner, K.E.B., Camden Town, N. W. I., England

land, July 24.—Before going into the picture over here, I would like to explain that we, K.E.B., are specialists in the repair and modernization of juke boxes only, and know nothing inside and out, upside down.

CAMDEN TOWN, N. W. I., Eng- about coin-operated games. We are, however, familiar with all types of jukes-Wurlitzer, Seeburg, Rock-Ola, Mills, Capehart-and we know them

> Back in 1934 I was a pipe organ builder and a maintenance man in the employ of Wurlitzer's London house. I was given a manual of the Wurlitzer 412 and told to read it as it was going to be my job to service those machines. Thus, I had the honor of handling the first juke box to come into this country, that is, if we ignore a possible stray that might

# Indiana Operator Lets Down His Hair on Pin Game Biz

A questionnaire sent to 2,000 of the leading pin game operators in 37 States sent leveler holder with two or four onepin game operators in 37 States sent along with their replies to the questions asked by The Billboard in a current survey of pin game conditions. (See "Pin Game Problems Spotlighted," this issue.)

### Gentlemen:

"I received your pin game question-This proves to be more than a aire and was very glad to answer it. In the first place a pin game was made and designed for entertainment based on the sport of the old marble game, but the manufacturers gradually have drifted away from that idea and are now trying to make a robot that will do everything but give the player a free game. The score on most of new machines we buy is too high and we have to revamp the game to get it where a player can win a game. With their special bonuses and what nots, after a player hits it a few times and kicks it a few times he will probably get about 50 games, then a location gives us a service call complaining that the machine gives too many free games.

OKLAHOMA CITY, July 24 .- A model games is too high and burns out bumper contacts and points faster place them, and the kick-out ball pin have caught on and the fact that the change of line voltage. Some loca- ting additional taxes on pin machines. tions may have only 90 volts and others as high as 120 volts, which ing a new class of players. Most nocauses a pin game to go haywire. At ticeable in this category are women simple high score arrangement on which a player can get a free game now and then, that have made us more money and caused us less service ence. "The majority of the pin games are

Thus far, the council has made no also made with a flat top on the backboard which makes an ideal place for all sorts of advertising that falls down even up until last year, business durexpense for the operator. All companies seem to have the idea that ception, of course, of the lush Mardi they have to have one-half-inch holes

Editor's Note: The following letter in the bottom of pin game legs. Then from Louis Warak, president of they put three-eighths-inch leg levelhalf or three-quarter inch nails that pull out every time the pin games are moved. If they put three-eighth holes in the legs it would be much harder for the adjusters to come loose.

We quit trading in our pin games a long time ago as the bulbs and the glass and other parts are worth more to us than what the distributor would allow us on a new pin game. The cost of the pin game is too high and the depreciation too great. Buying a pin game in January for \$225, distributors will take it on trade in May for about \$25 or \$30 and charge (See Op Lets Down Hair on page 172)

# Flippers Score Big With Women Players Locations

NEW ORLEANS, July 24 .- Two things are causing operators and distributors here to be optimistic about the future despite the fact that play "The voltage on practically all late on machines is being hit by hot weather and the general exodus of natives to cooler resorts. These reasons are the manner in which flippers

Flippers, operators say, are attractwho in some spots are developing into rabid fans. Ops say that the it takes longer to play a flipper game, the added attention flippers are getting more than makes up for the differ-

Coin machine business in general, however, is back at the pre-war level. The reason is that more and more people are leaving the city during par with other seasons with the ex-Gras fortnight.

# Second in Series

This is the second in a series of articles written by prominent English coinmen on current conditions in England, Third in the series, written by Tom Boland and describing ball machine conditions, will appear next week.

have been brought in by some farsighted private individual.

Since then I have dreamed, invented and worked on nothing else and eyen during the war when I was making airplanes, I designed and patented and perfected the A.M.P. which was first shown at the Amusement Trades Exhibition in 1946. However, to date we have not been able to put this unit in production. It's not easy to do that in this (See What are Current on page 172)

# Louisiana Bell Operations Tax Starts July 28

BATON ROUGE, La., July 24 .-State Department of Revenue offices in Louisana are receiving blanks for the \$100 tax on bell machines enacted this spring by the Legislature. The tax, revenue officials are quick to point out, does not legalize bell machines. Stamps will go on sale July 28 and operators of bells have until August 15 to buy stamps for their machines or face the penalty of having revenue agents confiscate their equipment.

W. A. Cooper, State collector of revenue at Baton Rouge, and Dwight Laughlin, director of the revenue department's Shreveport office, comliquor tax in neighboring Mississippi, (See La. Bell Tax Starts on page 172)

# Candy Firms Deny FTC Charges

# Pa. Bottlers Launch Fight To Kill Tax

# Seek Help From Other Fields

HARRISBURG, Pa., July 24 .-Pennsylvania soft drink bottlers, in a concerted attempt to have the 20 per cent State soft drink tax dectared unconstitutional, have launched at the end of May were 1,782,484 an all-out fight against the levy. Keystone Bottlers Association (KBA) president, Emanuel D. Lowenstein. who announced the opening of the tax battle this week, has asked other business groups in the State to ally themselves with the bottlers in the campaign.

Tax, enacted for two years by the 1947 Legislature, requires that 1 cent be paid on each 12 ounces of bottled National Rejectors soft drink and 1/2-cent on each ounce of sirup used in the making of such Rep in New York City tax, a series of eight lawsuits contesting its legality were filed, plaintifs being Coca-Cola, Pepsi-Cola, 7-Up, Tru-Ade, and a number of other bottlers and sirup makers. However, in filing its answer to these suits, the State, via State's Attorney General T. McKeen Chidsey, denied all points raised by the soft drink industy (The Billboard, June 5).

## Tax Cuts Sales

In a continuation of the anti-tax ment, battle, Lowenstein stated: "Bottlers and retailers (including operators) are not the only ones who have been hurt . . . the 20 per cent State tax has diverted millions of dollars from normal trade channels and the effect is being felt indirectly by every merchant in Pennsylvania."

Since enactment of the tax, Lowenstein pointed out, surveys by bottling organizations with plants in other States show that the average increase in soft drink sales in adjoining taxfree States is about 33 1/3 per cent greater than in Pennsylvania. He also stressed the fact that in the first year of the 1947-48 biennium revenue from the tax was \$4,146,691 (or 414,-State's expectations.

"The first-year rate of tax collection indicates that the two-year period will be off more than \$8,000,-000, representing the loss of 800,-000,000 expected individual nickel sales worth \$40,000,000," Lowenstein said. He added, "A case of soft (See Pennsy Bottlers on page 157)

# Cigaromat Sets **Production Goal**

NEW YORK, July 24.-Cigaromat Corporation of America, which moved this week to new offices here, will manufacture 10,000 of its selectivetype cigar venders in its first production run, according to Martin Berger, president. The firm is now tooling up for quantity production, slated to begin in the near future. The vender, to be available in either three or six-column models, dispenses any conventional size cigars. Each column can be set for operation at 5 to 25 cents, in nickel steps.

Formerly located on Fourth Avenue, Cigaromat's new address is 114 East 32d Street. Harry Vielner is manager of the firm.

# Supplies In Brief

# Sugar Picture

WASHINGTON, July 24. - Sugar stocks and distribution for the first live months of 1948 increased slightly over the same period last year, Agriculture Department stated this week in a special sugar report.

Distribution for January-May period was 2,445,936 tons as compared with 2,359,939 tons for the corresponding 1947 period. Stocks on hand tons, while stocks May 31, 1947 were 1,605,251 tons.

Almost half of the cane sugar used in this country during the first five months came from Cuba, with domestic cane sugar furnishing only (See Supplies in Brief on page 158)

# Name Charles Lipton

NEW YORK, July 24.—Charles H. Lipton has taken on the representation of National Rejectors, Inc., in this area as head of National Rejectors Service Company of New York. The outlet, located at 447 West 50th Street, carries the complete line of the parent company's supplies and parts and houses facilities for repairs and conversions. Jack Abott, Lipton's ascistant, supervises the repair depart-

company comprises New York, Maine, imately 1,300 machines to date which Island, West Virginia and Virginia, Lipton also heads the Self Lok Cor- level is being maintained at 150 units poration.

# Dismissal Asked in Briefs **Answering Monopoly Claim**

Confectioners cite differences in cost of business with Automatic Canteen-Switzer explains special bar produced for automatic merchandising operators

WASHINGTON, July 24.-Seven confectionery manufacturers filed separate briefs with Federal Trade Commission (FTC) last week denying any discriminations in prices, allowances, services or facilities, and asking for dismissal of FTC's complaints. The firms, which thus denied violation of the Robinson-Patman Act as charged by FTC, were Wayne Candies, Melster Candies; Luden's, Inc.; D. L. Clark Company, Williamson Candy Company, Queen Anne Candy Company and the Switzer Licorice Company. A similar denial was filed several weeks ago by the Sperry Candy Company. FTC's allegation that Automatic

teen.

# Rudd-Melikian To Pay First Div. Aug. 11

PHILADELPHIA, July 24.—The board of directors of Rudd-Melikian, Inc., manufacturers of the Kwik Kafe hot coffee venders, have declared the corporation's first dividend of \$5 per share on the firm's Class A stock, and 75 cents a share on Class B stock. Dividends will be paid to all stockholders of record at the close of business August 11.

Firm, which was incorporated in Pennsylvania May 31, 1946, as reported by Cyrus Melikian, vice-president, earlier this month (The Bill-Territory covered by the service board, July 17) has sold approx-Vermont, New Hampshire, Massachu- are operated in 34 States by about setts, Connecticut, Pennsylvania, New | 100 operators, Heaviest concentrations Jersey, Maryland, Delaware, Rhode of equipment are on the East and West Coasts. Current production a month.

Similar answers were made by most of the confectioners in answer to FTC allegations that they offered services and allowances only to favored customers. Typical was the reply of Queen Anne, which stated that it had "occasionally" given free deals but denied that they were not made available to all customers. Switzer further remarked that its free deals were stopped in 1942; Luden's and Wayne, however, merely remarked that they denied "each and every allegation" contained in that particular FTC charge.

Canteen Company of America re-

ceived price discriminations was spe-

cifically denied by each firm. Altho-

not admitting that Canteen received

price differentials, each brief asserted

than any such differentials that might

have been made were not discrimina-

tory and were made only because of

lawful allowances for differences in

the costs of doing business with Can-

Deny Special Consideration

Luden's departed from the general trend of the briefs in offering as a "further defense" to the charges of preferential services and allowances the statement that the various counts of the complaint "failed to state a cause of action against respondent upon which relief can be granted." The transactions described in the complaint, declared Luden's "show on their faces that they did not involve payments by respondent to customers as compensation for services or facilities."

# Explain Vender Bar

While most of the respondents made a simple denial to the allegation that price differentials listed by FTC represented discrimination in favor of vending machine firms, Switzer went intogreat detail to assert that price differences quoted by FTC were not comparable since the company made a special bar for venders.

A special vending bar, said Switzer. was developed in 1939 because its standard bar was "not suitable" for (See Candy Men on page 157)

# Drink-o-Mat Names Four N. Y. Operators

NEW YORK, July 24.-Drink-o-Mat Industries, Inc., disclosed this week that four new operating firms, franchised during the last six weeks, have already placed approximately 80 Drink-o-Mat cup vendors in this area. The new firms, whose routes cover New York City, Northern New Jersey and extend into Westchester County, were listed by Mel Rapp, Drink-o-Mat sales manager, as the Beverage Dispensing Corporation, Federal Dispensers, Inc., the General Dispensing Corporation and the Club-Sodamat Corporation.

# Whyte-Dunn Also To Sell Craig - Built Bar Vender

669,100 5-cent sales) below the Dunn, Inc., of this city, announced this tributors. week that it will sell essentially the same ice cream bar vender as the machine previously announced by the Craig Machine Company, of Danvers, Mass. Whyte-Dunn holds patents on the machine equally with Craig. The Craig company will manufacture a unit which it will sell thru its own sales organization and another unit, different only in exterior lines, which will be sold by Whyte-Dunn.

approximately \$700, features an agi- his firm already has its production tating principle designed to keep the lines rolling. An initial run of 10 bars from freezing together. When machines went thru the plant last a purchase, all of the bars in the machine are jiggled slightly.

Principals in Whyte-Dunn are William W. Whyte Jr., Auburn manager for the General Ice Cream Company, and Harry B. Dunn, hardware merchant of Rumford, Me. To handle their sales promotion and advertising, Whyte and Dunn have retained the services of Douglas Fosdick, of Lewis-

tends to market the machine thru fac- 1, 1947,

AUBURN, Me., July 24 .- Whyte- | tory representatives rather than dis-

Commenting on the company and the bar vender, Advertising Manager Fosdick said, "These two young fellows (Whyte and Dunn) brought the original idea for an ice cream bar vending machine which would be efficient and practical in every respect to the Craig Machine Company. The idea was subsequently improved and developed by that company (Craig),'

Meanwhile in Danvers, Mass., Ralph Towne, assistant to the preci-The bar vender, which will list at dent of Craig Machine, reported that the customer inserts a coin to make week and the plant is now tooled for quantity production.

Towne said that tentatively Craig likewise intends to handle its sales of the machine thru factory representa-

# W. Va. Cig Tax Returns

CHARLESTON, W. Va., July 24 .-First year of cigarette tax collections for West Virginia netted \$2,146,515, State Tax Commissioner C. H. Koontz Whyte-Dunn is currently develop- reported this week. Return had been ing its sales organization. Altho no estimated at \$2,000,000 to \$2,250,000 sales program has been definitely an- when the tax was passed by the 1947 nounced, the firm indicated that it in- Legislature to become effective July



SPECIAL, \$72.50 Unceda Candy Ma-chine, 102 cap, with enclosed base, With Angle Iron Base, \$67.50. Without Base,

# CIGARETTE MACHINES

NEW C-8 Electric	\$222.50
Rowe Royal, 10 Cols., 400 Pack Cap	95.00
Rowe Royal, a Cols., 320 Pack Cap	85.00
Rowe Imperial, 6 Cols., 180 Pack Cap.	60.00
Unceda Model 500, 9 Cols., 350 Pack Cap	115.00
Unceda Model E, 9 Cols., 270 Pack Cap	59.50
DuGrenier, 6 Cols., 150 Pack Cap	32.50
DuGrenier, 4 Cols., 100 Pack Cap	25.00
8 Columns	35.00
NEW Uneeda, 8 Cols., 510 Pack Cap	159.50
NEW Uneeda, 6 Cols., 380 Pack Cap	149.50
NEW DuGrenier Challenger, 7 Cols	100.00

CRACKER MACHINES SPECIAL, S65.00

CANDY MACHINES National, 6 Cols. ..... 85.00 Rowe, 8 Cols. DuGrenier Candyman ........

65.00 Du Grenier Cham-35.00 plon, 7 Cols., 325 27.50 Pack Capacity, 580.00. U-Select-It
Advance Candy Machine 10e CIGAR MACHINES Single Column, Capacity 50,

\$22.50-1 Machine; 10 or More, \$15.00 Ea.

1¢ Stick or Tab Gum Machines, 500 Cap., \$17.85

DuGrenier Cham-

Pack Capacity.

TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS-BALANCE C. O. D.

Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" 166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

S. Carolina Bottlers Consider Selectivity For Bottle Venders

COLUMBIA, S. C., July 24.-Altho bottlers in this area are toying with the idea of setting up co-operative companies which would operate selective bottle venders, no one has as yet made a concrete move in that direction. Most local retailers indicate that they feel their businesses are too small to buy vending equipment from the bottlers, and the bottlers are equally rejuctant to embark on such a financial venture.

Pepsi-Cola, second in volume here only to Coca-Cola, has not yet begun to use vending machines, nor have local Pepsi officials announced plans for establishing vending routes.

Other bottlers, wary of Coca-Cola's direct-to-location sales of single drink machines, are, for the first time, talking about setting up a co-op venture to operate selective-type machines.

Vending Corp. Chartered

DOVER, Del., July 24.—Consolidated Services, Inc., has been chartered with the corporation department of the Secretary of State's office to deal in vending machines.

# All-American Shiner Names N. Y. Distrib

NEW YORK, July 24 .- Kal Trading Company, Inc., 800 Eighth Avenue, has been appointed distributor of the All-American shoe-shine machine in New York State south of Albany, it was announced this week. The outlet, which engages in export trade with Cuba, Egypt, India and Japan, may shortly introduce the coin-operated shiner in those countries, according to Aaron Alpert, vice-president.

Altho the machine is the only coinoperated device now handled by Kal Trading, the firm plans to add others, it was learned.

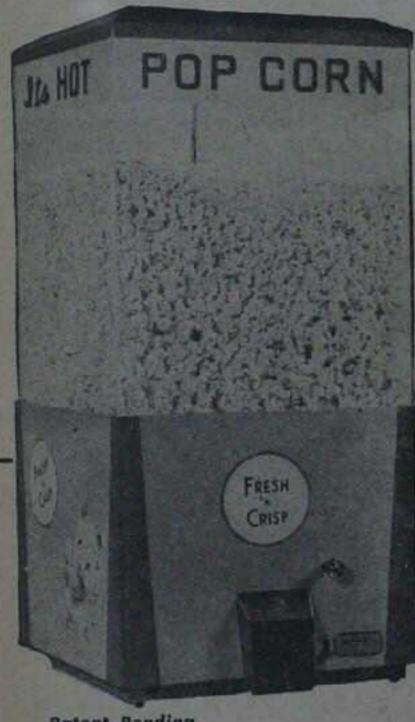


VICTOR'S

BULK MOSE. . . . No additional parts necessary. Write us NOW for

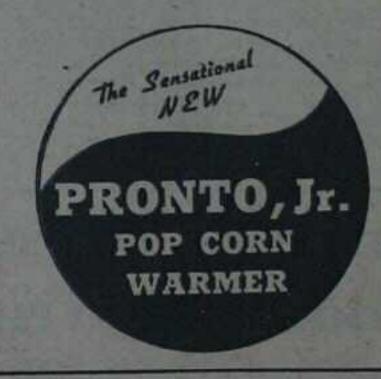
A Product of VICTOR 5701-13 Grana Ave. Chicago 39

# NEW, BIG-PROFIT CORN DISPENSER



Patent Pending

Low cost operation; small investment. Big Profit Maker. Easy to fill from top. Heat-proof construction. Small current consumption.



# Check These **Profit-Making Features**

HOT BLAST Forced Hot Air Heating System Assures Every Serving Is HOT, No Matter How Great the Rush.

Holds over 120 10c servings of pop corn,

Mechanically perfect, no service required.

Two heats . . . low for normal, high for peak operation.

Stainless steel or plastic on all parts in contact with corn. New type agitator assures positive delivery of corn at all times.

Manual operation ... fills any size box or bag with pull of knob.

Convenient size, 16" square by 35" high. Positive 2light socket for illumination.

THE sensational new Pronto Junior Pop Corn Warmer enables you to make a bigger profit selling pop corn. It is designed and priced for successful operation in stores . . . concessions . . . or any amusement place where people gather.

This snappy modern dispenser steps up sales by catching the customer's eye immediately. The Pronto Junior has striking clear plastic construction with gleaming red and yellow metal trim top and bottom. It follows in the steps of the popular Senior model, leader in the theater field. When you buy the Pronto you get the benefit of Pronto's know-how gained from years of successful experience.

The Pronto Junior Pop Corn Warmer offers the latest modern method for selling pop corn more profitably. Reheated pop corn served hot is most delicious and, regardless of the rush, there is always an ample supply ready in the Pronto, heated just right. There are no cooking problems . . . operating cost is cut to a minimum.

# PRONTO POP CORN SALES, INC.

714 Beacon Street



Boston 15, Mass.

Write today for full information, without obligation. Inquiries from established, rated dealers are invited. **DEALERS:** 



Designed and built to meet the demands of experienced operators. Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

-insist upon Nerthwestern. Write for the name of your nearest distributor. HE NORTHWESTERN CORPORATION

Authorized Northwestern Distributor Full Line on Hand. Immediate Delivery!

RAKE COIN MACHINE EXCHANGE 609 SPRING GARDEN ST. PHILA 23 PA 10mbord 3-2676



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchan-dise Vending, Buy The Best! Write for Compiste Details and Prices. Manufactured by VICTOR

> VENDING CORP. 5701-13 W. Grand Ave.



SLUG PROOF TAMPER PROOF EFFICIENT ATTRACTIVE NO CAST PARTS THE

ADANCE PEANUT VENDOR

2 thru 11 — \$12.60 12 thru 42 — 12.05 50 and up — 11.80 1/3 dep., C.O.D. for bal. Address mail to Dept. B

T. O. THOMAS CO.

1572 Jufferson Paducah, Ky.

# FIVE KWIK-KAFE COFFEE MACHINES.

Almost new. On location. \$650.00 cash each. Or best offer. F. O. B. New York City. Write or Wire

HARRY N. NEWMAN New York City 276 Fifth Ave.

# 300 NORTHWESTERN DeLUXE 1c-5c VENDERS

Floor Stands-Spare Parts \$3,000,00 F. O. B. North Miami, Fla.

R. R. STORY

921 N. E. 126th St.

CAN DOUBLE OR TRIPLE YOUR PROFITS TILE MENT FOR SOMEST PRICES AND SAMPLES OF CONTRACT AND PLASTIC CHARMS, STONE AND CAMED RIMES ROCKES, SALLDONS, SAULT, ETC. BECKER VENDING SERVICE - BRILLION.

SC BANTAM TRAY VENDOR IMMEDIATE DELIVERY

2726 TRISKLYT RO . CLEVELAND IL DRIC



# Candy Men Deny ERATORS Charges of FTC

vender use. This bar, according to the brief, was sold to Canteen on an experimental basis and was later ordered by Canteen in substantial Other operating comquantities. panies were offered the same bar at the same price but Switzer "was never able to develop a substantial amount of business with such companies, other than Canteen."

Describing the difference in manufacture between the standard and vender bars, Switzer said the latter was "cheaper to produce and package, and the differential in price charged for this bar . . . made only due allowance for the difference in the cost of manufacturing, packaging, or otherwise, resulting from the differing methods or quantities in which such products were produced, sold or delivered."

Melster Candies offered one additional general defense. Denying FTC's allegations, Melster said that "claimed discriminations, if any, are found to have been made contrary to its (Melster's) denial, were made in good faith" in order to meet the competition of competitors.

Each of the respondents wound up its respective brief by requesting that the complaint against it be dismissed. Hearings on the complaints will be held "in due course," according to

# Cleveland Ice Cream Mfr. Ups Price 10%

CLEVELAND, July 24.-Wholesale ice cream prices were increased approximately 10 per cent recently by Telling-Belle Vernon Company here, largest manufacturer of dairy products in this State. Ice cream operators are watching reaction, as move may herald similar increases by other ice cream makers.

Telling-Belle firm upped its prices 15 cents per gallon, and packaged ice cream 21/2 cents a pint. Firm attributed the increase to the continuing shortage of milk supplies, preventing storing of the usual reserve during the peak production season and thus requiring heavier purchases during the period of higher prices.

# PENNSY BOTTLERS

drinks cost the retailer the same today as it did before the tax, but until he collects the State's tax pennies from his customers, his investment in each case of soft drinks is increased 24 cents to 36 cents."

Meanwhile, the tax continues to be collected, and in an attempt to maintain the nickel price, soft drink vender operators have been reported to be making special arrangements whereby the location participates 50-50 in payment of the tax. Effect is that the tax means lower commission rates to the location, as well as lower net profit to the operator.

# Life Cigarettes Debuted

MINNEAPOLIS, July 24.-Brown & Williamson Tobacco Corporation introduced its new Life Cigarettes in the Minneapolis-St. Paul area recently, accompanied by large newspaper advertisements, radio spot announcements and car cards.

The Twin Cities are the first area outside New York to receive the new

# THIS MACHINE GROSSED AS HIGH AS \$20.00 IN ONE DAY!

Let us show you how POPCORN PAYS OFF with ARISTOCRAT the QUALITY Popcorn Vendor!

Operators all over the country are acclaiming the ARISTOCRAT the finest and most successful automatic popcorn vendor they have ever used . . . a proved money-maker!

Note the ARISTOCRAT'S Streamlined Design. Beautiful Coloring and Rugged Construction. Examine the Perfect Automatic Operation. Compare its low servicing cost.

Write, wire, phone for nearest distributor. Ask for complete details and demonstration.

Exclusive Manufacturer's Representative



8804 Hollywood Blvd. Los Angeles 46, Calif. CRestview 5-5950





New improved Hamilton Scales meet the requirements of all state departments of weights and measures. They're more attractive than ever before with cast aluminum step plate and colored columns. (Chromium head optional.) Improvements in the weighing mechanism provide greater accuracy and longer wear. Coins cannot possibly miss the cash box. These and many more improvements make Hamilton Scales as rugged and accurate as any scale at any price. Order today!

While they last-a few old-style scales at reduced price of \$57.50 F. O. B. Toledo.

HAMILTON SCALE COMPANY 214 Oliver Street Toledo, Ohio



# GET INTO THE POPCORN BUSINESS

With only a small investment!

Popcorn will sell FASTER through a hot dispenser than any other type on the market today. Your local community or town is an ideal, profitable spot for this type of business.

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute.

Write for free literature and profit table compiled by a popcorn man for popcorn operators.

F. O. B. Chicago

\*Slightly Higher on Eastern and Western Seaboard. Manufactured by

# ABC POPCORN CO.

3441 West North Ave. Chicago 47 • DICkens 3375

COMPLETE LINE OF

- Raw Corn
- Seasoning
- Boxes
- Bags
- Pre-Popped Corn (No. 10 Cans)



HOT POPCORN DISPENSER

Pre-Popped moisture-proof bushel bags In handy Shipped anywhere in the U.S.A., F.O.B. Chicago Machine Distributors) Also cheese corn, smoked corn for immediate shipment.

16 or 56 Olgarette or Fruit

VENDSIZE

\$13.75, Lots of 5, Sample, \$14.50. Hera's the tiniest Bell in the world, A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

STAMP FOLDERS For Shipman, Schermack, Vic-10,000 ...\$ 5.75 25,000 ... \$ 13.95

> Distributors interested in selling our advertised machines, write for

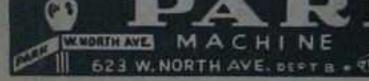
MACHINE **BRAND NEW!** Vends 14, 3e postage stampa, with wall installation, Com-pact, fool-proof, Im-mediate de-livery, Origi-ginal price 338.75. Limited

a tock un hand. While supply lasts

Sis.95 single.

1/3 Deposit on All Orders,

Write for Catalog on Bulk Vendors, Games, etc.







# NOW!

LEON "HI-HO" SILVER'S SELECT CALIFORNIA"

Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl of America." Lowest prices. Write:

ROLAND SEE, Sales Mgr., LEON ."Hi-Ho" SILVER, INC., 760 HAYES ST., SAN FRANCISCO 2, CALIF.







WRITE FOR PRICES AND DETAILS Jobber Inquiries Invited

le ACE VENDOR All Purpose, All Product Vendor

Atlas Mfg. & Sales Corp. 2220 TRISKETT RD . CLEYELAND II OHIO

# SPECIAL PRICE!

For Vending Machines.

33 Lb. Cases—12¢ Lb. F. O. B. Evanston.

Not less than 5 cases at this price. PAUL X. BERGIN CO.

Evanston, III. 1908 Central St.

A PEACHY PREMIUM! CHARLIE McCARTHY and MORTIMER SNERD

have the answer in BERGEN'S BETTER BUBBLE GUM t page 101, this issue.

# Supplies In Brief

(Continued from page 155)

about 9 per cent. Another 10 per cent of the total sugar consumption was provided by domestic sugar beets. Small amounts of cane sugar were also imported from Puerto Rico, Hawaii and the Philippines.

# Nut Production Outlook

WASHINGTON, July 24 .- Production of walnuts, almonds and filberts is making gains this year, Agriculture Department reported this week.

Walnut production in California and Oregon is estimated at 70,000 tons-8 per cent above last year and 9 per cent above average California almond crop is estimated at 29,600 tons, slightly larger than last year and 44 per cent above normal. Filbert production is figured at 6,500 tons, some 30 per cent above average but 26 per cent smaller than last year's record crop.

Production of Brazil nuts during the 1948 growing season was 50 per cent below 1947 and 40 per cent below

The short crop is expected to cause keen competition between U.S. and British importers. The former, said Commerce have been expressing an ever increasing interest in the nuts, most of which have usually been snapped up for the British market.

# More Popcorn Planted

WASHINGTON, July 24. - After two successive years of decreases in popcorn planting, the 1948 acreage will be 51 per cent larger than last year, Agriculture Department estimated this week.

Planting of 126,700 acres of popcorn is predicted for this year as compared with only 83,700 acres last year and a 10-year average of 125,960.

Weather during the planting season which ended July 1 was generally good, Agriculture said, altho dry weather in some sections has caused uneven stands.

# Tobacco Output Declines

WASHINGTON, July 24. - A decline of 17 per cent in tobacco production in 1948 was predicted by Agriculture Department this week. Total production is estimated at 1,757,000,000 pounds as compared with 2,108,000,000 pounds in 1947.

Total acreage is estimated at 1,-535,800 acres, while tobacco acreage last year amounted to 1,845,000 acres. Most of the reduction, Agriculture said, is accounted for by decreased planting of flue-cured tobacco.

# Tobacco Price Up 10%

WASHINGTON, July 24.-Demand for flue-cured tobacco will be bolstered by high cigarette consumption and improved export prospects when marketings get underway, Agriculture Department reported this week. The support price will be 10 per cent higher than last year, and the demand for cigarettes is expected to continue strong thruout the year. From July 1, 1947, to July 1, 1948, an estimated 375,000,000,000 cigarettes were produced, 14,000,000,000 more than in the previous fiscal year.

Cigar consumption the first five months of this year was slightly above the same period in 1947, stated Agriculture. The 1948 fiscal year total is estimated at approximately 5.7 billion, almost the same as the 1947 fiscal year. Prices for the 1947 crop of most cigar types were lower than the previous year. Exceptions were Havana seed type 52, and the shade-grown wrapper types 61 and 62 Sharp declines in prices occurred in the Wisconsin types.

# MILLS VEST POCKET BELL Pays Out Automatically \$65.00 Ea.



Twin Jackpot

1948



Play Penny Back Ball Gum Vendors. biggest money maker today ... \$39.50
Shipman Triplex Stamp Vendors,
brand new ... 39.50
Folders, in 20 M lots. Per M ... 50
Adams Gum and Chiclet Vendor, brand new, 6 col. -..... Postmaster Stamp Machine, latest 3 col. roll type, only one of its kind

Send for New 1948 Catalog Listing All Vending Machines, Counter Models and Merchandise.

Certified Deposit Required on All Orders.

RAKE COIN MACHINE EXCHANGE 609 SPRING GARDEN ST PHILA 21 PA

# **BRAND NEW** Penny or Nickel Cigarette or Fruit Reel



T. O. THOMAS CO. Phone 2131 1572 Jefferson Paducah, Ky.

WRITE FOR OUR CATALOG

\$4.50

1.15

.35

**VENDORS**' SPECIALS

Mdse, Stands, Solid Steel-Weight 35 Lbs.

Double Plates for Two
Machines

BUBBLE GUM — 140 Count
and 170 Count — 25 Lb.
Cartons. Per Lb. 1/3 Deposit, Balance C. O. D. Fast Delivery.

Philadelphia 3, Pa 2113 Market St.



Operators . . . Distributors!

# CEBCO DELUXE **HOT NUT VENDERS**

Double Compartment . . . 4-way coin \* chutes . . . now available with cup dispenser . . for \$43.50

**CIDERCO** 

Peoria, III.

# METAL PLATED CHARMS

In bright gold and silver finish

Metal Plated	Charms.	Series =	1		6.00
Metal Plated					7.50
Plastic Charm				40	3.50
Plastic Charm	ns, Big S	eries = 2			4.50
Plastic Skulls					5.25

SAMUEL EPPY & CO., INC. WORLD'S LARGEST CHARM MANUFACTURER 113-08 101st Are. RICHMOND HILL 19, L. I., N. Y.

# COIN OPERATED

POPCORN VENDERS POP YOUR OWN CORN—SAVE 50% 2-Gallen Popper for \$27.50

Write for free booklet.

**ELECTRO-SERV** 

Dept. D/70

# Detroit Busses

DETROIT, July 24.—Plans to install coin-operated radios in street cars and busses have apparently been dropped, altho the coin industry may win an advance in the vending field, it was indicated this week. Free-play radio installations, along the lines of the well-publicized Cincinnati installation (The Billboard, July 24, page 7), are being put into 100 cars and busses here on a trial basis by the Transportation Advertising Company. It is anticipated that a general installation by the company will be given after the trial period is over.

Meanwhile, a proposal to install under consideration, according to a statement by Leo J. Nowicki, general manager of the city-owned depart- steel. Temperature control and slug ment of street railways. Such an rejector are standard equipment, with installation, however, would slightly inconsistent with the rule Shipping weight of complete vendagainst smoking in vehicles, altho it er's under 400 pounds. would make good logic from the dollars and cents point of view -.

when the new installation was reviewed by Mayor Eugene Van Antwerp, to consider venders for cellophane raincovers, but not taken up seriously.

# Bowman Gum Reports Loss

PHILADELPHIA, July 24,-Bowman Gum, Inc., has announced a net loss of \$379,870 for 1947. Figure compares with a net income of \$870,271 in 1946, equal to \$1.30 a share. Net sales for 1946 were \$8,347,227 compared with net sales of \$6,865,159 last include her sons, Ira and Harry

# Drop Plans To Put | Vensom Readies (VICTOR'S Coin-Op Radios in New Cup Mach.; Less Than \$500

The Billboard

MONTGOMERY, Ala., July 24 .-The Vensom Machine Company, Inc., here announced early production on a new low-cost pre-mix soft drink vender this week, to be manually operated and adjustable to dispense 6 to 10-ounce drinks. Norman K. Vensom, president, stated the machine would be priced considerably under \$500.

First production models are to be single-flavor type, with a dual-flavor model to be offered later. Capacity will be 200 and 300 drinks, with smaller capacity units selling for \$20 less. Machine features six-second opcigarette venders in vehicles was erating cycle and two moving parts; compressor is only electrical device in vender. Cabinet is of 18-gauge be coin changer optional at extra cost.

Pre-mixed soft drinks are contained in light-weight, stainless steel Another novelty proposal was given drums (weighing 8 pounds, empty) which hold the equivalent of four cases of six-ounce bottled goods. Delivery of drinks is effected by patron moving level, after depositing coin, and placing paper cup under delivery spout. Cups are available from separate column on machine,

Operators will be offered franchised territories, according to Vensom.

# Mrs. Sarah Breidt Dead

NEWARK, N. J., July 24.-Mrs. Sarah Breidt, mother of Jacob Breidt, president of U-Need-a-Vendors, died here Friday (16). Other survivors Breidt, of Hudson Cigarette Vending. | 258 W. Pearl St. Department BB-31

It's Outstanding! Vends Everything! In-vestigate the many new features incor-porated in this great, new bulk vender. Write us NOW for datailed information and prices

A Product of VICTOR VENDING CORP. 5701-13 Grand Ave

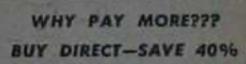


Plastic Elephants, Donkeys, Skulls, Basketballs, Footballs, Miniature Knives, Wedding Rings, Small Campaign Buttons. Suitable to use as Charms in Ic Bulk Venders, Send samples and prices, Will also buy PENNY COIN STACKERS.

M. T. DANIELS

1027 University Avenue, Wichita, Kan.

# PROVEN Money Makers!



TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 % 2, 3 = interchangeable mecha-

You should be able to earn \$5.00 to 56.00 a week net per machine. ORDER FROM STOCK - immediate delivery (money-back guarantee on sample). In Business

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.) FIELDING MFG. CO., INC.

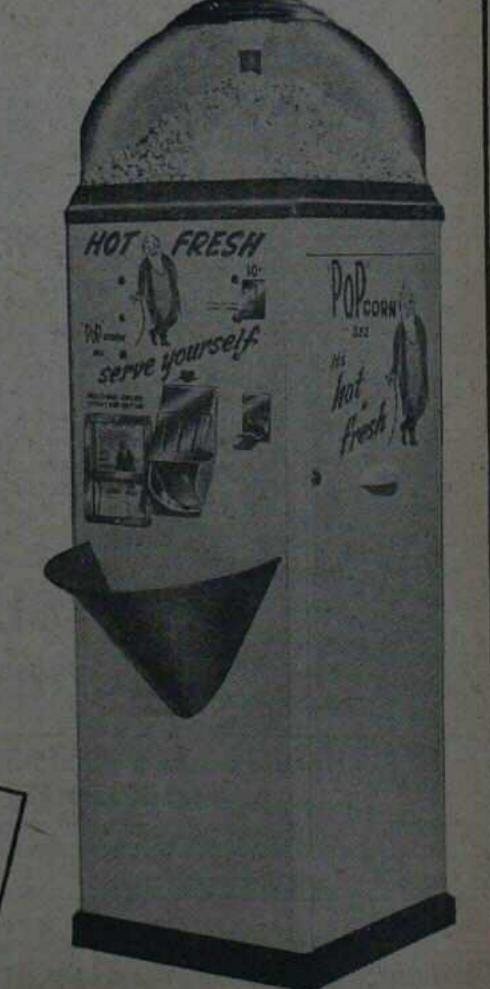
CORN SEZ AUTOMATIC POPCORN VENDORS 'POP'

Number I profit-makers . . . number I method of merchandising popcorn. There's no guessing with 'Pop' Corn Sez vendors ... over 30,000 machines on location-90% of all popcorn vendors sold since 1941-are 'Pop' Corn Sez. Fully automatic, no attendant necessary ... attractive and trouble-free ... unlimited supply of always fresh, uniformly-perfect 'Pop' Corn Sez pre-popped corn. Write, wire or phone today for complete information.



DALLAS 4, TEXAS

Operators: Over 50% net profit. Distributors: A few choice territories now open for exclusive franchise.



# YOU SELL?

\* I'd like to contact a few top notch men on coin operated equipment who sold business prior to the present crop of post war "order takers." Send resume, photo, first letter.

# C. E. BOBENMYER

213 Commercial Bank Bldg. Peoria, Illinois

# VICTOR'S NEW

It's Outstanding! Vends Everything! Investigate the many
new features incorporated in this great,
new bulk vender.
Write us NOW fordetailed information

and prices. A Product of

VICTOR VENDING CORP. 5701-13 Grand Ave. Chicage 39



15 le ABT Challengers |Late '47 Model', Ea. . \$ 27.50 100 le-5e Northwestern De Luxe Nut, Ea...

5 10¢ Aristocrat Pop Corn Vendors, Ea. 25 5¢ Silver King Hot Nut 150.00 Vendors (used 2 weeks),

1 Flip Skill Counter Came,

Ea. ............. Also Cigarette Vending Machines. Write for Prices 1/2 Dep. With Order, Bal. C.O.D.

432 West 42d St., New York 19, N. Y. LOngacre 3-1334

# Frosti-Server Ready To Build 10 Ice Cream Units Per Day

SAN DIEGO, Calif., July 24 .- The is a feature of the machine. Frosti-Server Corporation, manufacturers of ice cream bar venders, is set. Smiley said that when producnow ready for production of about 10 tion is up the concern will sell to both machines a day beginning this month, distributors and operators in quantiaccording to T. B. Smiley, vice-presi- ty. The firm has already sufficient dent in charge of production. Pro- distributors to handle the line, he duction will be gradually increased stated. The company has no plans to about 25 venders a day on a five- for operating the machines and will day week, Smiley told The Billboard.

Corporate set-up of Frosti-Server includes Dr. John C. Redell, president; T. B. Smiley, vice-president, and Rupert C. Linley, secretary.

Company plant at Lakeside, Calif., has about 20,000 square feet of floor space, Smiley said. Tooling up of the factory is virtually complete.

# Established in 1932

Established in 1932, the first Frosti-Server unit was sold in 1939 under the banner of the H & M Company. The company discontinued operations due to war production of airplane of confusion which seems to have been parts in 1941.

At present there are about 100 machines out on location. Smiley terms these as "pilots." He said that no replacements due to defective parts have occurred, and that all machines leave the factory on a 90-day guarantee to cover defective workmanship chines are San Diego concerns has or parts.

Machine is designed to vend three and one half or four-ounce bars. Capacity is about 70 bars using wax envelopes, which in turn are placed in cardboard boxes. Vender is 6 feet high, 21 inches wide and 22 inches deep. Finish is air-dried enamel. Machine loads from the front with the racks stationary in the box. Insulation is three inches in the back and sides, with three inches on the top. Cork and rock cork is used in the insulation. A National Slug Rejector 4,144,000 acres.

COIN OPERATED

POPCORN VENDOR

HOLDS 18 GALLONS

OF PRE-POPPED CORN

Vends 120 10c bags of corn from each HII-

ing. New positive delivery feature for

equal portions every time. Heat elements

thermostatically controlled to keep corn hot

and at even temperature all the time. Drop

style A.B.T. slug proof coin chute. All metal

cabinet. Rich gold hammerloid finish

(baked on). Size 70 in. high. 20 in. wide, 16

ORDER FROM YOUR

**NEAREST DISTRIBUTOR** 

in. deep. Weighs 100 pounds.

Sales policy of the firm has been remain as manufacturers only.

Frosti-Server Corporation has no stock issued and Smiley declared that the firm has no territorial or distributing rights for sale.

There has been a relatively recent change in the executive set-up. R. A. Kelsey, originally announced as president, has been succeeded by Dr. Redell. Smiley is new to the vending machine trade. He said that he has been in the aircraft parts manufacturing business for 10 years.

Smiley cleared up a certain amount prevalent in the trade as to the connection between Frosti-Server and Vendi-Freeze, another ice cream vender. He said that there is not now, nor has there ever been any connection between the two firms. It seems that the fact that both mahelped create that impression.

# Peanut Acreage Off

WASHINGTON, July 24, - A decrease of 2 per cent from last year is indicated for 1948's peanut acreage, Agriculture Department reported this

Estimated acreage this year amounts to 4,042,000 acres as compared with the 1942-46 average of

> 5c GUM AND 5c HARD CANDY MINT VENDORS

for Charms, Lifesavers, Gum and similar sixed products.

ALKUNO & CO.

408 Concord Ave., New York 54, N.Y. MElrose 5-7757 Mechanical Manufacturing Laboratories



Slightly Used 1947 Model V VICTORS

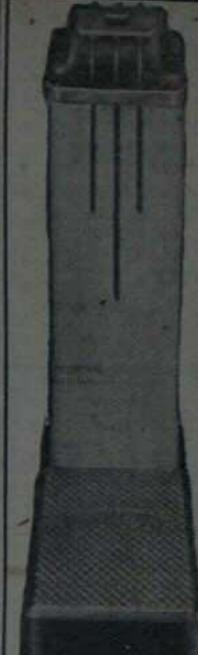
(Gum or Peanuts) Lots of 25 only \$200 1/3 deposit with order, balance C.O.D. ACT NOW Supply is limited

BUCKMAN HOVELTY CO. 107 S. Madison St. Green Bay, Wis.

# BEAT COMPETITION

T. O. THOMAS CO.

Fadiscah, Ky.



# MARION AMERICA'S

Most

BEAUTIFULLY DESIGNED

Personal Penny Weighing Scale

6 Colors-To Harmonize With the Choice Locations

F. O. B. Plant 25% Cash Bal. C. O. D. Less in Quantities

Territories Open. Foreign Inquiries Invited.

# WORLD SALES, INC.

Sole Factory Agents 3220 W. BROAD ST. COLUMBUS, OHIO



# VICTOR'S

BULK MOSE ALL Charms, Peanuts Candy and Ball Quin. Write us NOW for and prices. A Product of

> VICTOR VENDING CORP

recommended and sold on

TORR TIME PAYMENT PLAN Pay for same in 16 weekly payments

WRITE FOR DETAILS

# RAIN-BLO BUBBLE BALL GUM

Parked 25 Lb. to Carton Freight paid on 100 the or over

Pistachico, Large Red, 60 Lb. Ctn. .... 75¢ Lb. Pirtashios, Small Rad, 60 Lb. Otn. . . . 60r Lb. Virginia Peanuta, 30 Lb. Ctn. ..... 27¢ Lb. Licorice Gome, 778 Ct., 37 Lb. Ctn. .. 26/ Lb. Jambronkers, 575 Ct., 34 Lt. Cin. . . . 37r Lb. Chocolate Confessi, 450 Ct., 34 Lb. Ctr. 36r Lb. Poe Wes Rainbow Peanuts, 33 Lb. Ctm. 25r Lb. Per Wes Boston Saked Seans, 33 Lb. 24 % a Lb.

FULL CASH WITH ORDER

LANSDOWNE PENNA



6 Lb. Globe Less than 25 \$11.00 Less than 100 10.75 100 or more, 10.59

> Write for prices on Models 33, 39 and Deluxe Venders.

> > Copyrighted material

COIN MACHINE EXCHANGE

separate key for cash box. All you do is collect.

2320 MILWAUKEE AVE. TEL.: DICKENS 3020

IT'S THE SWEETEST OPERATING DEAL IN

THE BUSINESS

JACK NELSON & CO.

"POP 'N' HOT" has separate key for the corn compartment. Leave a supply of corn with the merchant and let him service your machine for you. You have

ENJOY THE "LUSH" PROFITS.

TAKE THE BEST LOCATIONS

WITH NEW 1949 MODEL.

"POP 'N' HOT"

CHICAGO 47, ILL.



5 Universals, plus 60 lbs. Spanish Peanuts, plus 1,000 Plastic Charms, all for

5 Universals, plus 50 lbs. of Reg. Ball Bubble Cum, plus 1,000 Plastic Charms

PLASTIC CHARMS .....\$3,25 Por M

SPECIAL LIMITED OFFER! SMALL PISTACHIO NUTS 45 LB. CTNS.... \$24.30 PER CNT. Full Cash With Order-No C. O. D.'s.

5/8-140 Ct. Colored Bubble Ball Gum (Makes Colored Bubbles) REG. % BUBBLE BALL GUM (Freight Propaid on 100 Lbs. or More) FULL CASH WITH ORDER

1/8 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D. Orders Under \$10.00, Money In Full.

PIONEER VENDING SERVICE Exclusive Victor Distributor in N. Y. 401 BACKMAN ST., BROOKLYN 12, N. Y.

# TIME PAYMENTS ON

24 OR MORE 1/4 DOWN-20 WEEKS TO PAY WRITE FOR DETAILS



Bigger Profits from locations are a natural with the all silver-King Hot Nut Vendor.

Completely redesigned for salescompelling eye appeal. ruby red top vendor.

PRICED FROM \$10.00

Nut and Ball Gum Vendors, 16-56. U. 5. and Foreign Coint.

AT ALL THE BEST DEALERS OR WRITE

SHAVERSKING CORP CHICAGO, ILL. 622 Diversey Parkway

The most efficient profit-making hot nut t's HOT

3 MACHINES IN ONE! This machine will do from Weekly on

Location

Liatement

· Attractive Appearance.

- · Better Locations · Bigger Profits: You can operate as follows: 5-5-5, 10-10-10, 5-10-5, 10-5-10.
- · Reversible slots make this possible
- · Heating units in all 3 compartments
- · Easy operation!
- · 3-way vending means 3-way profits!

Be Smart the "Challenger" Way

TROPICAL TRADING CO. Chicago 6, III. 716 W. Madison St.

PIONEER Judge Denies Motion To End Telecoin Corporation Suit

The Billboard

signed an order denying motions to the diversion and to have received dismiss a suit by trustees for 100 benefits which should have gone to shares of common stock of Bendix Bendix. Home Appliances, Inc., seeking to secure for Bendix the stock in Tele-Development Corporation, by Judson N. Sayre, president of Bendix, and rector and board chairman of Telecoin.

the opinion he handed down last December that the plaintiffs, R. L. Ber- a trust be formed in favor of Bendix. ner and M. V. Leventritt, could not maintain the action because they were not the registered owners of the Bendix shares. The Federal Court decided that it is governed by State law in determining this particular point, of coin operation from Bendix disand meanwhile the Delaware Court of Chancery held that an equitable owner of stock can maintain a stockholder's derivative action under the for all benefits and profits received common law of Delaware as applied by them from the commercially operto proceedings in equity. The decision was made by Vice-Chancellor Collins J. Seitz upholding the right of Richard L. Rosenthal, equitable but unregistered owner of 2,500 shares of Burry Biscuit Corporation, to challenge President George W. Burry's option to buy 50,000 shares of the company common stock below the market value.

# Must Answer by July 22

Bendix, Telecoin, and Appliance Development were given until this week to "answer or move to the complaint" under an agreement by David F. Anderson, of Southerland, Berl & Aaron Finger, attorney for Bendix.

In his opinion of December 4, 1947, Judge Leahy observed that the action was based on an alleged diversion from Bendix of corporate assets and of the benefits of a corporate opportunity to develop the coin-operated home laundry business. Individual directors and officers of Bendix are alleged to have participated in a "con-spiracy" by which the diversion was

# Health Officer Lauds Coin - Op Laundries

COLUMBIA, S. C., July 24 .- Mistaken use of the trade-name, Laundromat, in a self-service laundry statement issued by City Health Officer Dr. J. William Pitts last week brought vigorous protests from operators of Westinghouse laundry equipment, and was followed by Pitts' admission of error. He had released a story to the effect that he would seek an ordinance requiring sanitary regulations for self-service laundry machines, using the name Laundromat as a blanket term for such establishments.

Pitts followed his apology with the declaration that "there are a lot of self-service laundries in Columbia which are operated under excellent conditions. My plan is to grade for public protection all commercial laundry establishments, not just selfservice . . . any (regulations) that are made will be fair to all persons concerned, and first-class places should welcome them."

216 N. Martin St.

U. S. District Judge Paul Leahy has alleged to have been instrumental in

Suit was originally filed by Berner and Leventritt in August, 1947 (The coin Corporation owned by Appliance Billboard, August 30, 1947), in U. S. Development Corporation, by Judson District Court here. In addition to seeking to secure for Bendix the by Eugene R. Farny, a Bendix di- shares of Telecoin stock owned by Appliance, Sayre and Farny, suit also seeks any money and property which Judge Leahy's order came after re- Appliance may have received in excent reargument in the case following change for shares of Telecoin. On both counts the complaint asked that

Court was also asked then to cancel the April, 1945, contract between Bendix and Telecoin giving the latter the exclusive right "to acquire Bendix washing machines for purposes tributors, and to require Sayre, Farney, Telecoin and Appliance to account "for all sums of money and ated home laundry business."

Telecoin Corporation was chartered in Delaware on November 20, 1943.

# Cig Consumption Climbs

WASHINGTON, July 24. - Taxpaid production figures on cigarettes released last week, for the fiscal year ended June 30, show that 313,-497,028,429 were sold, compared with 298,112,372,744 for the 1946-'47 fiscal year. An increase of 5.16 per cent, or 15,384,655,685 cigarettes, was recorded for the 1947-'48 period.

Cigarettes sold during May, this Potter, attorneys for the plaintiffs; year, totaled 28,497,560,846, compared John J. Morris Jr., attorney for Tele- with 25,067,775,807 in same month coin and Appliance Development, and last year. This is an increase of 13.68 per cent, or 3,429,785,039 units,

# GREATEST TIME-SAVING

SPRINGS ARE PRECISIONED CALIBRATED
HEAVY SHEET METAL
BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER
WHEN IN USE

Skilled hand work-manship is employed in building this scale to assure reli-ability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

DRIDDREGODAY 1/3 Dop., Bal. C. O. D., F. O. B. N. Y. DISTRIBUTORS, WRITE FOR PRICES

Distributor of Advance Vending Machines 1647 Bedford Ave. Brooklyn 25, N. Y.

Improved and better than ever before Best Quality. DISTRIBUTORS: 44e WHITE

54C RED. BOTH SALTED "Sun Brand" large about 45 to ox.

Larger size available.

Triplex 5 Lb. Moissure Proof Bags. AMERICAN PISTACHIO CORP.

Importers, Packers at this address for over 15 yrs.

111 Reads St., Dept. 15, New York 13, N. Y.

# BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS AT A SACRIFICE!

Write or phone R. B. BOX Elizabeth City, N. C.

Telephone 165

5 BRINGS THIS SCALE TO YOU BALANCE MONTHLY

NO SPRINGS SCALE

Height, 51 In. Width, 13 In. Without sign

Depth, 25 In. Sign, 15 In. Net Weight ...... 185 Lbs. Shipping Weight ... . 245 Lbs.

Invented and Made Only by

Manufacturing Company

4650 W. Fulton St. - Chicago 44, III.

Est. 1889-Telephone: Columbus 2770. Cable Address: WATLINGITE, Chicago.

# LET GUM BUILD UP BANK BALANCE

Cash for Spare Time

Can you spare a few hours a week to service a Vending Machine Route in your locality? If you can, here's a chance to build up a big, profitable cash husiness with the Sit-ver King le Ball Gum Machine. Everybody boys gum these days. And everybody goes for this colorful display in Taverns, Bowling Alleys, Liquor Stores, Clubs, Factories, etc. The money really rolls in to swell the bank balance bigger and bigger every day. FREE information and all money making facts if you really mean business. Don't wait. Get penny Post Card in the mail today—sure, Write to Dept. B.

T. O. THOMAS CO. Phone 2131

Paducab, Ky. 1572 Jefferson



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchan-dise Vending. Buy The Bent! Write for Complete Details and Prices. Manufactured by

VICTOR VENDING CORP.

W. Grand Ave. Chicago BB, Ill.

# PICKING WINGPATE

# Right Risk at Right Time in RightBoxPays

Route Man Important Factor

By Fred Amann

CHICAGO, July 24 .- While the average operator, by following The Billboard Music Popularity Charts, and utilizing his own experience, can and should have the hit records in his machines in time to capitalize on their coin-drawing power, most operators agree that the real trick is to get records, other than the top hits, into the right machines at the right time to increase their gross and slice their record costs by eliminating purchase of records that will not attract patrons. It is the added play that results from intelligent disk selections that might mean the difference between profit and loss in the long run.

Record buying systems vary from operator to operator, but all acknowledge the importance of selecting the right disks, at the right time, and in the right amount. Years of experience has proven that ops who use The Billboard charts are able to catch the payoff platters early, and follow right thru. Many ops also use the charts to check on the selections made by their servicemen, etc., reaching into the Honor Roll of Hits. This latter use is growing steadily as here are turning over the record buying to their individual routemen for use on the machines for which the individual routeman is responsible. While details of the routeman purchasing systems vary, the principle remains the same, that each man should be the best judge of what records will receive the best play in his locations.

Better Cost Contract

Routeman buying of records has resulted in a more rigid control over the amount spent for disks (average here is 10 per cent of the gross take from each route) and has also increased play by one or two per cent (See Right Risk on page 165)

# Ala. Ops Decide To Retain Assn. At Special Meet

MONTGOMERY, July 24. - The Alabama Music Machine Operators' Associati- (AMMOA) has voted to keep its organization intact. The association has been inactive since the ators; that the \$64 question does not first of this year.

The decision was made at an informal meeting of part of the association membership Sunday (18) at the problem. summer home of Paul Daniels, a local operator, at Lake Jordan near here. More than 20 members attended the locations and say, "A dime a play,

Col. R. E. L. Choate, who recently rasigned as business manager of the chant it's \$10 off the top each week, or association, advised operators that he some kind of guarantee, and get away would remain with the group in an with it. But, it can't be done. We advisory capacity.

It was decided to hold the next meeting next January. Claude Hill, Jasper, Ala., president of the asso- present time. ciation, presided at the meeting.

# ICM at Fair

CHICAGO, July 24 .- The J. P. Seeburg Company's new Industrial Commercial Music (ICM) unit was featured as one of the highspots of the Chicago Railroad Fair which opened here Tuesday (20). The ICM unit is installed in a log chalet in Vactionland-the exhibit of the Burlington-Great Northern-Northern Pacific railroads-and is used to provide music thruout the day for the visitors, and, more importantly, is so set that, without supervision, the unit plays the music for the Wild West Show featured at the exhibit at regular intervals.

Also featured in Vacationland are caricatures of Western animals and characters, a functioning replica of Old Faithful geyser and dioramas of the scenic wonders to be seen on the railroad routes.

# Iowa Ops Set New Assn. at State Confab

Name Organizing Committee

DES MOINES, July 24.—Formation to make sure they are buying the of the Iowa Automatic Music Opera- We strip the whole mechanism right proper recordings of those songs tors' Association (IAMOA) was down to rock bottom and start to restarted at a meeting of juke box op- build after every part has been erators held at the Fort Des Moines cleaned in a bath of amyl thinners. an increasing number of operators Hotel with a supper meeting Tues- Every bearing is rebushed and every day (20). A temporary organizing committee was appointed to spearhead have a spare, and one is unobtainable, formal organization.

mittee was Vern Howard, veteran its correct contour we make a dozen Des Moines operator. Other committee members included Leo Miller, Cedar Rapids; E. L. Williams, Fort Dodge; Bill Gillis, Osage; Herb Allen,

(See Iowa Ops on page 164)

# What Are Current Coin Mch. Conditions in England? Vet Music Man Gives Juke Pic

Operations Differ From U. S. - Biz Tops

country today, as obtaining supplies wood and, after the case has been reis impossible and the cost of tooling turned from the sprayers and all the up would be almost prohibitive.

point out-the music machine busi- build entirely new cabinets to replace ness here is good. Operators (other those that have suffered fire, water than arcade men who use the music and blitz damage, and the machines equipment to draw customers rather are like new when they leave our than as money-makers) are all reporting good play and continued interest in their equipment by location rewound by us for 50 cycles and still patrons.

While I was working on aircraft during the war I made the acquaintance of Fred Evans, a wizard in cabinet work, and Stanley De La Bertauche, and we formed the partnership now identified as K.E.B. Later we added to our organization an ex-Wurlitzer man, Jim Miller.

With the exception of the Music Maker, all of the juke boxes we get, and they come from all over the country, are of pre-1939 manufacture and you can well imagine the condition in which we find them, especially after they have received the attentions of a series of so-called mechanics who are completely inept,

How do we start on these machines? worn part is replaced. If we don't we make it ourselves, If, for in-Named as chairman of the com- stance, a cam has been worn beyond or so, thus assuring replacements for future use.

Fred Evans handles the case work, cuts out and relays faulty veneers and replaces defective plastics, strips

the cabinet right down to the bare finishings rechromed, the cabinet One other thing I would like to looks like new. Too, we sometimes factory.

The American 60-cycle motors are give the necessary 1,425 r. p. m.

Costs

Make no mistake, we charge for what we do. Prices ruling these reconditioned jobs are approximately as follows, altho they fluctuate with frequency:

Wurlitzer 500-\$2,317.25; Wurlitzer 600 Key-\$1,612; Wurlitzer 600 But-(See Vet Music Man on page 164)

# Coin Tele for Juke Box Ops

Attachment for Music Units

DANIELSON, Conn., July 24. -Within the next few weeks the Thames Amusement Company here will announce its new Viewmaster television attachment which, the manufacturer claims, is adaptable to any juke box, regardless of make or vintage. Utilizing the same coin mechanism that exists on the juke box to which the Viewmaster is attached, the television attachment will also make use of the juke box amplifier and speaker to provide the sound for the picture.

According to Louis Siegel, Thames Amusement Company has been working on the Viewmaster unit for the past six months and, with the mech-(See Thames Plans on page 164)

# Aireon Names 2 Reps for Mich., Daytona Beach

GRAND RAPIDS, Mich., July 24 .-Western Michigan Aireon Distributors, a new company set-up in this city, will handle the distribution of Aireon phonographs in Western Michigan, effective immediately, R was learned this week. New firm is headed by Bill Doyle, who formerly was associated with Rock-Oln and is well known in music machine circles in this area.

It also was learned that Charles Beyer, of Daytona Beach, Fig., has been appointed Aireon distributor for that area. Beyer is presently setting up his sales headquarters.

Both newly appointed distributors are expected to hold showings of the Corone! 400 soon.

# Pioneer Coinman Offers Answers To Some of Industry's Problems

By Bert Hammond-

(Bert Hammond is a veteran operator of music equipment on the West Coast. In the following article he offers some suggestions on how the headaches of the industry might be cured.)

graph business?" As usual nobody everybody seems to be guessing.

First, I am going to be different from some who have expressed their views in these columns. I claim that I do not have the solution to all the financial worries of the music opercenter on a nickel or dime a play, and further, the commission paid to a merchant does not entirely solve the

It would be a great business if we juke box operators could go to our we have to have it, everything else has gone up," and then tell the mercan help ourselves to a certain extent on top money, but the dime a play

The \$64 question now seems to be, own mind, or from experience, how "What's the matter with the phono- far he can go on his route with top money or a guarantee before some seems to have the right answer, but new operator comes along with a 50-50 deal and knocks his ears down. I have had mine knocked down, and maybe next time it won't be from a competitor. It is my belief that part of our ills rests in the hands of the manufacturers, and that the manufacturers can be of material help in pulling the operators out of their present financial predicament. This help must come very shortly or the juke box manufacturers and record manufacturers won't have many operators to sell to.

### What To Do?

The \$64 question again, what must be done? Briefly, we operators can not pay \$800 to \$1,000 for a juke box, then add a string of bar boxes and possibly one or two auxiliary speakers, and pay 50 cents for records that is definitely out of the picture at the are ready for the scrap heap after ust about enough plays to get our Every music operator knows in his (See Pioneer Coinman on opp. page)

The Billboard

# Pioneer Coinman Offers Answers To Some of Industry's Problems

(Continued from opp. page) riginal cost back and pay the meract is that there is no margin left for he operator. Just like the dog tryng to catch his tail, we never catch in with any profit. We sometimes nake only enough out of the record o buy another one.

One of our most dangerous losses of ncome comes from record costs. Poor quality records shoot our operting costs sky high, and as a result, many operators leave noisy records on machines that should have been replaced, which in itself helps develop more trouble before the next checkup date. Records will go completely bad. The playing will be objectionable to the general public and will have a tendency to drive customers away from the music box. Sometimes grooved-out records will result in a service call which helps run up operating expense some more.

### Record Troubles

I do not insinuate that all records are of exceptionally poor quality, but there are enough poor ones to cause many a headache to the operators. Some may say: "Why buy duds or those that won't stand up?" The answer is simply this: The oprator has to buy the record that tarts to hit even the they won't play enough times to pay for themselves before they are worn out. To illustrate this point, here is an example: During the past 30 days or so we have had one big hit. The original was recorded by one of the smaller newcomers to the record business. The first of these records seemed to wear fairly well, but not good. Then, when the tune became a hit what happened? I put one on every juke box I operated. Then we started getting call-backs for replacements during the middle of the week. Soon my reserve of these records was gone and I got caught short before I could get another shipment from the distributor.

Some of these service calls result in having to spend time in substituting another tune, and what a squawk goes up from a location for pulling their top tune. As one of the location owners remarked, "When the outer skin of a record comes off, something must be done." So we just have to let the customers yell until the next shipment comes in, which sometimes takes a long time.

Cases of this kind have been prevalent for the past year or more and the operator can do nothing about it, only shell out some more of the dwin-

dling cash for more records. It seems that due to good judgment or luck, many of our hit times during the past two years have been discovered by or recorded by some little company, and as everyone knows, when a tune clicks it's a "must" for every juke box. So the record manufacturer can sit back and laugh, so to speak, at the operators, while they visualize that the poorer the record, the more they sell. It seems unreasonable when we say: "The poorer the quality the faster the record wears out and the greater number of sales the manufacturer makes," but it is true. So up goes the manufacturer's profit and down goes the operator's profit, which leaves the operator behind the eight ball. He has to buy the inferior product and like it.

be. About the only comparison that did he get the new machine?" The can be made is to say some are worse (See Pioneer Coinman on page 166)

than others. At any rate, the record situation is one of the big factors with hant a little commission. The plain every operator, and as long as the manufacturers sell inferior quality products the smaller will be the net profit, if any, realized by the operator.

### Equipment Costs

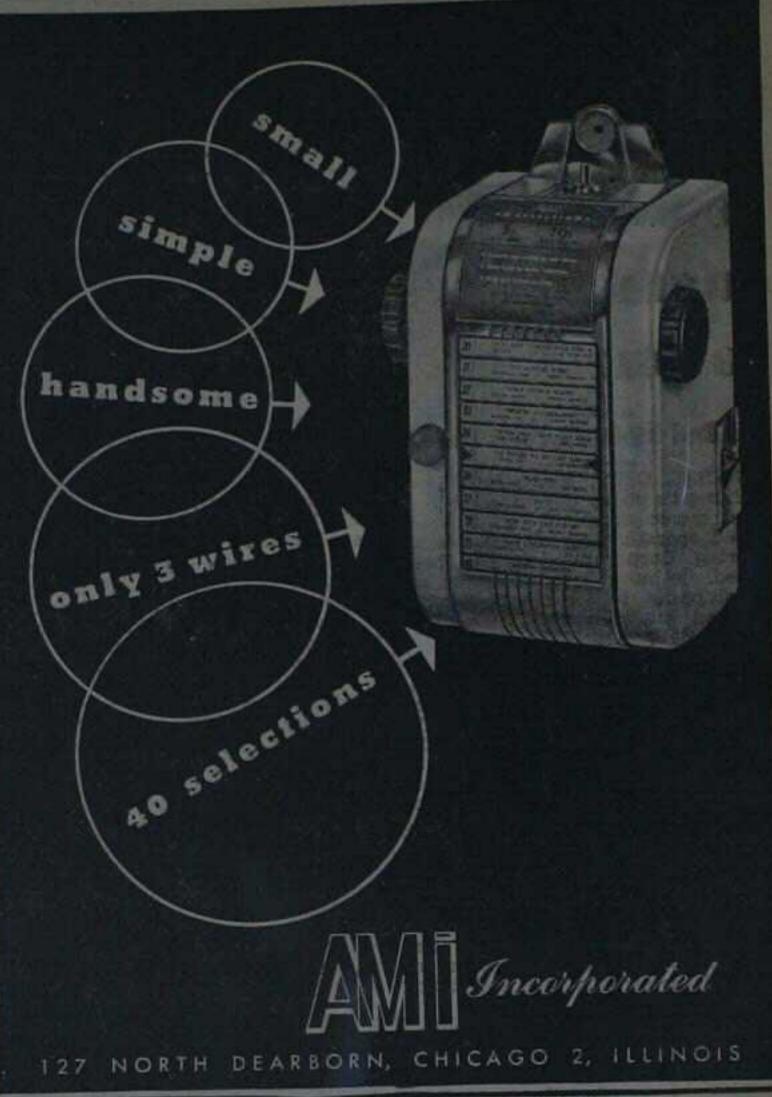
One of the much discussed subjects among the operators of today is the cost of equipment. Personally, I would say the subject is a hot potato now. Going back to the time when the writer started operating in the days of the 10, 12 and 16-record jobs, the price ranged from about \$275 to \$325 per unit. But the operators were not satisfied; they kept asking for more lighting effect, more records per unit and, in fact, wanted more elaborate units. We did not know what a high-priced serviceman was, nor did we need a high-priced technician. As a result, the juke box manufacturers went overboard to build about everything into a juke box they could think of, making them as elaborate as they knew how. Finally they had the answer to the average operator's dream of a few years ago, but among the several things their dreams did not reveal was that the juke boxes could not be kept simple to operate and the price in line with the operator's pocketbook.

In adding all these new gadgets with all the other attachments, the juke box became so complicated, and, last but not least, the price skyrocketed to such an extent that an operator could only afford to pay the price for new units in his choice locations, which were in the minority. It must be remembered that the operators' bread and butter comes from a few high take spots in each string of equipment. No operator has all good ones, so he has to use the high-take spots to equalize the low-take spots in many cases. But when the price of new equipment gets too high and will only show a small margin of profit on the capital invested, it leaves the operator with only one alternative and that is to stop buying new equipment and try to pay his bills from the string of equipment consisting of many old jukes that should not be onlocation.

Generally speaking, there are more locations today that gross less than \$15 per week than there are that gross over that amount. But those spots with a gross of only \$10 to \$15 still want music, and if the operators are going to survive, it is up to them to find a way to furnish them music at a profit and give the location a little cut each week to keep them plugging and happy.

# Spots Spoiled

Many of these low-gross spots have been spoiled, so to speak, during the past few years due largely to inexperienced operators who believe that all they need is a jot box and a This all location to make seasoned adds up to a lot of operators, which remus me of the old story about one rotten apple spoiling the whole lot. That is true in the operating field. One rotten operator can spoil the game for a lot of good ones. All he has to do is start calling on spots and find one where an operator is taking top money on an old machine, then offer the location a brand new machine and most likely on a 50-50 basis. If this won't keep At this point I want to give credit a territory in a turmoil nothing else where credit is due, but about all I will, and to take some more joy out can say in this respect is that not all of life, wait until the merchant tells of the pressings made by the smaller you of the wonderful offer your competitor has made him. Then you try They are not all bad or good. The to explain why you can't afford to buy same is true of the major companies' a new machine for his \$10 to \$12-apressings. But as a whole none of week spot and play it on a 50-50 the records, so far as wearing quality basis. Some will ask, "Where did this is concerned, are what they used to new operator come from and how





# WHO ELSE Carefully Checks and Tests EVERY Part?

Where else can you be sure of picking a tested winner in a guaranteed reconditioned phonograph at such low bargain prices? Every part in a Shaffer buy is carefully checked and tested by skilled, factory trained experts. All mechanical and electrical parts and circuits are tested and adjusted on the new Seeburg

Test Panel. 100% perfect performance is assured. This is just one of 6 complete series of reconditioning steps which make Shaffer guaranteed rebuilt phonographs the best buys at any price. Yet - look at these record low prices.

# \* \* PHONOGRAPHS \* \*

Seeburg 147-M Symphonola \$625.00	Seeburg Concert Grand \$139.50
Seeburg 147-S Symphonola 575.00	Seeburg Plaza 139.50
Seeburg 146-M Symphonola 515.00	Seeburg Casino 129.50
Seeburg 146-W Symphonola 500.00	Seeburg Hideaway 124.50
Seeburg 146-5 Symphonola 490.00	Seeburg Royal 99.50
Secburg H146-M Hideaway 349.50	Mills Throne of Music 99.50
Seeburg 9800—R. C. Lotone. 249.50	Rock-Ola 1422 324.50
Second Contract	Rock-Ola Super '40 149.50
Seeburg 8200—R. C. Lotone. 249.50 Seeburg 9800—E. S. Lotone. 224.50	Rock-Ola '39 Std 109.50
Seeburg 8800—E. S. Lotone. 224.50	Rock-Ola Monarch 59.50
Seeburg 8200—E. S. Hitone. 224.50	Wurlitzer 950 199.50
Sceburg Colonel—R. C 199.50	
Seeburg Commander—E. S 174.50	Wurlitzer 24 69.50
Seeburg Maestro—E. S 164.50	Wurlitzer 61-Counter Model 69.50

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D. All Items Subject to Prior Sale.

# SHAFFER MUSIC COMPANY

606 South High St.

Columbus 15, Ohio

PHONE MAIN 5563

# Aireon Intros \$595 Juke Box

# Augment Co.'s Coronet Model ton\_\$1,510.25; Wurlitzer 24\_\$1,309.-

# Called 1949 Golden Bell

KANSAS CITY, Kan., July 24 .-Retaining its policy of offering a lowpriced music machine to the hardpressed operators, the Aireon Manufacturing Corporation, it has been learned, is now in production on, the following incident: At the 1947 and shipping to its distributors, a full-sized machine, called the 1949 a conversion we carried out for M. Golden Bell, which carries a list Roberto, well-known coinman here. price of \$595.

Bernard Craig, general sales manager for Aireon, told The Billboard that the new box is a revamp of the Super Deluxe model, and includes the Coronet mechanism with all latest developments, the cabinet, same size as the Super Deluxe model, but made in a bleached wood and containing added lighting effects and animation.

Addition of the 1949 Golden Bell to the Aireon line provides that company with a full list of equipment. The new machine augments the Coronet 400, a compact juke box introduced earlier this year and listing at \$495.

Most of the Aireon distributors have received their sample models of the new, full-sized units, it was reported by Craig, and the balance are expected to have them in the near future. Reorders have already been received and are being filled, it was stated.

# New Wurlitzer Rep in England

LONDON, July 24 .- Major S. J. Wright, who, in partnership with Walter Pearce under the latter's firm name, acted as distributor of Wurlitzer phonographs and equipment in the United Kingdom and Eire, has terminated his partnership, it was learned this week. Wright will continue the business on his own, and under his own name, and will continue as the Wurlitzer distributor

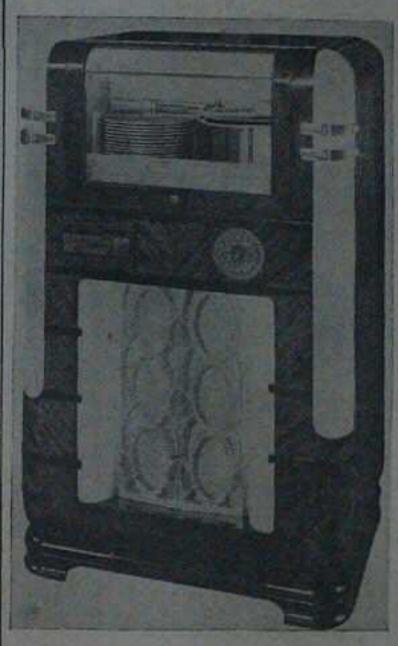
Avenue, Kentish Town, London.

# New Unit Will Vet Music Man Gives Juke Pic On England's Mach. Conditions

75; Wurlitzer 616, in completely modernized cabinet—\$1,309.75; Seeburg, Mayfair and Vogue-\$2,015, and Rock-Ola Monarch-\$2,015.

The arcade men do not balk at these prices at all. They do not approach the juke box as a money maker in itself, but use it to bring clients in to their locations.

An illustration may be seen from Music Trades Exhibition we displayed The conversion caused no end of ex-



KEB STANDARD illuminated plastic modernization of a Wurlitzer 616 now in operation in England.

citement at the show, and a visitor, presuming us to be the owner of the unit, pressed us to sell it to him for \$3,224.

The story of the Melody Maker machine is basically this. Jack Hylton was actually connected with its production for only a short space of time. A Mr. Hawtin, who was the instigator Headquarters for the Wright com- and prime mover of the project has pany will be maintained on Torriano disposed of the business to a firm of financiers, but the latter does not

appear to be maintaining any interest in the concern which at present is being carried on by a man by the name of Blackburn of Blackpool.

The price of the Melody Maker is now \$1,554.55, inclusive of tax. The mechanism, except for a few minor differences, is a replica of the old Iowa Ops Set Up

### Op Activities

Regarding operators, our information is that they are doing exceedingly well. Before the war the juke boxes were operated for one penny, In fact, it is no exaggeration to say that regarding coin machines in general, the Englishman was pennyminded, but please don't dub him a "piker." You must remember that his pay and scale of living generally was far below that in your country,

As soon as the prices of records became excessive, the fact became apparent that penny play was impossible and we devised and patented a twopenny chute designed primarly for the Wurlitzer 600 and offering intelligent adapting to several other models. This was an excellent seller. But now it is falling off owing to the fact that two-penny operation is no longer economic. Operators are now almost exclusively operating with a three-penny chute and are doing good business.

We do the repairs for the major perators in this country and our reports are that business is excellent, forming a State organization for The best locations include docks and some time and the meeting culmismall transport road houses operating nated the first move towards estab-24 hours a day.

### Needle Situation

The needle situation often provides us with a quiet little laugh over here. As you know we are not allowed to import anything from your country, not even a few needles, and yet there is always a small modicum floating around if you keep trying. Prices vary according to supply, with Pfanstiehl running slightly higher than Permo.

There are time when the needle dearth is chronic-then all of a sudden they will start to appear again and we know that somehow a consignment has "arrived." How do they get in? You're guess is as good as ours. In any event, we do not sell or use them.

There is no such thing as a longlife needle manufactured in this country. There is a so-called sapphire vices now on the market include the point needle and other varities, but Videograph unit, which, under the they have never been popular, at direction of Lou Forman, recently least with the operators that we know.

### Conclusion

In 1945 we thought that we would see American non-utility goods coming in freely within a couple of years. In 1946 we didn't feel so optimistic about it. In 1947 it might have been 10 years, but this year we just don't think it will ever happen.

# THAMES PLANS

anical unit now perfected, is concentrating on a cabinet which will match the attractiveness of the juke box to which the unit is to be attached.

### Nickel, Dime or Quarter

Timing mechanisms for the Viewmaster have been worked out so that the unit will operate three minutes for 5 cents, six minutes for a dime, and a quarter-hour for 25 cents.

Siegel reported that Thames has had units on test location for the past few months and that in those locations the juke box income was

# History Repeat

CHICAGO, July 24.-Presentday operators of music equipment can take the word of a few old-timers that this is not the first time in the history of the music machine industry that the complaint "equipment costs too much" has been heard. The oldtimers point out that in 1917 the first successful automatic phonograph, known as a Pianola, cost

This compares with presentday juke box prices ranging from \$495 upwards.

# New Association At State Meeting

Estherville; Don Hall, Spencer; Joe Epstein, Des Moines; S. A. Patton, Waterloo; S. T. Lee, Shenandoah; R. L. Manville, Davenport; Lee Hart, Oskaloosa, and Les Chapman, of Fort Dodge.

Between 40 and 50 operators attended the meeting at which it was unanimously agreed that an association is needed for better commission structure and closer co-operation among the operators.

The committee will undertake to contact every operator in the State prior to the next meeting, which was set for August 3 at Hotel Fort Des Moines in Des Moines. This meeting will be another dinner-meeting called for 6 p.m.

### First Organization

Iowa operators have discussed lishing a State organization in Iowa.

Only jobber representatives present were Irving Sandler, of Des Moines, Rock-Ola distributor, and Jack Karter, of St. Paul, Filben distributor. Both spoke on the urgent need for organization and counseled the group to "forget pet peeves and differences" if they would have a successful association. They were told the job of organizing and keeping their group going was theirs to do and that they could not look to jobbers or manufacturers to do it for them.

Also in attendance were William W. Rabin and Sam A. Drucker for Filben and Joe Caldron, AMI.

not only maintained, but in several instances has doubled and tripled.

Other coin-operated television deappointed president, has been expanding out of New York to cover New England and other parts of the country where television is already in operation, and the Speedway unit developed by Al Bloom, Speedway Products, New York, which, after being successfully operated in New York, is beginning to appear in other

# Operate NATIONALLY ADVERTISED

WURLITZER **PHONOGRAPHS** 

Get more locations make more money!



FOR OPERATORS OF Rod's Columbia COIN OPERATED RADIOS

Choice of 2 Sixes and Styles. Specially Engineered for

- · HOSPITALS HOTELS
- RESTAURANTS MOTELS
- BARS
- BOOTHS, Etc.

Specially engineered for the finest in tone quality and performance. Acclaimed America's Best Buy by operators for bigger profits at a smaller investment.

WRITE TODAY FOR LITERATURE ON HOW TO BUILD UP YOUR OWN BUSINESS WITH VERY LITTLE TIME, EFFORT AND INVESTMENT.

COLUMBIAN PRODUCTS CO.

509 N. LA SALLE ST., CHICAGO 10, ILL. 7

# Right Risk at the Right Time In Right Box Pays Ops Off

or the over-all operation, a spot sur- for duds. vev has revealed. While this over-all ncrease may seem small, it is accom-These days, too, any increase in earn-

How Ops Do It

In the spot check conducted by The Billboard this week, the following Chicago operators describe their method of "routeman purchase" of records.

ABC Music Service, headed by Bob Gnarro, is a recent convert to the tailored disk purchase plan. Gnarro states that since the introduction of the system, record costs have dropped 4 to 5 per cent per week, with an average jump in play of 1 per cent for all routes. Formerly, disk costs novered around 16 per cent of gross take, but now have settled to an average 10 per cent. we are getting better music coverage with the lower record expenditure,' Snarro said. In some instances, routenen have hiked weekly total take by 145 to \$50, he added.

Big thing in this system, according per cent of gross take as possible. to Gnarro, is that its the answer to he routeman who says: "We know he kind of records that go on our route-and those you picked for us Inst week aren't the right ones."

ABC Music stipulates that all record salesmen leave sample disks, to take place Monday mornings, and be listened to at the routeman's leisure. Each picks those that he thinks All routemen attend these sessions, fit best in his stops. A weekly tallysheet, with a column for each routeman, lists those records ordered. playing a quarter of each release, to ceed the 10 per cent of gross take quest sheets on which they mark their limit, following week's order is re- orders after each disk is played. At duced proportionately.

# No Two the Same

Paul Silverman, of Universal Music, one of the largest music operating firms in Chicago, also testifies to the benefits of routemen purchasing of records. "There are no two routes that require exactly the same type of records, in the same proportions," he a routeman has bought over his quota states. "And that is why the man of records for any one week, a general who services the machines in a given area is best qualified to make up the programs on those machines. While following week his purchases are held the big hit numbers are bought in to a lower level. large quantities, as they will go in any and every type of location, its the nationality, waltz, polka, race and milibilly type of wax that, while in the minority, still goes a long way, when properly placed, to make the over-all operation of a successful, paying one.

"Since installing the routeman buying program, we have found that location complaints on music have dropped drastically, and in many cases disappeared entirely from some of our stops that formerly gave us the most trouble," Silverman stated.

routeman disk purchasing, especially kept to 12 per cent of gross take. in the larger operations where a number of men are employed, is that it eliminates the wasted time and expense of returning and re-routing misplaced disks from one route to another, or back to the distributor. Universal's routemen select their records during personal trips to local distributors; if one person were to buy all records, many would prove to be of no value on certain routes, and either result in costly return trips

# 10,000 Brand New Records

Hillbilly, Race and Popular, 15¢ Each. One-half deposit, balance C. O. D.

STERLING HOVELTY CO., INC. Lexington, Ky. 669 South Broadway

to the distributor, or in money spent

Silverman said that while striving to keep the disk budget to a 10 per olished with no additional cash out- cent of gross figure, it usually hits ay and quite often is accompanied the 14 per cent level. When you buy by a reduced record expenditure. 50 or so records of one hit number for a single route, purchase of additional ng is welcome, no matter how small. numbers of lesser popularity, but still definitely coin pullers, means that to keep your machines stacked you'll often have to ignore the 10 per cent maximum, he stated. However, without the personalized buying of routemen, record costs would rise still higher, Silverman concluded.

### Stimulates Interest

Ray Cunliffe, Brown Music Company, feels that selection and purchase of records by his routemen stimulates their interest in their work, increases alertness and results in allaround improvement in servicing, location relationship and play. Cunliffe's men listen to new selections in company headquarters, picking those most appropriate for their own stops. Outstanding hits, of course, are purchased by all and used in all locations. Here too, record costs are being checked to come as close to 10

Gillette Distributing Company, after adopting the routeman disk buying plan, reports a 2 to 3 per cent reduction in record costs. Mrs. H. Gillette, as head of the firm, instituted regular weekly disk buying sessions, which generally last from 10 a.m. until noon. while representatives from distributors demonstrate their wares (usually Should an order for any one week ex- save time). Routemen are given reconclusion of session, all slips are gathered up and total orders tallied.

## Nine Per Cent Policy

A 9 per cent purchase policy on new records, per total gross per route, is in effect at Gillette. With the usual leeway, this averages out to 10 per cent, Mrs. Gillette admitted. When tally sheet shows amount of overpurchase with amount in red, and

Bert Bondioli, B & B Novelty Company, while not employing the routeman record buying method, saw definite advantages to the system if individual routemen would subdue personal preference to public preference and spot records accordingly. They would have to be able to interpret trends and localized demand for different types of records, and have to, therefore, know the music business thoroly, he contended. Standard disk placement procedure at B & B is the placing of top hits, one waltz and one polka as musts for-Another important advantage to each location. Record expenditure is

## Advantages

There is one other definite advantage to the routeman system. It has been found that these men become more efficient and conscientious employees, as they have the sole responsibility of furnishing the music for their stops. They pay greater attention to their location requirements, and, in natural sequence, to the appearance and performance of their equipment.

In spite of the fact that some 90 per cent of the record releases can be used in all locations, the remaining 10 per cent can make enough difference to mean hypoed play, when properly placed, and often turn a "marginal" stop into a definitely "in the black" location.



# Pioneer Coinman Offers Answers To Some of Industry's Problems

answer may be found when one realizes the procedure followed by many of the phonograph distributors.

Not long ago some of the boys returning from service could secure a G.I. loan and had saved a little money while in the service. Many of them visualized the phonograph business as one of the greatest get-rich schemes of the day, so with enough money to pay the freight and tax, together with a small down payment, they let it be known that they wanted to go into the juke box business. Then all that was necessary was to contact a distributor and bingo, he became a fullfledged phonograph operator, ready to start making the first million, with no experience whatsoever.

Now, for the moment compare this procedure with any other line of business. For instance, you try to get into the car business or in fact any of a dozen other lines of endeavor and see what happens. When you go to a distributor and suggest a new business venture the first thing he does is to ascertain what experience you have had in that particular line, financial responsibility and what not, before you get to represent him in that specific field. But I have

never heard of a phonograph distributor refusing to let anyone represent his line in the field of music, regardless of experience, knowledge of music, etc. So it may be only reasonable to assume that a little discrimination in selling by the distributor may be a lifesaver in the phono- Haines and Alan Dale on the Signagraph business in the future. Even ture label. if the distributors sell only to those who can qualify as operators, it will still take time to repair the damage that has been done. However, in time it will right itself thru that old process of elimination and by some of the unsuccessful operators falling by the wayside.

So why not clean up the phonograph business. It's a good business for the qualified operators. Thousands of dollars have gone into the business and thousands have come out thruout August. of it and it will repeat this procedure with the help of the manufacturers and distributors. Give the operators records that will play enough times to make money. Charge more if necessary, but give the operators a chance to keep good records on machines which will attract more loose coins to the coin box than will the change from nickel to dime play. Then if the phonograph manufacturers will help preserve the large investment of the present-day operators by confining their sales to those who can and will be a credit to the music business instead of selling to every Tom, Dick and Harry, in due time operators will be in a position to move new equipment out on locations again, even tho it is high priced. When the day comes that an operator can start operating out of the red, he will soon forget all about high taxes and a multitude of other less important things that today are regarded as headaches.

RICHMOND, Va., July 24.—Philip Morris & Company, Ltd., Inc., reported substantial increases in sales of its cigarettes during its annual meeting here. O. McComas, executive vice-president, said that sales for April and May, this year, showed a 12 per cent increase over the same months in 1947. During the first three months of 1948, cigarette sales gained approximately 10 per cent over the same period in 1947.

# Cleve Ops Pick August Hit Tune

CLEVELAND, July 24 .- In a departure from usual procedure, the Cleveland Phonograph Merchants' Association (CPMA) selected an older tune, instead of a newly released pop side, for its August Hit Tune of the Month. The selection for next month is Dark Town Strutters' Ball, as recorded by Connie

Jack Cohen, CPMA president, said the association, in departing from its usual procedure, felt that the oldie was destined for the hit class, and had already given indication of becoming a favorite with record fans. Disk jockey polls and record store sales in this area back up the selection by the association.

Tune will be featured in the No. 1 spot on more than 3,000 music machines in the greater Cleveland area

# Biz in Southern Coin Mch. Spots Up

WASHINGTON, July 24. - Commerce Department's spot business surveys show that May business of typical coin machine locations was generally better than April in the South Atlantic cities of Washington, Baltimore and Atlanta.

Receipts of restaurants and taverns were up 3 per cent in Baltimore and 1 per cent in Washington, altho Atlanta eating and drinking places reported a decline of 1 per cent.

Warmer weather continued to spark the filling stations business, and all three cities reported increases in that line. The gain over April Chattanooga in was 13 per cent in Washington, 5 per cent in Baltimore and 2 per cent in Atlanta.

Drugstore business in Atlanta increased 5 per cent, while both Baltimore and Washington druggists reported a pick-up of 2 per cent. Department store business was even better, with the increases amounting to 6 per cent in Washington and Baltimore and 5 per cent in Atlanta.

Heavy declines in the automotive line, however, held general business increases to 1 per cent in Washington and Baltimore, while Atlanta business was about the same as in April.

# Lovely Lady!

CHICAGO, July 24. - Mrs. Carol Johnson, wife of the Globe Distributing official, Jimmy Johnson, was adjudged one of five runners-up in The Chicago Daily News' Loveliest Mother contest.

Mrs. Johnson and other finalists in the contest were feted at a luncheon Wednesday (14) at the Bismarck Hotel here with Irene Rich as their hostess.

# Ops in Manchester Get Court Hearing in Juke Box Tax Fight

MANCHESTER, N. H., July 24. -Local operating concerns and two veterans' organizations have won a hearing, to take place Wednesday (28) in Superior Court, on a petition for a temporary injunction preventing enforcement of the city ordinance regulating and licensing juke boxes (The Billboard, July 24).

City Solicitor Henry P. Sullivan, in filing an answer to the charges, admitted that such an ordinance exists, but denied that it violated "due process" sections of the federal and State constitutions.

Suit was brought against the city by the Marine Corps League, the Thornton Association of Naval Veterans, Travelers' Lunch Company, Lazar Music Company, and Manchester Music Company.

It was indicated that some agreement may be reached between the city and the plaintiffs before the hearing Wednesday

# Juke Tax Move

CHATTANOOGA, July 24. - City commission here passed Tuesday (20). on first reading, an ordinance imposing a \$5 per machine tax on juke boxes and a \$25 levy on amusement devices. Members of the commission, however, indicated that they would require further study of the ordinance before it is passed on at the second and third readings.

If passed, the regulation would also prohibit playing of juke boxes between midnight and 6 a.m., and make it unlawful for persons under 18 years of age to patronize mechanical amusement devices. Ordinance provides for fines of \$10 to \$50 for violations. In addition, permission to install amusement machines in a place of business must be obtained from the chief of police.

# Minn. Candidate for Governor Advocates Legal Bell Machines

ST. PAUL, July 24.-Legalization of bell machines and placement of heavy taxes on them to ease property levies on small homes was proposed here by a candidate for the Minnesota governorship.

The proposal came from J. Leo Nolan, 47-year-old Edina, Minn., businessman, who filed as a Democratic-Farmer Labor candidate for governor.

Declaring he believes the morals of the people should be left up to the clergy without interference by the government, Nolan said he favors a "county option system to determine whether and what type gambling should be permitted."

He sald Minnesota's resort area needs some form of gaming to exist. and asserted he favors the bell may chines as a good source of revenue.



Amplifiers, Speakers, Slots, etc.

\$20.00 EA.

Amplifiers alone are worth that.

RUSH ORDER TODAY! 25% With Order, Balance C. O. D.

PAIRMORE

MUSIC CORPORATION

Reading, Penna. 1015 Penn St. Phone 4-4839

# LIGHTWEIGHT PICKUPS

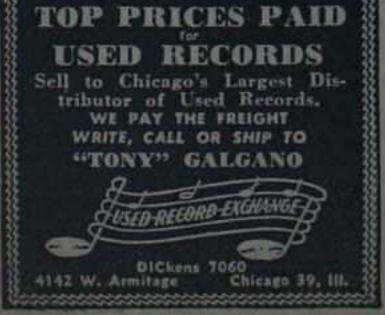
For All Wurlitzer and Seeburgs Perfect Tone-Easy on Records



Nothing to change Just plug it in JACOBS MANUFACTURING CO., INC.

Stevens Point, Wisconsin

# TOP PRICES PAID USED RECORDS





ANGOLA CITY, Ind., bowling champions are members of the Berning Music Company, and thru their prowess on the bowling alleys, have spread the fame of another music machine operation. The three girls, who topped the members of their league, and went as far as the semi-finals in the Indiana State Championship meet, are from left to right: Mrs. Betty Huff; Mrs. Catherine Berning, doubles champ, and Mrs. Violet Meyers, who took both the singles and the doubles crown.

# Record Reviews

(Continued from page 37)

RATINGS 100 Point maximum)

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

ARTIST JUINDS LABEL AND NO.



75 71 74

79 80 78 80

67 67 66 68

61 63 60 60

69 71 69 67

74 74 72 76

ARTIST TUNES COMMENT

ı	G	ATI	N G	5
8	0	0	0	0
a	VER	3K		PE
).	70	5	V	R
ч	AL	8	m	70
B	5	(3)	3	-

80 80 84

78 77 78 80

72 73 70 NS

76 76 70

83 84 81 84

78 80 77 77

63 70 65 55

60 70 60 50

56 66 62 50

P	0	P	U	L	A	R

RED NICHOLS AND HIS PENNIES (Capitel 15150) Love Is the Sweetest

COMMENT

Thing The new Pennies, all star Coast sidemen, do a commendable job with the pleasant oldic.

If I Had You Rhythm eldie in a simple, nest arrangement.

MARTHA TILTON (Dean Elliott Ork) (Capitel 15149)

On the Waterfall Chirp Tilton in fine voice with the new and rather attractive ballad.

Where Flamingoes Fly Another pretty new bal-Ind is prettily sung by Martha with some able Dean Elliot ork assistance.

TOMMY RYAN (Mercury 5157)

I'd Give a Million Tomorrows . Ryan, former Chuck Foster singer does a good job on the rising tune with aid from a slick

foreign-cut backing. Backing and singing not up to the par of topside, but revived interest

in the song may hype PEGGY LEE

(Dave Barbour Ork) (Capitol 15151)

Everybody Loves Some-Pine Barbour ork backing for Peggy's chant of a rather haunting bal-

Don't Smoke in Bed Prom Peggy's album, this is an unusual Willard Robinson song which che does pretty well.

FREDDIE SLACK ORK (Capitel 15155)

Kitten On the Keys Slack applies eight-tothe-bar to the familiar "Kitten" with only moderate success commercially speaking.

Steal Away Easy, Baby (Charlotte Blackburn) Capable job with the material bogging down the effort.

GORDON MacRAE (Carlyle Hall) (Capitol 15154)

At Your Command MacRae sings his best on wax on this side; tune is the well-remembered, not often heard, pretty evergreen.

Win or Lose MacRae's not as impressive with this new Benjamin-Weiss ditty.

RAY ANTHONY ORK (Signature 15213)

Oh! Moon Rhythm instrumental spotlighting leader Anthony's trumpet. Not a complex arrangement but well-styled for terp-SINE.

Ronnie Deauville's bary pipes do a silk-smooth lob of the tuneful new gal's name ballad.

LABEL AND NO

### POPULAR

ACK SMITH-THE CLARK SISTERS (Capitol 15156) You Call Everybedy Darling The Smith-Clarks-vocal 62 66 62 58 group-harmonica treatment which worked succeasfully before seems to

have struck it off well 67 63 60 again with the hit tune. Cuckoo Waltz Rising tune gets same type of treatment congue-in-cheek; sounds like another successful commercial follow-up on 72 75 70 72 an original.

> PAUL WESTON ORK (Capitol 15153) Clair De Lune, Parts

1 & 11 Weston conducts a rather straightforward rendition of the Debussy fave which fully captures the melodic charm of the piece; split from side one to reverse is too decided to make this disk juke box fare.

71 70 72 VIRGINIA O'BRIEN (Victor Young Ork)

Wrong Train Virginia of dead-pan fame undersings her way 69 69 69 69 in familiar style thru a novelty triffe hand-tailored for her.

Dude Ranch Serenade More of the same, this one at a livelier tempo but with a less clever lyric.

SOPHIE TUCKER (Bob Haggart Ork) (Decca 24289)

Some of These Days The last of the red-hot mamas does her famous number backed by a top 84 85 83 84 Jazz crew including Max Kaminsky, Tengarden and Freeman. Sophie's chanting isn't as robust as of yore, but side will have nostalgic kicks for many.

Louisville Lou Minstrel oldie piped in approved Tucker shout style makes good coupling for flip,

		HOT	JAZZ
BOBBY	HACE		

(Miff Mole and His Nicksieland Band) (Commodore 620) I Must Have That Man The McHugh - Fields standard treated to Boby Hackett trumpet and 82 85 80 82 Pee Wee Russell clary solos with Dixie ensem-

ble clozer. Beal Street Blues The W. C. Handy classic cets a new the tradiditional two-beat going over by some top exponents.

GEORGE WETTLING AND HIS RHYTHM KINGS (Commedere 619)

Heebie Jeebies Slam-bang Dixteland stuff with strong ensemble topped by Billy Butter-field's virile trumpetoot-

77 79 78 75 Blocs for Stu Butterfield's horn shines thru with its Beriganesque tone and ideas on a

RATINGS (100 Point Maximum)

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

ARTIST THUNIES LABEL AND NO.

COMMENT

RATINGS

69 70 67

74 74 77 72

77 77 75 80

59 59 57 62

56 55 55 58

53 52 52 55

60

58 60 55

70

ARTIST TUNIOS LABEL AND NO. COMMENT



68

77

56 55 58

53 50 55

64 64 64 64

73 76 74 70

67 70 65 66

68 71 66 67

R A	(ele)
3566	

HAPPY JOHNSON & HIS INTERNATION-AL FIVE (Columbia 38267)

Jack, My Jaw Bone's Breakin' Humorous novelty stuff a la Louis Jordan. Thin, but cleanly performed.

Barbecued Hot Dog A truly funny side, with some mirthfully - and originally-conceived vocal byplay.

SAM "LIGHTNING" HOPKINS (Modern 20-594)

Walking Blues Old-styled, blues, chanted with impressive sincerity. Plectrum plucking helps the earthy mood.

Lightning Blues Not up to flip for drive and feeling.

THE SLIM GAILLARD TRIO (MGM 10231)

Momma's in the Kitchen But We've Got "Pop" on Ice Just another installment

in the saga of "vootvoot." Puerto-Vootie Latin-Americoreeny five by Slim. A likely item for Spanish nabes,

BULLMOOSE JACKSON (MGM 10234)

Moose on the Loose 71 73 73 68 Instrumental riffer wellplayed but repetitious. Memphis Gal

Easy-riding uncensation-al blues in Jackson's tastefully restrained style. Smart big-ork backing.

GENE AMMONS (Mercury 8096)

Shermanski Be-bop stomper featuring good tenor solo by leader and okay horn and 88 passages. Nothing startling about cleffing - just conventional free-wheeling bop.

E-A-A-K Blues Less solo work, not as much drive and sustained interest as flip.

ERSKINE HAWKINS (Laura Washington) (Victor 20-2963) Sad Eyez

Slow ballad drags. Feelin' Low Instrumental mood piece adequately executed but inferior cleffing says nothing.

JAZZ GILLUM (Victor 20-2964)

Hand Reader Blues
Deep South race blues
shout and harmonica with rhythm accompaniment. Nothing special here.

You Should Give Some Away Harmless double entendre blues in a familiar pattern.

FRANKIE LEE SIMS-BLUE BONNET TRIO (Blue Bonnet 147) Home Again Blues Authentic, primitive blues

shout in deep South race idiom. Cross Country Blues Freshness, fervor and originality in the lusty 63 70 65 55 crudity of Sima' blues.

www.americanradiohistory.com



RACE				
SHUCKS (The Blenders) (De Luxe 3178)				
In the Rain Hip thrush belies her pseudonym with heavily race-styled phrasing, but nasal quality hampers.	66	67	65	
Cornshucks Blues Bent note blues crying that should grab nickels.	73	72	70	

78 80 75 80 LITTLE MISS CORN-SHUCKS

(The Blenders) (De Luxe 3186) 56 He's Funny That Way 75 74 74 77 Weakly piped. Keep Your Hand on

Your Heart Little to recommend here. 69 69 68 72 BUSTER BENNETT BAND (Celumbia 30132)

46 45 48 Play Those Riffs Inconsequential riffe with a few mechanical instrumental solos. 71 73 70 73 Stop That Walking Baby Fair grade blues lyric, lifeless performance. 62 60 67 63

# HOT JAZZ

HOWARD McGHEE AND HIS BOPPERS (Modern 20-608) Mad Hype Be-bop with some rather 67 68 67 66 frantic tenor antics dominating the side tho

Rummage Bounce Slightly politer bop opus with McGhee's horn tooting some interesting figures.

McGhee gets in a couple

of his own good trumpet

WARDELL GRAY-68 65 63 VIDO MUSSO (Modern 20-611)

Sweet Georgia Bop Excerpt from a "Just Jazz' concert which is mainly a series of two tenor and trumpet chase choruses. 62 64 62 60 Sweet Georgia Brown More of the same; pretty

74 75 75 71 good jazz stuff for the kind of thing this record represents.

BUDDY HARRIS

Т	CULTY		
	FOL	,	
	FOL		
		91	
			1

(Blue Bonnet String Band) (Blue Bonnet 145) Let's Start a New Love 64 63 62 66 Affair Smooth ballad, country styled, gets smooth but unexciting warbling. Ork backing mediocre. Frail Quail Boogle Buddy's vocal, more in 63 60 62 66

legit pop than country style, doesn't jell with the rural boogie woogie instrumental work.

FRED ROSE (Columbia 20436)

No One Will Ever Know Rose croons, band ca-71 70 70 73 vorts thru ordinary folk ditty in acceptable fash-

Don't Feel Sorry For Me 76 75 75 77 Format here similar to nip, the material slightly

# COINMEN YOU KNOW

### New York:

Sol Wohlman, of Pan Coast Distributors, is placing Skee Ball games in city locations. . . . And with interest in Skee Balls rising, as one of the few types of games which are permitted in the city, Max Levine, Scientific Machine prexy, reports that he has placed one of his own on test location. Details of the new Scientific product will be announced soon, he says.

Nat Cohn, president of Modern Music Sales and partner with Paul Mc-Grane in Gem Records, leaves on a sixweek auto trip Monday (26). A combined business and pleasure junket. he will drive to the West Coast along the Southern route and return thru the Northern States. He will plug Gem Records en route. His family is going along.

Charles H. Lipton, head of Self Lok Corporation and National Rejectors Service Company of New York, returned this week from a biz trip in New England. . . . Larry Ash has just added several lucrative industrial stops to his large Statler biscuit machine route in Northern New Jersey. In addition to his biscuit venders, many of his locations request candy machines and he is gladly complying.

Harry Siskind, of Master Automatic Music, is mourning the death of his mother last week. . . . Ruth Nussbaum, secretary of the Automatic Music Operators' Association, will be away from the association's office next week for a vacation. She has recovered from injuries suffered in a fall. . . . Harry Kunstler, head of Kay Distributing Company, has taken on a new line of commercial-type television sets. (See New York on page 171)

### Indianapolis:

In what was described by Mayor Al Feeney as an "all-out effort" to get youngsters off streets late at night, local police are under orders to pick up any boy or girl under 16 after 10 p.m. The drive will include checking at Penny Arcades and gun galleries. Operators will be charged with contributing to the delinquency of minors when found guilty of allowing youngsters in their establishments after curiew.

Sam Weinberger, head of Southern Automatic Music Company, has spent his second week calling on operators over the State. He reports business improving. . . . Paul Jock, Arrow Distributing Company, distributors for the AMI phonographs, was visiting operators in Northern Indiana last week. Jock is interested in finding a suitable location for his showroom. At present he is located in the Hotel Antlers.

Abe Fleig, local operator, and his wife have gone to Washington for 10 days. . . . Bob Hiatt, Noblesville, Ind., op, visited distributors on coin row buying parts. . . . Frank Bannister, of Bannister & Bannister Distributing Company, returned from a business trip to Denver, then left for New York for a week or 10 days, again on business. . . Peter Stone, of the Indiana Automatic Sales Company, spent several days in Kokomo, Ind.

The five top tunes on Indianapolis juke boxes last week were My Happiness: You Can't Be True, Dear; You Call Everybody Darlin', Little White Lies and Woody Woodpecker. . . . Ray Lee, Elwood, Ind., op, was a coin row visitor, buying parts, and L. G. Fix. Boswell, Ind., operator, was just looking around. . . . William Bolles, advertising manager for the Packard Manufacturing Company, left July 24 for Washington.

### Twin Cities:

Minnesota operators and jobbers are Ed Robinson, of Music Sales, has thru the cloud of bad business. Coin- family home in Meridian, Miss. . . men are starting to buy a few new Jules Peres, Peres Distributing Comgames and new music units. Jobbers pany, is taking it easy while awaiting report sales picking up, with the trend a permanent decision on his injuncthe past week such as to indicate tion against the city. Police and ment, has worked long and hard to things will be better, . . . A notice- agents of the mayor have been reable increase in the number of opera- strained temporarily from destroying tors who were investing more money Peres' machines. Decision is expected in music than in other coin machines in September when court resumes. also was noted. Many have said they | . . . T. E. Otter has formed a disrealize that the phonograph today is tributing firm and at present is perhaps the most suitable machine in working out of Pete Nastaci's office the Minnesota operating picture. . . . at 1010 Poydras. He says business is Installation of flippers in old games okay despite the summer slump. are keeping service mechanics hopping.

Charles Karter, of Star Novelty Company, St. Paul, is revamping his route, adding new music and game equipment to replace old units. . . . Elgin McDaniels, Eagle Bend, Minn., wants to sell his restaurant to concentrate activities in the coin machine business. ... Bob Keese, St. Paul operator, wants to do the same thing and has his tavern up for sale. . . . Harry Willet. La Porte, Minn., made one of his rare visits to the Twin Cities market last week, paying particular attention to music machines.

adding five-balls to his route. . . . showing. . . . Louis Boasberg, New From Des Moines comes word that Orleans Novelty Company, is at the Joe Epstein, Superior Sales Company, cigar passing stage over the new (See Twin Cities on page 171)

### New Orleans:

smiling as the sun begins breaking been making week-end treks to the returned from a two-weeker in

Ed Kramer, vice-president of the New Orlean Pin Ball Operators' Association, has been unusually active in civic charity drives. The association held its weekly meeting Monday (12) and discussed high rate of tederal, city and State taxes levied against pin machines. Memmbership in the organization under the presidency of John Bosch, Avalon Amusement Company, has reached the 55 mark.

Nick Carbajal, Crown Novelty Company, has a smile on his face after the response he received when the AMI phonograph was formally introduced here. He reports that sev-Al Carradine, St. Paul coinman, is eral hundred people attended the

(See New Orleans on page 171)

# Chicago:

Bob Gnarro, ABC Music Service, Northern Wisconsin. Drove about 450 miles with his family to get to the vacation grounds. Edward Holstein ABC's custodian of the disk departaid Bob in getting the record files in shape. One entire room is devoted to stocking of platters, both for routemen's use and for general stock.

E. C. Hill. Telecoin Corporation vicepresident, and Robert Balley, Chicago sales manager, are pleased over the showing their canned juice vender. Tele-Juice, made at the firm's threeday showing last week. Wide interest was shown by coinmen and others not in the operating end as yet, they contend. . . E. J. Novak, president of Crown Implement Corporation, maker of the new Big Four selective bottle vender, and firm's sales manager, E. Wascher, also are two pleased people this week, due to the high interest created by their showing of the new machine at the Bismarck here last week.

A & M Music Company's secretary. Mrs. E. Ryden, continues to make the news with her musical connections. In addition to being exposed to music via wax, thru Ray Raymond's juke box business, she revealed that her son, Darrel Balasty, is now playing guitar with the Don Fielding Townsmen. Group is currently in Aurora, Ill., but will open in Chicago soon for an extended run.

Jack Nelson Sr., Jack Nelson Company, reports that firm's trailer showroom is now in Missouri, after having left Chicago recently on a three-State route which will take it thru Illinois, Missouri and Indiana. Nelson representative Martin J. Parker is driving (See Chicago on page 170)

# Turning Back the Clock

### 10 Years Ago This Week

July 23, 1938.—J. W. Coan, head of Coan - Slettleland Company, Madison, Wis., announced that firm would open a Chicago sales office. Company's U-Select-It candy vender production kept a full factory force at a high level of activity. . . . Watling Manufacturing Company broke advertising on its Treasury Bell, stating that its price of \$50 was the full and final payment-no tax. In addition, a 15-day money back guarantee was being given.

E. W. Brickman, sales manager of Oriole Coin Machine Corporation, Baltimore, delivered details of the Transport Building, attracted much Oriole script plan, which called for the distribution of script to customers of the firm as they purchased machines and supplies. Script could fair to attract prospective customers. then be used to redeem premiums on display in the Oriole headquarters and deatured in the premium gift catalog distributed by the firm. . . . Coinmen were saddened by the news of Ted Stone's death.

Ray Maloney, president of Bally Manufacturing Company, announced firm's new Bally Arcade, Game, a reserve-type five-ball novelty, featured an animated backboard that dramatizes the player's skill. . . Genco debuted two new games, Splash and Oscar. Former had action similar to that of an animated cartoon; shows a fish being caught, hauled into a boat and strung on a line. Insertion of a coin illuminates the backboard, which depicts a man and woman fishing-each hit of the ball against the bumpers advanced the fish toward the line. The 10th hit showed the man landing the fish.

Music distributors and dealers from three States met in Monticello, N. J., and formed the Tri-State Phonograph Operators' Association (TSPOA) covering New York, Pennsylvania and new quarters at 1292-98 Washington New Jersey. William F. Miller, Monticello, was elected chairman; Brig- started in the coin machine business ham Young, Middleton, vice-chair- in 1926 as an operator and later enman; Harry G. Nelson, Middleton, treasurer, and Martha Doyle, Monti- rying one of the largest stocks of macello, secretary.

### 15 Years Ago This Week

July 22, 1933.-Chicago World's Fair management released figures on coin amusement and merchandising machine earnings from the opening of the fair up to July 9 (one month) . . . \$86,000 gross. Brooks Contracting Company has the concessions for rest rooms. M. H. Glass, Glass Vending Company, had amusement machines and scales in all rest rooms. Glass said the Seeburg Sportsman was the most conspicuous amusement device in his fair locations. Display of coin machines by Allied Coin Machine Exhibit group, set up in the Travel and attention. Group consisted of seven or eight manufacturers and was formed expressly to exhibit at the

P. C. Smith, Exhibit Supply Company, Chicago, said that his firm was doing "three times as much business as it did the previous year." Firm had three shifts at work, concentrating on the Booster counter game, with high output on the Novelty Merchantman and Iron Claw. . . . Vending Machine Operators' Association (VMOA) of New Orleans held a meeting during which new members were enrolled and a board of directors elected. Board consisted of J. H. Peres, Lee Vanado, C. F. Phillips, C. C. Kramer and Sol Kobler. Association said it would not attempt to limit the number of machines in a location. but that its members agreed that each vender must be of a different type.

Genco, Inc., appointed Streets Automatics, London, their English representative. The British firm employed 500 men to service its coin equipment, which was on location thruout the British Isles. . . . Trimount Coin Machine Company, Boston, moved into Street. Firm head, David S. Bond, tered the jobbing field. He was carchines in New England.

### Detroit:

Norman and Arnold Michlin, Garry Green and Abe Solomon, partners in the Dispensit Company, beverage vender operators, have sold their business to Robert P. Schmidt, who will specialize in root beer machines of the non-selective type, . . . Homer B. Stuart, president of the Advance Products Company, is bringing out a new coin-maker. . . . Tony Marshall is taking temporary charge of the Vending Machine Corporation of America operations, with a large route of Pepsi-Cola machines, pending appointment of a successor to Lee Medendorp, who resigned as general manager.

Mrs. Sam Ciaramitaro, wife of the veteran owner of Sam's Music, is out of the hospital after an operation for removal of a kidney. They will go to Houghton Lake for the summer. . . . Ben Liddon, of Advance Service Company, who was in town to visit his daughter, Mrs. Charles H. Stapleton, returned to Pittsburgh to be hospitalized for diabetes following a severe attack while here.

Henry C. Lemke, Lemke Coin Machine Company, is reducing his popcorn vender operations and concentrating on other types of machine operations. . . . Max Marston says the demand for new AMI phonographs continues at top figures in local territory. . . Morry Kaplan has been flooded with demands for his new hit, You Call Everybody Darling. . . . Joe Frederick, Penny Arcade operator, is repainting and renovating equipment at his home in Detroit, prior to going south for the fall. . . . Israel Eisen, formerly with Confection Cabinet Corporation, has resigned to become manager of the Michigan Sports Serv-

onymines material

# LATEST NEW MODELS MILLS JENNINGS SLOTS

IMMEDIATE DELIVERY

BUY YOUR MACHINES FROM THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

STEEL SAFES AND STANDS

OUR GUARANTEE IS YOUR ASSURANCE OF SATISFACTION

WRITE, TELEGRAPH OR PHONE MONROE 7911

# BAKER

NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

# COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine, Gold Award or Jackpot Model, Sixe: Height, 1834"; Width, 121/2"; Depth, 12"; Weight, 43 lbs.

WRITE FOR PRICES

# FOREIGN TRADE ..

This machine takes any foreign coin as big as U. S. 25¢ piece or as small as U. S. 10g piece.

GRODITCHION TOOL & MFG. CORP.

126 N. Union Ave.

Chicago 6, III.

and tripling 5-ball profits

# Des Moines:

Several exhibitors were in town for the organization meeting of the Iowa Automatic Music Operators' Association held at Des Moines. Jack Car-Corporation. The Pittman Distributexhibitors, however, did not set up any displays, but opened their hotel rooms to the operators. Des Moines distributors did not set up any exhibits for the meeting.

The non-technical service schools held by Atlas Music Company at Des Moines July 13, and Omaha, July 20. were reported well attended by Phil Moss, manager of the Des Moines office. Ed Feldman, of the Seeburg factory, conducted the schools. . . . Newell Benson has joined the sales division of Atlas Music, and Evelyn James has joined the staff as a secretary.

## Philadelphia:

Newest addition to coin row in the uptown Broad Street area is the Boulevard Amusement Company, New firm was set up by Sam Grizer and Eugene Stave. . . Local chatter columnists made capital of the fact that maestro Ted Lewis, during his engagement at Frank Palumbo's Click, would slip away from the throngs between dance sets to play pinball machines at the near-by coin machine arcade.

James McAndrews, collector for Keystone Vending Company, is looking for a new strong box for his truck since the one he had been using was broken open and \$450 stolen. The robbery occurred while he was parked in West Philadelphia to service a vending machine.

David and Ned Yaffe, heads of Y & Y Popcorn, and their wives went to New York last week to celebrate the Ned Yaffes' third wedding anniversary. . . . Music operators hail the announcement that Warner Bros. will relight the Earle Theater stage in September after two years of darkness, calling to mind the excellent promotions with name bands appearing there each week. . . . Basin Street Boys' recording of I Sold My Heart to the Junkman topping the nickel pull of King Cole's Nature Boy, still going strong. . . . Personal appearances of T. Texas Tyler in this territory stimulating added nickels for his Deck of Cards creation, which originally hit hitdom in this area. . . . A new cigarette vending operation was set up by Lewis Gross and Samuel Gross, operating under the name of L. & S. Cigarette Vending Company.

# San Francisco:

Bill Schetter, president and general manager of Jack R. Moore Company, returned from a business trip to Chicago. While admitting that business is slack, he sees a good spurt ahead by fall. The firm has enlarged its game department in order to handle increased demand in this line. Jack Dolan, Moore rep, is back at his desk from a business trip thru Northern California, . . . Al Meyers, sales manager of the Golden Gate Novelty Company, reports that spots which have installed shuffleboards have greatly increased business.

# Columbia, S. C .:

Music machine ops here report play up slightly in the municipal area due to National Guard encampments at nearby Fort Jackson. They fear, tho, that the loss of the Fifth Division at the Fort may chop their play. . . . Coastal ops report resort business good, but not up to expectations. In the interior, the usual summer drag has plagued the trade. . . . At the Columbia office of Sparks Specialty Company, two Seeburg Select-o-Matic 200 Library machines went out to the Piedmont area.

# Los Angeles:

Joseph Duarte, of Badger Sales Company, is passing out cigars again. This time it's a daughter, born at St. Luke Hospital, Pasadena. . . . George ter, of St. Paul, was on hand repre- O'May has been named manager of senting the Midwest Coin Machine the E. T. Mape Distributing Company succeeding Ray R. Powers who ing Company was also on hand. The has opened his own business and will handle coin-operated phonographs and equipment. Powers has taken over the spot formerly occupied by Nels Nelson and later used by Minthorne Music as a display warehouse, O'May comes to Los Angeles from San Francisco where he was associated with the Jack R. Moore Company. . . . Distributorship for the Pop 'n' Hot vender has been taken on for Southern California, Southern Nevada and Arizona by Badger Sales, William R. Happel Jr., announced.

> D. W. Price, of Allite Manufacturing Company, and wife and daughter left by motor last week for the East. Price is making the trip in the interest of the automatic pin setting and scoring bowling alley. He will make stops at Salt Lake City, Denver and Chicago, and then hit the Eastern Seaboard. Allite is increasing its production on a new schedule. . . . General Music. headed by Bud Parr, is manufacturing The Champ, new coin-operated shuffleboard with the plastic top. . . . Al Silberman, seen along coin row, promises to make an important announcement soon. . . . Western Vending Machine Operators' Association will vote on new officers at their next meeting.

Here's one of the finest business opportunities in years. You can cash in on the fact that people like radio with their meals. That's why Tradio-ette-a small, compact coinoperated radio designed for restaurant and tavern booths has become so nationally popular, Plays 15 minutes for 10c.

Small . Thousands of high-yield locations are available if you get in on the ground floor. Only a small invest-

full or part time business. Tradio la the nation's leading manufacturer of coin-operated radios.

For Complete Details . . . Contact Us Today Write, Whre or Phone



1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

# BRAND NEW 5-BALL GAMES-CLOSEOUTS! CALL OR WRITE FOR PRICES

BRAND NEW BOOMERANGS \$129.50 SHOOTING STARS 5-Ball Pin Game, \$50.00

Thoroughly Reconditioned Equipment Ready for Location

Batting Practice ... \$ 75.00 | Keeney Submarine .. \$ 69.50

Sky Fighter ... \$ 99.50 | Undersea Raider ... \$ 69.50

1947 Ten Strike ... 129.50 | Zingo ... \$ 69.50

Chicoln Hockey ... \$ 89.50 | Drivembile ... 149.50

Groetch. Typer, 10c. 289.50 | Ex. Mystic Eye ... 139.50

Periscope-Liberator ... 69.50 | Ace Bomber ... 89.50

SPECIAL: 50c JEWEL BELLS 5c-10c-25c JEWEL BELLS

New and Reconditioned

MILLS GOLDEN FALLS, H. L.—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$155.00 EA.

WRITE

BROWN FRONTS-Orig. 5g-10g-25g 2/5 or 3/5 PO \$109.50 EA.

WANT TO BUY:

MILLS

MILLS BLACK CHERRYS—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$150.00 EA.

Genco Total Rolls-Chicoin Basketball Champs-Drivemobiles-Draw Bells, red buttons-Deluxe Draw Bells-Mills Escalator Slots

WRITE FOR COMPLETE LIST: 1-Balls, 5-Balls, Consoles, Slots, Scales, Etc.
FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information.
Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. CABLE: MOCOIN.

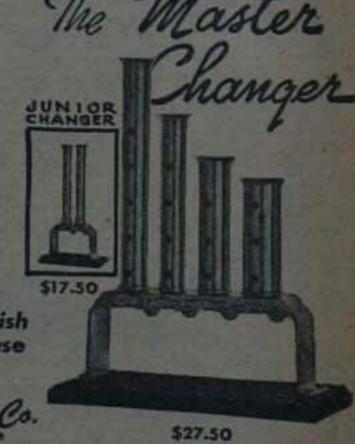
"AS ESSENTIAL AS YOUR CASH REGISTER"

A flick of the finger dispenses 5 nickels, 5 dimes, 4 quarters or 2 halves in the palm of your hand. No unnecessary trips to the cash register. Tubes hold quarters and halves offered for change



Lustrous Chrome Finish **Heavy Weighted Base** 

Northwest Sales Co. PETERBURE MATICULAL BISTRIBUTOR



MUST BE COMPLETE AS TO PARTS, NOT NECESSARILY WORKING Ship C.O.D .- Advise Quantities

NOVELTY CO.

715-17 WEST MAIN ST.

LOUISVILLE, KY.

# Look To The GENERAL For LEADERSHIP

### RECONDITIONED 5-BALLS AMBER .....\$ 39.50 BAFFLE CARD ...... 39.50 BIG HIT ..... 29.50 BIG LEAGUE ...... 29.50 BOWLING LEAGUE ..... 69.50 BRONCHO ...... 69.50 CINDERELLA ........ 169.50 FAST BALL ..... 39.50 FLAMINGO ..... 89.50 HUMPTY DUMPTY ..... 129.50 JACK & JILL ...... 189.50 LUCKY STAR ........ 55.50 MISS AMERICA ...... 39.50 PLAYBOY ..... 49.50 SINGAPORE ..... STAGE DOOR CANTEEN ..... STATE FAIR ...... SUPER SCORE ..... SUSPENSE ....... TORNADO ......

VANITIES .........

Terms — 1/3 cash with order, balance C. O. D. Write for

# Victory Special \$169.50

# ARCADE EQUIPMENT

ACE	BON	MBE	R .	8	×	d	ı	ı	ú		ø	8		ä	ø	H	51	50.0	0	
AIR	RAI	DER			۰		×	٠	и	٠		и	н		н	и		68.5	0	
PLA	Y G	OLE	10	a	B	g	8	В	8	8	0	g	g	g	q	9		89.5		
SKY	FIC	Link	ER.		ø	н	я	и	н	н	п	в	п	и	я	H	86	00.0	_	
LLULE.	AL B	OLL		10	8	я	и	и	а	и	в	и	и	×	и	×		89.5		
EXH	Hall	RO	LE.	R	и		8	H	ä	Σ	¥		0	8	я	в		50.0	0	

# Special Close Out! MARVEL POP UP Factory List ... \$49.50 Limited stock .....

### CONSOLES

SILVER MOON, TOL, P.P \$ 49.50
SILVER MOON, Conv. 89.50
BAKER'S PACERS, D.D., J.P.
(like new)
BIG TOP
GALLOPING DOMINOES, Walnut 69.50
PASTIME 150 00
'38 SKILLTIME 79.50
TRIPLE ENTRY 89.50
FOUR BELLS 69.50
TWIN BONUS SUPER BELL.
56/256
CLUB BELL 49.50
DRAW BELL 199.50
DE LUXE DRAW BELL 285.00
HIGH HAND 59.50



NINE SPECIAL TOOLS to simplify vending machine maintenance—REEL CRIMPERS for replacing or patching real strips, UPPER PAYOUT LEVER adjusting Tool, RIVET SET PUNCHES, LONG SPRING HOOK for re plecing ineccessible springs, and SPECIAL WRENCHES. Each Tool is applicable and was carefully selected by repairmen who know and appreciate the importance of competent on the spot repair. The Tools are made of high grade steel to give practical service. It's the play that counts and those NINE TOOLS will soon liquidate their small initial cost -\$21.95 F. O. B. Kotomo, Ind. Jobber's prices quoted on request.



LITERATURE ON "SLOT" REPAIR TOOLS AVAILABLE



219 WEST JACKSON KOKOMO, INDIANA





Special!

SEEBURG RAY GUN Chicago Coin Hockey . \$49.50 Amplifiers, Motors, Rifles. Keeney Submarine . . 49.50 Repaired Complete Stock Scientific Batting Pr. . 49.50 Rock-Ola Super .... 179.50 Bally Rapid Fire ... 89.50 of Souburg Ray Gun Parts. Write for List.



1346 Roscoe Street Chicago 13, Illinois > GRA. 0317

# COINMEN YOU KNOW

Chicago:

med from page 1683

the Chrysler that pulls the trailer to the operators' doorsteps. Idea is meeting with encouraging success. Nelson says. Among callers at the Nelson Chi showrooms last week was Pete Thomas, of the Nick Thomas Company. Akron. popcorn manufacturers. and Pop 'n' Hot vender distributor. Pete and brother Nick operate one of the largest popcorn popping plants in that area. A fire broke out in the plant recently, but Nick says production was uninterrupted.

Nelson is experiencing a flurry of vacationing fever. Jack Jr. is leaving this week with two former school chums on a two-week excursion into Canada. Firm's sales representative, Whitey Lehrter, is relaxing in the Minnesota woods. Another Nelson staffer, secretary Jeane Aldman, is off on a honeymoon, destination secret. Jeane is now Mrs. Jim McIntyre. Wedding took place Sunday (18). Jack hopes she'll be back at her desk next week.

Visitors at the big Bally Manufacturing Company plant during the past week were Virgil Christopher, Chris Novelty Company. Baltimore: Herman Paster. Mayflower Distributing Company, St. Paul: Jack Rosenfeld, Jack Rosenfeld Company, St. Louis, and Bill Marmer, Sicking, Inc., Cincinnati. . . . Monarch Coin Machine Company is featuring a showroom display of "A to Z" variety in coin-operated games, Clayton Nemeroff advises. Clayton is crossing his fingers these days and hoping that he'll be able to sandwich in a vacation before snow flies.

Jimmy Martin, James H. Martin & Company, reports that George Solar's father, Louis, died recently. George is taking time off from the office for the next week or so. His father was cited by city officials in 1933, according to Jimmy, for being instrumental in bringing the World's Fair into being.

Martin is currently plugging on two hit disks that should whirl well on the lukes: Hair of Gold, on Universal label, and Underneath the Arches, a 17-year-old English ballad that is being primed for hitdom. Jimmy's new coin mechanism, handling both quarter and 30-cent sales, is aimed at cigarette venders in high-tax States where the higher price is mandatory. Jimmy says the unit will go into DuGrenier W. S. and WD models at moderate cost. One thing that makes coinmen's repairs pay off for themselves is fact that auch expenditures come off income tax. penny for penny. Jimmy states.

A. Garrick Alex, Vendall Company, reported the return of Sales Manager Bill Fuller last week. Bill was out thru the Midwest on a business jaunt. Firm's candy servicing tray, featuring a lattice-work bottom, is being used by more and more candy ops, Garrick says. Most recent orders came from several operators in the East.

Mike Spagnola, Automatic Phonograph Distributing Company, is a busy beaver now that he's looking for a new gal secretary and his head serviceman, Ray Grier, is on vacation. Ray is driving to Virginia to visit his folks and won't be back until Monday (2). Meanwhile, Mike finally succeeded in getting a display model of the new AMI Model B for the floor.

Atlas Novelty Company is another firm that is decidedly vacation conscious. Harold Schwartz and Joe Kline are taking their families and rolling up to Lac du Flambeau, Wis., for a two-week session. Upon their return Irv Kleiman and Nate Feinstein will hit the time-off trail. Firm's bookkeeper, Dave Toll, left for California Monday (26) to spend two weeks.

While the Windy City wasn't so very windy last week, the heat failed to keep visitors away. Bill DeSelm sales manager for United Manufacturing Company, was busy most of the week greeting visitors and keeping up with orders for the firm's new Major League Baseball game which is rolling right along, according to Billy and Lyn Durant, firm president. Seen at United were Lou Casola, Casola Coin Machine Company, Rockford, Ill., and Dick Farr and Harold Austin, Jacksonville, Miss., operators. . . . Lee Fisher, president of the Cine Case Company, reports that operators thruout the country have been writing his Michigan Avenue headquarters and enclosing orders for his new record-carrying case for their servicemen.

Fred Mann, Aireon's Midwest regional manager, continues to be one of the most traveled men in the industry. Fred spent last week showing Bernard Craig, Aireon's new general sales manager, thru part of the territory, covering Grand Rapids, Detroit and Cleveland. Sunday (18) Fred went to Chippewa Falls, Wis., for a showing of the Coronet held by Som Hustings. Fred says more than 20 operators visited the showing. After spending a tow days with his family here, he was scheduled to leave over the week-end for Southern Illinois and then Cincinnati, but will return to Chicago Thursday (29) when Craig is due here from the firm's Kansas City, Kun., headquarters.

Bally employees were all geared to celebrate the firm's annual picnic Saturday (24), an event that annually draws a large crowd. This year's event, complete with prizes and refreshments, was scheduled at Marvel Inn picnic grove on Milwaukee Avenue. Herb Jones, Bally exec, hardly had time to notice the heat during the week, keeping up with the firm's recently announced game, Carnival, which is going along fine these days.

Coin Machine Industries. Inc. (CMI) headquarters were depleted last week with Doris Hanson, office manager, and Margie Van Nordstrandt, secretary to Jim Pickering, away on vacation. Back from a week's vacation was Barbara Humphrey, who visited her sister in Greeley, Colo. . . . The publicity office at CMI was busy last week Ironing out final details for the



We have all Mills latest Bells in stock.

> SOUTH COAST AMUSEMENT CO.

314 E. Eleventh St., Houston 8, Texas AUTHORIZED RELL-O-MATIC DISTRIBUTOR

is doubling 5-ball profits

pinball tour tie-in with the motion picture Time of Your Life, due to tee off within the next few weeks, and scheduled to cover 25 cities.

With the Filben Manufacturing Company of Chicago now in full production on the Maestro and other Filben units, William W. Rabin, president, is flying around the country in his new Lodestar contacting distributors and operators. Bill visited Des Moines last week where Sam A. Drucker, vice-president of the National Filben Corporation, was contacting operators at the State meet at the Fort Des Moines Hotel, and then flew Drucker back to Chicago. Rabin reports he will hold a factory showing of the Filben line in Dallas July 29-30 at the Adolphus Hotel,

A. M. Brennan, Wico executive, says that the firm is going strong on its Whirlwind unit, and that operators from all over the United States are using it on their games. . . . Robert M. Albert has opened offices for his new lirm, the Ram Corporation, on West Madison Avenue, and is now operating coin radios in hotels in this vicinity. Albert is a former football star from Ripon College and is making his debut in the business in the coin radio field, but says he expects to expand his operations with other lines later.

Another headquarters which appeared depleted last week, altho this time business, and not vacations, were responsible, were the AMI offices here. Lindy Force, AMI's sales manager, reported that Joe Caldron, assistant sales manager, had spent Monday and Tuesday (19-20) in Des Moines at the operators' meet there, then was scheduled to travel thru the tall corn area for the balance of the week. Monte West, sales service engineer, was en route to Havana, where he will instruct staff members of the CIA Distributora Pan Americana S. A. (AMI distrib in Havana) on the new Model B unit. John Haddock, AMI's president, and his wife, who were visiting in Winnetka, Ill., have returned to the firm's headquarters in Grand Rapids. Force, who reported that production has been moving along so well that it has not caught up with the demand, said that AMI will re-publish its service manual to include the Model B, and will also publish a manual for the firm's wall boxes.

## New Orleans:

(Continued from page 168)

"brain child" which has gone over with such a bang. He opened a retail parts and repair department on the second floor of the warehouse-office building and reports unusual success.

Quiz machine installed in the New Orleans Novelty Company's arcade on Canal Street is attracting plenty of play since The New Orleans Times-Picayune praised its "interesting and educational offerings to those men with an extra 15 minutes to spare at lunch." Louis Boasberg halled the machine as "just what we need right now when business on other machines in the arcade is in a summer slump,"

Fishing is still getting close attention from Frank Anselmo, the "old man" of the Anselmo family at Johnny's Music House.

is doubling and tripling 5-ball profits

# Twin Cities:

has purchased a lot and plans to construct his own building to house his coin machine business. . . . Midwest Coin Machine, Filben jobber, has cleared space in the back of its building and installed a new loading dock as well as making room to park some 30 automobiles.

Another operator who visited recently was Andy Benna, Ironwood, Mich., who hasn't been in the Twin Cities in a year. . . . Don Hazelwood. Aitkin, Minn., was in town to buy arcade equipment. . . . Jack Karter, Midwest Coin Machine, wants it known he has a daughter and a son. A recent issue inadvertently credited him with two sons. The daughter is Joan and the son Stanley. . . . Robert Proper, Pine River, Minn., came to the Twin Cities with his wife, and while she went shopping he visited jobbers to look over music equipment.

M. H. Illies, Long Prairie, Minn., was in the cities buying new music machines. . . . Morrie Berger, Duluth, also arrived in search of equipment. ... Henry, mechanic for Harvey Hanson, Cambridge, Minn., picked up several music units and hauled them home, . . . Merle Stoddard, Zumbrota, Minn., was around buying five-balls.

Joe Goldberg, Berkely Amusement Company, St. Paul, recently bought a 1941 Pontiac coupe and is busy rebuilding it to look like a Tucker. He's doing the work himself. . . . Ed Geissinger, Watertown, S. D., was looking for new games and music. . . . Irving Hertman, Lake City, Minn., was buying music. . . . Other visitors included Al Buck, White Bear, and Al Bathrick, Hastings.

### New York:

### (Continued from page 168)

Cup venders in the subway stations pressure. are getting a terrific play these hot and humid days. . . . And there is the case of one attendant, making change at one of the busier underground locations, who has had more than his share of refreshment. One of the machines under his care which was installed this week wasn't operating just right, and every so often would give only a half cup. As he gave the customer another nickel, he would down the half cup.

Chick Meehan, renowned ex-football coach of New York University and current president of the Touchdown Club, is one of the newest additions to the ranks of coinmen. He heads the just-organized Cobbs Florida Orange Vending Company of Manhattan and only during the last week installed more than 25 of the Cobbs orange drink venders in subway locations. Associated with him in the new firm is Michael J. Fornatora.

Jerry Finkelstein, editor of The Civil Service Leader, is another new automatic merchandiseman. He's associated with Spacarb in its subway operation. . . . Jack Pero, Spacarb advertising and sales director, returned last week from Charlotte, N. C., with I. H. Houston, firm president, and Bill King, engineer. Jack says the Spacarb showing there drew the crowds and got plenty of favorable publicity for venders in the local press and over the local radio.

The Blendow & Meyers two-day showing last week (22-23) attracted more than 200 local and visiting coinmen to the firm's 10th Avenue showrooms. Altho some of the attendance can be accounted for by the wellladen refreshment table, all showed a keen interest in the vending music and amusement equipment displayed. And some orders were written, too. The showing kept Al Blendow, Al Meyers and Teddy (Champ) Seidel busy demonstrating the machines. And Phil Rose, Blendow & Meyers mechanic, did an ace job of explaining the technical details of machines.

# Williams Sets Dew-Wa-Ditty In Production

CHICAGO, July 24.-Following a successful run of Yanks, the Williams Manufacturing Company is now in production on its newest five-ball game, Dew-Wa-Ditty, which features special bonus pockets and a fast bonus take-up, it was announced this week by Harry Williams, firm head.

Object of the game is to light up seven numbered bumpers which then light up the advance bonus roll-overs, stepping up the special bonus scores progressively from 10,000 to 100,000. When the latter is lit, a special saucer pocket lights, offering an additional 50,000 honus. When the numbers are all lit, a side roll-over on either extremity of the playfield lights, offering a free play if contacted.

Highspot of the game are four bonus holes, ringing the bottom advance bonus roll-over which, when numbers one thru seven are lit, scores a free play if the ball lands in the lighted hole. The bonus holes, however, do not light up simultaneously; rather, when all other lights are on, one of the bonus holes will light up, and only that hole offers a free play. The bonus holes do not light in rotation, but jump around, thus offering an added suspense for the player. In addition, free plays may be made thru the scoring.

One of the special features of the new Williams game is the fast bonus take-up which, instead of taking from 18 to 20 seconds as is the case with the usual game, only takes from 1 to 2 seconds in Dew-Wa-Ditty, thus stepping up the play considerably. A new coin chute is also featured on the game, which works with only slight

According to Fulton Moore, Williams sales manager, the new game is in full production and initial field tests have been above expectations.



NOW \$150.00 5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are Net F. O. II. Chicago

WATLING MFG. CO.

4650 W. Fulton St. CHICAGO 44, ILL. Cable Address "WATLINGITE," Chicago

is doubling and tripling 5-ball profits

# YOU ALWAYS

CLEANED!---PIN GAMES---CHECKED!

SEA BREEZE RIO SUSPENSE SMARTY KILROY HAVANA TORNADO

\$39.50 EACH ANY FIVE FOR

RANGER MAISIE TORCHY CYCLONE ROCKET GOLD BALL LUCKY STAR

500 K

600 K

MYSTERY

SHOOTING STARS EACH SUPERSCORE STEP UP ANY FIVE SPELLBOUND AMBER SUPERLINER \$325.00 FASTBALL

EACH \$150.00

# ALL PHONOGRAPHS COMPLETELY RECONDITI **USED PHONOS**

REGALS CROWNS CASINOS 9800 ESRC 8800 ESRC

ROCK-OLA

ARCADE

GOALEES ...... \$99.50

DRIVEMOBILE ... \$99.50

BOOMERANG ... 64.50

SUPER

MASTERS

ALL STAR

HOCKEY SCIENT.

PRACTICE

SEEBURG

ALL STARS ... \$249.50

BLACK CHERRY CABINETS

Complete

COUNTERS

NEW ACE COIN

Comp. with Carrying Case

8200 ESRC COMMANDER WURL.

\$42.50

COLONELS

ENVOYS

ROCK-OLA STANDARD Y

ROLL DOWNS

TALLY ROLL

DELUXE

SEEBURG

HITTER SUPER TRIANGLE

ADVANCE ROLLS WRITE

TERMS: Va Deposit, Balance C. O. D. Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan. PHONE: KILBOURN 7323



# Games Problems Spotlighted: Ops Report on Biz Subjects

(Continued from page 154)

clusions on such a survey as this, It is especially good considering the fact that July is normally the worst month to obtain replies to any type of mail survey. Some operators, in fact, did more than merely fill out the questionnaire. They sent two and three-page letters elaborating on their answers, and they pull no punches.

Play Picture

In answer to the question, "How does play on your pin games compare with one year ago?," 80 per cent of the replies said play is definitely down, ranging from 5 to as much as 50 per cent. The over-all average drop is 34 per cent, but it is interesting to note that 27 per cent pegged their drop at 50 per cent, while 34 per cent said their play had dropped only 25 per cent or less below last year. Of the remaining 33 per cent one half stated play on their machines was the same as last year and the other reported it was "up" and the average increase was 20 per cent.

Operators were also asked to compare play today with pre-war game patronage. One interesting fact came to light in that 56, or 32 per cent of the operators, revealed that they did not operate pin games in the prewar era. Some said they were not in the coin machine business at all then; others did not begin operating pins until after the war was over.

Of those with pre-war operating experience, however, two-thirds inicated that play was either "just as good" or "better" than pre-war. To be exact, 42 operators stated play was anywhere from 17 to 75 per cent above pre-war levels, while 38 stated business was just as good. Average increase was 25 per cent. Thirty-six of those who could answer this question stated business was below pre-



We have all Mills latest Bells in stock.

DIXIE COIN MACHINE CO.

912 Poydras St., New Orleans 13, La. AUTHORIZED BELL-O-MATIC DISTRIBUTOR

(Bally CARNIVAL is doubling and tripling 5-ball profits

CRAZY BALL DU WA DITTY SHORT STOP MERRY WIDOW MAJOR LEAGUE SPIN BALL VANKS TRINIDAD RANCHO

WRITE FOR LOW PRICES Lehigh Specialty Co.

1407 W. MONTGOMERY AVENUE Call Poplar 5-2209, PHILADELPHIA 21, PA.

In answer to the question, "How do your pin game costs compare today with one year ago and before the war?," 83 per cent said costs were either the same or anywhere from 5 to 30 per cent below what they were a year ago. Forty-five per cent of the operators said costs were below last year and the average reduction was 15 per cent. The 17 per cent who said their costs were above last year's specified the rise at levels ranging from 12 to 40 per cent and averaged out at 20.

Many-operators pointed out that they were forced to curb costs to keep in business and that they had done this in many ways ranging from trimming personnel, consolidating routes to buying fewer new games and keeping them on location longer. Several operators mentioned they no longer were buying any new games but confining their purchases to newer used machines since these "are depreciating faster and are better buys today than similar aged games were before the war." Many also mentioned the fact that they were reducing costs by equipping older games with flippers and spinners and thus obtaining more revenue from them.

Some operators also pointed out that one reason costs were down this year is that they can get new games anywhere from \$20 to \$40 cheaper from distributors than last year this

Operators who were in the pin game business before the war were unanimously of opinion that costs today are anywhere from 40 to 300 per cent above pre-war levels. Average for the 112 who gave specific percentages was 150 per cent increase. Twenty-four did not give specific percentages but merely mentioned costs were "very much higher" or "up plenty."

In fact, it is apparent from some answers that operators know costs are up but have no definite idea of how much. One, in fact, admitted he Jr., of Keith Amusement Company, did not keep accurate enough records to answer the cost questions accurately.

Eight-Week Average

Eight weeks is the average period for keeping a brand-new game in a top location, operators report. Most of the operators hedged on this question by answering "six to eight" weeks and "eight to 12" weeks. A few stated "as long as play holds," but for the most part, estimates ranged between six and 12 weeks. Only eight replies stated they kept three months.

swers to the survey were written to the question, "How many months do good game until it falls apart. you keep a pin game before trading it in on new equipment?"

Forty per cent-68 operatorsstated they do not trade in used equipment at all. Four reasons cited most frequently were:

2. Operator gets game for less by paying cash without trade-ins than by paying list price and getting trade- from \$3.75 to \$5.00 containing two in allowance.

trade-in value is neglible. In fact, not same coil for the pin game they worth as much as parts that can be charge from \$1.90 to \$2.50 for one cannabalized before junking.

4. High cost of equipment and less play forcing operators to keep switching equipment from one location to one is different, making it too hard another until games are worn out.

Typical of the replies in this category are these: Ellis Everett, Everett Amusement Company, Kingman, Ariz.: "There is no trade-in value. We have to junk them and buy new." "You can't get trade-ins here," says William Sheffield, of Paducah, Tex. "Never trade them in," says T. R. Gayton, of Chattanooga, "Old ma-

# Survey Box Score

How does play on your pin games compare with one year ago?

Eighty per cent say play is "down." Average drop is 34 per cent. Ten per cent say play is "same."

Ten per cent say play is "up." Average increase is 20 per cent. How does play on your pin games compare with before the war?

Thirty-six per cent say play is "up." Average increase is 25 per

Thirty-two per cent say play is "same."

Thirty-two per cent say play is "down." Average drop is 50 per

Note: Thirty-two per cent of operators replying could not answer on this or the fourth question as they were not in pin game business before the war.

How do your pin game costs compare with one year ago? Forty-five per cent say costs are "down," Average decline is 15

per cent. Thirty-eight per cent say costs are "same."

Seventeen per cent say costs are "up." Average increase is 20

per cent. How do your pin game costs compare with before the war?

One hundred per cent say costs are "up." Average increase is

150 per cent. How many weeks on an average do you keep a new pin game on a top location?

Average is eight weeks.

Sixteen per cent said two to four weeks. Twenty-eight per cent said five to seven weeks.

Fifty-two per cent said eight to 12 weeks. Four per cent said 13 weeks and over.

How many months do you keep a pin game before trading it in on new equipment?

Forty per cent said "don't trade."

Average is 10 months. Eleven per cent average five months or less.

Thirty-eight per cent average six to eight months. Thirty-two per cent average 10 to 12 months.

Nineteen per cent average over 12 months,

### Next Week

Plenty of fireworks in answers to the questions: "Are new pin games too difficult for most people to understand?" "Do you feel you are losing business because people who are not dyed-in-the-wool pin game fans either can't or won't take the time to figure out what they must do to get a high score?"

"What, in your opinion, would help correct the situation?"

chines make the operator some New Model Sound

money." One Indiana operator who, for obvious reasons, asked to remain anonymous, put it this way: "Never trade, always keep a game or sell it to a location." "No trade-in value around here," states Edwin H. Stanton, of Auburn, N. Y. J. R. Keith Anderson, S. C., points out, "We make more money by paying cash for new equipment and keeping old tables." One firm in Harrisburg, Pa., stated, "Machines can be salvaged for more than trade-in price after they have been used over the entire route,"

Average 10 Months

Of the 60 per cent who still trade in games, most keep them about 10 months before putting them on the block. Some say they trade in as fast as every three months, Greatest percentages, however, pegged life of new games in hot spots longer than a game on their routes between six and 12 months. All, however, ad-Some of the most interesting an- mitted that they try to dump a lemon goodly amount of revenue despite the as quickly as possible and keep a

# OP LETS DOWN HAIR

the operator full price for the new pin game, whereas in a cash deal an op-1. Distributors won't take trade-ins. erator can manage to get \$50 off on in fraternal clubs.

a new pin game.

"The manufacturers sell flipper kits coils, bracket, bumpers and several 3. Games depreciate so rapidly that other parts, but when you want that coil. There should be more standardization of units on pin games as the ball-shooting assembly, where each for the operator to service the games. The manufacturers and distributors seem to have lost sight of the fact federal government's coin machine that the operators still are working on the same nickel but his upkeep and expense have gone up from 199 to and other forms of amusement de-150 per cent."

Louis Warak, Louie's Amusement Company, Bedford, Ind.

# Movie Mch. Readied

NEW YORK, July 24.-Imperial Distributors, manufacturers of Imperial Pix, are readying a new model of the coin-operated sound movie machine, with deliveries set to begin in three weeks, according to Al Ross, firm partner. The new model features a re-designed cabinet, made of wood to improve its sound characteristics. Steel has been used for the cabinet in all production to date. More compact in construction, the new model takes up less floor space.

Promoted largely for use in arcades, Imperial Pix is used by such establishments along the East Coast.

# LA. BELL TAX STARTS

where the State government reaps a fact that Mississippi is officially "dry."

Tax on bell machines, which will be collected at the rate of \$50 for the remainder of this year, applies to machines being operated in both private and public locations. This point, revenue officials say, is important, since many of the State's bells are located

Cooper stated this week that Louisiana is not issuing licenses for the operation of bell machines because, "the law was carefully drawn to

guard against this."

Rather, Shreveport Director Laughlin added, the tax is more in the form of an occupational levy, and the stamp must be attached to the machine since department inspectors will confiscate unstamped equipment.

The new tax, drawn up with the tax as a model, also taxes pool tables, bowling alleys, pin games, juke boxes vices. Cost for each type of machine for the remaining months of 1948 will be half the fee approved by the Legislature.

scopynomed materia

173



Location owners want these features in a phonograph ... and only CORONET has them! HERE'S why CORONET stays in your most profitable spots.

CORONET'S new play appeal and flawless performance make every listener a repeat player. Bigger play combined with less overhead keeps net profits HIGH!

CORONET uses approximately 100 watts less power than the average phonograph. Cool, brilliant neon lighting saves almost 75% on phonograph lighting cost-95% on bulb replacement!

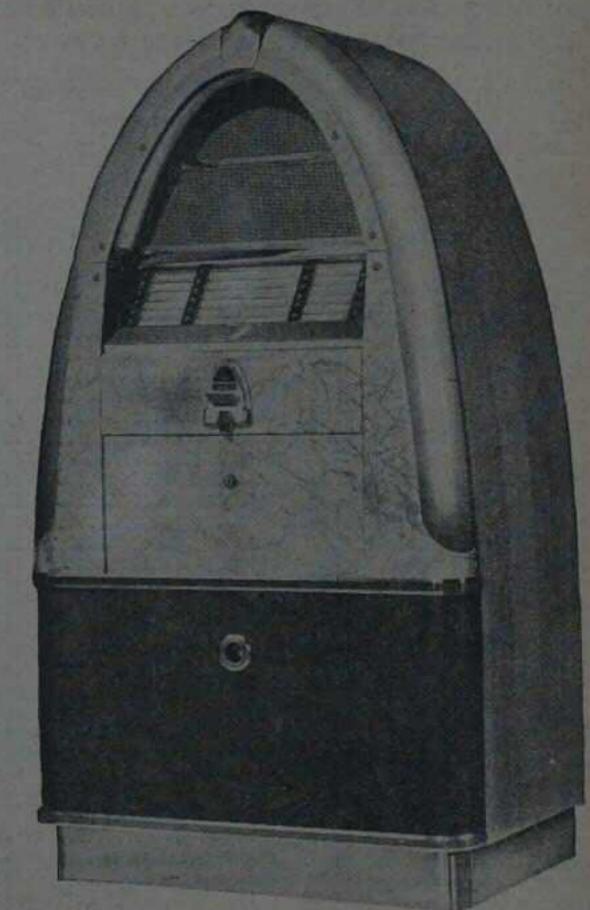
CORONET is less than 5 feet high . . . only 211/2 inches deep . . . just 30 inches wide! Total weight is only 250 pounds . . . almost 100 pounds less than other phonographs. Easily moved by one person. . . . Saves valuable space!

Five standard color combinations to fit any location . . . Blonde, Cherry or Natural Mahogany cabinets; Rose, Amber or Green plastics; Red, Cream or Red and Cream leatherette.

PLUS . . . the new G.E. permanent stylus cartridge that gives up to 60,000 plays . . . plus . . . the famous CINAUDAGRAPH speaker set at "ear level" for maximum tone and range with less volume ... plus the exclusive drop-in coin entry, tilt-out record changer and many other exclusive features.

# PROTECT YOUR LOCATIONS GET THE WHOLE STORY

Contact your Aireon Representative or the factory direct for complete information



STILL (4.9)-5

# MANUFACTURING CORP.

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.

# is doubling and tripling 5-ball profits

55 Units-Music, Pinballs, Pay-Outs, 14 years old, valuable locations, Ideal climiate year around; pay off 18 months.

BOX D-367

Care The Billboard

# Edelman, Rose In New Edelco Mfg. Set - Up

DETROIT, July 24 .- The recently formed Edelco Manufacturing & Sales Company has taken over the former Edelco Amusement Devices and has become one of the largest manufacturing firms in the amusement game field locally, with factory and offices at 1438 Franklin Street.

The new firm is headed by Isidor Edelman, inventor of Bang-a-Fitty, as president, and Samuel J. Rose as secretary-treasurer. Rose, who will also function as general manager, was formerly partner and Detroit manager of the King Pin Equipment Com-Cincinnati 22, o. pany, leading jobbing house here.

# LOOK-LOOK-LOOK

THE GREATEST SALE OF ALL TIMES . . . EVERY MACHINE IN A-1 GUARANTEED CONDITION . . . MONEY BACK IF NOT SATISFIED WITHIN THREE DAYS . . .

NOT TRADE-INS - OR JUNK, BUT THE BEST IN USED EQUIPMENT - SOME USED ONE WEEK - ALL JUST OFF LOCATION FROM 1 TO 10 OF A NUMBER:

		-
	BERMUDA	
	BALLERINA	
	BANJO	
	CATALINA	104.95
	CINDERELLA	135.95
	JACK N' JILL	144.95
	LEAP YEAR	94.95
-	MAM'SELLE	47.95
	BRONCHO	44.95
-	CO-ED	39.95
-818	FIESTA	32.95
-800	FLYING TRAPEZE	59.95
	FAST BALL	19.95
		39.95
	HAVANA	
	HUMPTY DUMPTY	104.95
	HAWAII	74.95
270 m	KILROY	34.95
	KILROY, With Flippers, New	
1	Back Glass, Now Called	CONTRACT.
	"Flipper Cal"	49.95
	LUCKY STAR	49.95
	MAISIE	39.95
	MELODY	114.95
	MYSTERY	32.95
A TOMOR	MANHATTAN	99.95
	NEVADA	76.95
	PLAYBOY	34.95
	With Flippers	44.95
	ROBINHOOD	122.95
100	ROCKET	27.95
	RIO	34.95
	RONDEEVOO	179.95
	RANGER	59.95
	STARLITE	89.95
	STORMY	
	SUNNY	89.95
-	SEA ISLE	88.95
parties.	SHANGII AI	144.95
	SPINBALL	169.96
	TRINIDAD	128.95
-	TRADE WINDS	149.95
		28.95
306		117.95
	TRIPLE ACTION	
	BIG PARADE	18.95
4	TORCHY	48.95
	TENNESSEE	94.95
4	TRAPEZE	24072

VIRCINIA ..... 144.95

WISCONSIN ...... 128.95 GENCO WHIZZ ..... 19.95

YANKS ..... 169.95

ACTION ..... 16.95

AMBER ..... 17.95

BOSCO	15.95	
BOLLOWAY	15.95	0
BAFFLE CARD	29.95	U
BASEBALL	49.95	-
CYCLONE	34.95	N
CANTEEN	39.95	
CROSSFIRE	44.95	
DYNAMITE	22.95	
FIVE-TEN-TWENTY	13.95	
GOLD BALL	44.50	V
CLAMOUR CIRL	14.95	Y
HONEY	34.95	
HOLLYWOOD	14.95	
LIBERTY	19.95	B
MISS AMERICA	23.95	D
MIDGET RACER	19.95	
SUSPENSE	18.95	Δ
STAR ATTRACTION	14.95	
SHANGRI-LA	19.95	-
SMOKY	34.95	C
With Flippers	44,95	
SUPERSCORE	18.95	10
SUPERLINER	22,95	K
SHOW GIRL	29.95	
STEP UP	18.95	BIL
SURF QUEEN	18.95	G
SPOT POOL	13.95	U
KEENEY THREE-WAY SUPER	-	
BONUS		
BLACK CHERRIES, 5¢		A
Original 10¢		$\Delta$
25¢		
Additional Professional Participation Confession Confes	169.50	D
FOUR BELLS, MILLS	199.50	M
JEWEL BELLS, 5¢	159.95	
	169.95	A
25#		A
QT, MILLS	84.95	

ATTENTION ..... \$ 16.95

	TUBES	
6SN7		42c
6V6		. 49c

VEST POCKET, MILLS ..... 39.95

COLDEN FALLS, 25¢ ..... 148.95

# NATIONAL COIN MACHINE EXCHANGE, INC.

(OUR NAME . . YOUR GUARANTEE) 85 AVENUE E, ROCHESTER 5, N. Y.

WRITE - WIRE - PHONE, 1/3 DEPOSIT WITH ORDER.

# ADVANCE RECORD RELEASES POPULAR

(Smithund t	tom. page: <u>40)</u>
Slaughter on 10th Avenue—Parts I & II Phil Green and Grk London R-10034 Sleep My Child J. Laurenz (Deep Night) Mercury 5161 So Rare V. Lynn-B. Parnon Ork (When You) London 172 Somebody Else's Picture B. Harron and Ork (Every Day) MGM 10237 Someone As Sweet As You E. MacGregor-Three Kings (Silver Shenandoah) Seva 2008 Songs of Our Times Album—Nat Brand- win and Ork (4-10") Decca A-1941 Amapols . Decca 24098	E MacGregor-Three Kings (Sameone As) Sera 2008 There's Music in the Land H. James-M. Morgan (Evry Day) Co- lumbia 18345 This is the Moment G. Panton and Ork (Win or) MGM 10238 Three Minute Polka H. Harden and Ork (Main Street) MGM 10209 Time May Change A. Shelton-S. Black Ork (Where or When) London 255 Underneath the Arches B. Green-A. Paul String Band (Why Does) Rainbow 78077 Until
Beat Me Daddy, Eight To the Bar Decca 24099 Chattanooga Choo-Choo Decca	T. Dorsey Ork-H. Prime (After Hour) Victor 20-3061 When You're in Love
Daddy Decca 24099 Down Argentina Way Decca 24098 Elmer's Tune Decca 24099 Frenesi Decca 24098 Green Eyes Decca 24098 I Don't Want To Set the World on Pire Decca 24097	R. Goff-C. Stanleton and the Serenadera (I Don't) London 262 When You Awake V. Lynn-H. Farnon Ork (So Rare) London 172 Where or When A. Shelton-S. Black Ork (Time May) London 255
I Hear a Rhapsody Decca 24096 String Bund Polka	Why Does It Get So Late, So Karty  B. Green-A. Paul String Band (Under- neath the) Rainbow 78977
P. Sheridan-The Silveraires-Hegeman String Band (Old Gray) Public P-710 Sunday in Old Santa Fe A. Russell-P. Weston Ork (Ciclito Lindo) Capitol 15158	Win or Lose G. Paxton and Ork (This Ia) MGM 10118 You Darlin' L. Thompson and Ork (Bumble Beer
L. Prima Ork-C. Allen (All of) Victor 20-3034 Tabby the Cat	Rondo R-146 You Go To My Head P. Chibbers-T. Heath and Ork (Dark Eyes) London 259
E. Harper with E. Beal and Sextet (You're My) Columbia 38265 The Law Is Comin' Fer Ya Paw A. Shelton-S. Browne (Say Something)	You're My Everything T. Harper with E. Besl and Sextet (Tabby the) Columbia 38265
London 200 The Man on the Carrousel	You're So Loveable D. Street and Twin-Tones (But None)

Ratnbow 10075

Yours With Love and Kisses

Dream of Olwen (1-12")

(The Mun) London 261

D. James-C. Stapleton and Keynotes

CLASSIC & SEMI-CLASSICAL

I. Posella-Mantovani and Ork (Sky-

acraper Pantasy) London B 12006

J. McCormack . . . Victor MO-1228

Delibes: Lakme, Act III; Vient al con-

RELIGIOUS Beyond the Sunset Cowboy Phil and Golden West Girls (The Golden Bibletone 8002 Dear Guardian of Mary-On This Day, O John McCormack Album (6-10") Beautiful Mather R. B. Kleinschmidt (O Lord) Electron Bell 204 Do Not Pass Me By Gospel Stars (Jesus Gave) DC 8056 Flowers For the Master's Bouquet Maddox Bros. and Rose (Tramp on) 4 Star 1239 If I Never See You Anymore The Two Gospel Keys (Stranger, Don't) Apollo 187 Jesus Gave Me Water Gospel Stars (Do Not) DC 8056 Mother Dear, O Pray For Me R. B. Kleinschmidt (To Jesus) Electron O Lord, I Am Not Worthy-Immaculate Mary R. B. Eleinschmidt (Dear Guardian) Electron Bell 204 O Purest of Creatures-Jesus, My Lord, My God, My All R. B. Kleinschmidt (Salve Regina) Electron Bell 203 R. B. Kleinschmidt (Panis Angelicus) Electron Bell 206 Panis Angelians-Holy God, We Praise Thy R. B. Kleinschmidt (O Salutaris) Electron Bell 205 Passing By Derek Baraham (Silent Worship) London Salve Regina (Gregorian)-O Esca Vintorum R. B. Eleinschmidt (O Purest) Electron Bell 203 Silent Worship Derek Barsham (Passing By) London R-10020 Borrow Valley The Singing Crusaders (Stand in) MOM Spirituals Transcribed For Chamber Or-chestra By Adelf Busch Album-A. Busch, Diz.-Busch Chamber Players-(3-10") Columbia MM-784 Crucifizion, Op. 58D, No. 6 . . . Co-I. Crucifixion, Op. 58D, No. 5 (Conclusion) . . . Columbia 17550-D 2. Little David Play on Yo' Harp, Op. SaD, No. 7 . . . Columbia 17550-D Death's G'Wineter Lay His Cold Icy Hands on Me, Op. 58D, No. 5 . . . Columbia 17543-D 1. Mary and Martha Jes Gone 'Long, Op. 58D, No. 2, Columbia 17548-D 2. Git on Board, Little Chillen, Op.

Stranger, Don't Drive Me Away

The Two Gospel Keys (if I) Apollo 187

James-C. Stapelton and Keynotes

B. Clark (I'd Rather Be) Columbia 38263

(Yours With) London 261

The Night Has a Thousand Eyes

tento profondo: Boito: Mefistofele: Act I Dal campt, del pratt Handel: Atalanta: Come, My Beloved; Mozart: Ridente la calma Lotti: Pur dicesti, o bocca bella; Brahms: Peldeinsamkeit, Op. 86, No. Puccini: La Boheme, Act I O souve fanciulla; Bizet: I Pescatori di Perle: Act I Dei tempio al limitar Rowe-MacMurrough; Macushia; Harford-Marshall: I Hear You Calling Wallace: Maritana: There Is a Flower; Matton: Goodbye, Sweetheart, Good-Max Lichters Sings Album-Zurich Tonhalle Ork-V. Reinshagen, Dir. (3-12") London LA-25 Lagoon Waltz . . T-5027 Hapolitana . . T-5026 Serenade . . T-5028 The Queen's Lace Handkerchief . . . The Rose of Stambul . . T-5017 Wine, Women and Song . . T-5026 Overtures of Franz Von Suppe Album-National Symphony Ork (3-12") London LA-24 Light Cavalry Overture Pt. 1 (Boyd Neel, Dir.) T-5022 Light Cavalry Overture Pt. 2 Poet and Peasant Overture Pt. 1 (Sir Malcolm Sargent) T-5024 Poet and Peasant Overture Pt. 2 . . . Morning, Noon and Night in Vienna Pt. 1 (Victor Olof, Dir.) T-1021 Morning, Noon and Night in Vienna Pt. 2 . . . T-5022 Pemp and Circumstance Marches Album-Lendon Symphony Ork-W. Braithwaite, Dir (2-12") London LA-23 Pomp and Circumstance No. 1 . . . Pomp and Circumstance No. 2 . . . T-5021

Pomp and Circumstance No. 3 . . .

L Posello-Mantovani and Ock (Dream

Jennie Tourel Sings Offenbach Album

The Tales of Haffman-Entracte and

Marcarolle (Act II, Boene I)

Skyseraper Pantany (1-12")

of London B-12006

(2-100)

J. Tourel-M. Abravanel, Dir . . . Co-58D, No. 3 Immbia MX-229
La Perichole—(1) Ah Quel Diner (2)
Mon Dieu, Que Les Rommes Bont
Betes : Columbia 17540-D
La Perichole—Je T Adore Po' Mourners Got a Home at Las', Op. We Am Clim-in' Jacob's Ladder, Op. 58D, No. 4 . . . Columbia 17549-D Stand in the Storm La Perichole-O, Mon Cher Amant, Je The Singing Crusaders (Sorrow Valley) MGM 10233

sac pyrighten maleria

# ADVANCE RECORD RELEASES

INTERNATIONAL

Ambrose Burs D'Ocuvres Album-Ambrose | La Sitiera (Tenant Farmer)

London LA-27 B'Wanga ; ; London 247 Caramba . . London 249 Conenhagen . . . London 247 Hors D'Ocuvres . . . London 248 Maracus . . . London 250 Streamline Strut . . . Landon 248 Tarantula . . . London 249 The Night Ride . . . London 250

Billos Caracas Boys (Una Nache) Victor

Artsenn Habtantonet (Our Tiny Land) M. Botoshansky-A. Schwartz Ork (Hahibi) Apollo 184 Don't Forget Me

F. Yankovic (Vadnal Walts) Continental

Drwam Polka Zath-mary Ork (Goral-Stanu Polka) Rainbow 20001 El Clavel Y La Rosa

Angelillo (El Gitano) Victor 23-0911 El Conejito (Little Bunny) E. Serrano Ork (Playas De) Victor

El Gitano Gandul Angelille (El Clavel) Victor 23-0911 Estoy Hecho Tierra (Down and Out)

Las Guaraches (Que Bobo) Victor 23-0005 Expectation Waltz J. Biviano (The New) Victor 25-1125. Fontane (Mountain)

R. Salvaili (A Thousand) Victor 25-7097 Good Luck Polka

H. Weiss (Happy Memories) Continental Garri-Stanz Polica

Zath-mary Ork (Dzwom) Rainbow 80001 Habibi (My Dear One) M. Botoshansky-A. Schwartz (Artzenu)

Haktantonet) Apollo 184 Happy Gay and Wide Awake J. Maganec (My Beautiful) Continental

Happy Memories K. Weins (Good Luck) Continental C-314 I'm a Widow

5. Banks (Your Husband's) Continental Une Noche C-13004 Jolly Swiss Boyn Polkin

S. Madden and Ork (Walts Behemia) Mercury 6120 Kare Konle-Polka (The Bark Horses)

Wonjnarowski Ork (Wanystkie Sie) Dans. 563 M. Koshetz Presents Great Album

(3-20") M. Hoshetz . . Victor S-55 De Mill Droog (Give Me Your Rand for Luck) . . . Vieter 26-5040 Graziosa (If I Could Sleep Never to

Waker . . . Victor 28-5041 Kalitka (Little Gate) Victor 26-5039 Shato Mue Gore (There's Ne Sorrow) . . . Victor 28-5038

When It's Love . . . Victor 20-5041 Ya Vecher Miada (Last Night I Drank Too Much) . . . Victor 28-5040

P. Wojnarowski and Ork (Miala Baba) Dana 574

La Barquita. Trio Urquina (Sin Ti) Victor 23-0910 Cunjunto Casino (Traigo Un) Victor 23-0000

Long Island Pickers V. Zembruski (Vic the) Continental

Malanga Dice (Malanga Tells Me) O. Guerra (Patilla De) Victor 23-0904 Miala Baba Koguta-Polka P. Wojnarowski and Ork (Krakowiak)

Dana 574 Mille Cherubin en Carol (A Thousand Angels Sing in Chorus)

R. Salvaiti (Fentane) Victor 25-7097 My Beautiful Rose J. Mazanec (Happy Gay) Continental

Negrelione Gomes Ork (Shein Vi) Rainbow 10029 Negra Maria (Black Mary)

A. Maria Gonzalea (Volber a) Victor

Pan Migdalek (Old MacDanald) Silver Bell Ork (Za Stodola) Victor 25-9186 Patilla de Chivo (Sideburn)

O. Guerra (Malanga Dice) Victor 23-0904 Playas de San Luis (St. Louis Shores) E. Serrano Ork (El Conejito) Victor

Que Bobo Es Juan (Foelish John) Las Guaraches (Estey Hecho) Victor

23-0905 Riding By the Lake V. Zembruski (Teolie-Colle) Continental C-772

Shein Vi L'Vene Rhumba Gomes Ork (Negrelione) Bainbow 10029 Sin Ti (Without You)

Trio Urquina (La Barquita) Victor 23-0010 The New Accordion Polka J. Biviano (Expectation Waltz) Victor

Toolie-Oolie-Doolie V. Zeembrunki (Riding By) Continental C-772

Traiga un Tumbao (A New Step) Cenjunto Cusino (La Sitiera) Victor 23+0996

25-1125

Billes Caracas Boys (Ariel) Victor 23-0807 Vadnal Waltz F. Yankovic (Don't Forget) Continental

Volber a Emperar (Begin the Beguine) A. Maria Gonzales (Negra Maria) Victor

23-0909 Vie the Drammer Boy V. Zembruski (Long Island) Continental

Walts Behemia

B. Madden and Ork (Jolly Swins) Mer-Wazystkie Sie Pola Zazielenily-Wale (All

the Fields Have Turned Green) F. Weninarowski Ork-E. Nijelski and F. Wojnaroski (Kare Konie-Polka) Dana

Your Husband's Business S. Banks (I'm a) Continental C-13004

Za Studula (Behind the Barn) Silver Bell Ork (Pan Migdalek) Victor

# HOT JAZZ

Candy Store Blues Baby Resetta (Looks-There) Rajnbow

Tommy Dorseys Clambake Seven Alla en El Rancho Grande . . . Victor At the Cedfish Hail . . . Victor 20-3031 Chinatown, My Chinatown . . . Victor

Jusephine . . Victor 20-3031 Smiling At Midnight . . . Victor

The Lady Is a Tramp . . . Victor The Music Goes Round and Round

The Sheik of Araby . . . Victor 20-J032 Vaughan Williams: Fantasia en a Theme

Lion's Roar R. Jacquet-His All Stars (Suede Jacket) King 4242

Looka-There B. Carver (Candy Store) Rainhow 70021

J. Morris Ork-J. Griffin (The Spider) Atlantic 252 Suede Jacket

R. Jacquet-His All Stars (Lion's Roar) King 4242 The Spider

J. Morris Ork-J. Griffin (Mod Moon)

# CLASSICAL

Bixet: the Pearl Fishers Recitative and Romanza-Richard Tucker -E. Couper, Dir (Halavy: La) Columbia 72577-D

Halevy: La Juive "Rachell Quand Du Saigneur"-Richard Tucker-W. Pelletier, Dir. (Biset: the) Columbia 72577-D

Heifetz-Dinieu: Hera Stuccato Milhaud; Tinjuen From "Sandades De Brazil"

L Stern-A. Enkin . . . Columbia 17541
Satie: Trois Morcesux En Forme De Poire Album-Robert and Gally Canadisus (2-E07)

Columbia MM-763 T. Dorsey's Clambake Seven . . . Victor | Waltzes of Tehnikovsky Album (4-12") Vronsky-Babin . . . Columbia MM-760 Value Sentimentale, Op. 51, No. 6

. . Columbia 12549 Walts From "Eugen Onegin." Op. 24, Parts I & II . . . Columbia 72590 Walts of the Plawers From "Nutcracker Suite," Op. 71s, Parts I & II . . . .

Columbia 12592 Waltz From "The Swan Lake" Ballet, Op. 20, Parts I & II . . . Columbia

Waltz From "Serenade in C Major," By Tallin Album (0-19")

Minneapolis Symphony Ork -D. Mitropoules, Dir. . . Columbia MX-300

## LATIN-AMERICAN

Round the World Rhumba, Parts I and II E. Morales . . . Rainbow 19027 Samba With Cugat Album-X. Cugat and Ork (3-70") Columbia C-165

Brusil-Cugat Chorus . . . Columbia Cupacahana-P. Alvares . . . Columbin 38242 In Chi-Chi-Castenango-L Remay . . .

Columbia 38243 Mary Ann-Aladdin . . . Columbia Papa Enova-F. Alvarez . . . Columbia

Ting-Tico-E. Verdugo . . . Columbia

www.americanradiohistory.com

# THE MONE

DeLuxe & Universal Stands

Here are two beautifully streamlined weighted stands -with plenty of eye appeal-that will harmonize with the finest interiors in the most exclusive locations.

The patented, self-adjusting gripper lock and clamping device holds all machines with a vise-like grip that prevents movement in any direction. Ample space in base of each stand for weight material.

The DeLuxe Stand is equipped with automatic Revolv-a-Round so machine can be turned for servicing without removing stand away from wall.

Immediate Delivery from stock on both units. Order yours today. Write for name of nearest distributor. Also single, double and triple DeLuxe Safes and double Universal Safes.





SINGLE DELUXE STANDS

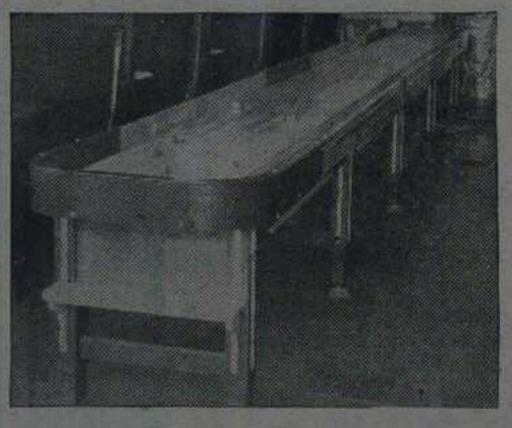
# CHICAGO METAL MFG. CO.

3724 SOUTH ROCKWELL ST.

CHICAGO 32, ILLINOIS

TEL.: LAFAYETTE 5754

SINGLE UNIVERSAL STAND



# DISTRIBUTORS

**Buy The Best Yet** CONTRACT IS OPTIONAL

Write, Wire or Telephone 9-3496

OHIO SHUFFLEBOARD CO.

17 N. Schenley Ave.

Youngstown, O.

For SATISFACTION

For SAVINGS Write the

For SERVICE

# 432 NORTH SEVENTH ST., PADUCAH, KENTUCKY

Selling Vending Machines, Supplies, Amusement Machines, Weighing Scales. Serving the South and the Southwest

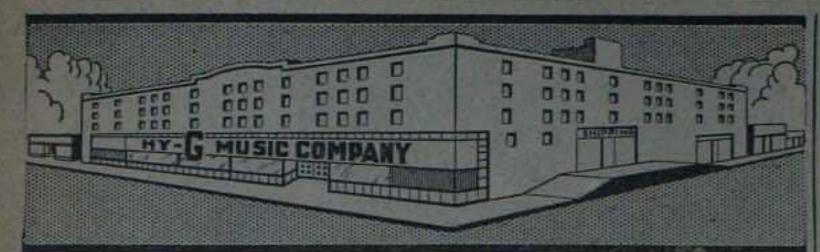
# SEND TODAY!

FOR OUR

OUTSTANDING EQUIPMENT BUYS!

RUNYON SALES CO. 123 W. Runyon St., Newark S, N. J. Tel.: Bigelow 3-8777 593 Tenth Ave., New York 18, N. Y. Tel.: Longacre 4-1880

is doubling and tripling 5-ball profits



AND REFINISHED. PRICE INCLUDES CRATING

ARCADE	EQUIPMENT
Strikes 'n' Spares, New Improvements	Skill Roll, 61/2*   \$ 88.50   Kentest Bomber   49.50   119.50   Basketball Champ   349.50   Sportsman Roll   99.50   Hi Score   99.50

We Can Make Immediate Delivery

CC	NSOLES	Ú
Pace Twin Reels Very Clean Lucky Lucre,	5-5 \$ 59.5 5-10 69.5 5-25 79.5 5-5 55.0 5-25 65.0	000
Mills 4 Bells Keeney Four-We	sy Super Bell	0

	100	SI	G	7	K	1	Ī	į.	W 100
New Pac Chrome Rebuilt Chrome Orig.	e 46, 50 Bells, 2 Orchid Bells, 5	Se Bel	in					 	\$125.00 150.00 89.50 89.50 99.50

COUNTER MODEL PHONOS	
Completely Refinished and Rebu	IIt.
WURLITZER MODEL 61S	69,50
ROCK-OLA 1940	88.50

ROLL DOWNS											
the	New	Watli	ng		20	00	F	or	tu	ne	Scale
	portamar II Score									-	99.50
8	asketbal	I Cham	p	*	8						149.50
	inales .		m	ø	94	10	80	80	60		19.50

Bally HY-ROLL ......\$349.50

Williams BOX SCORE ..... 274,50

With 48 Parts and Lite-Up Do	s \$450.00
AIREONS	
Super Deluxe, All New	Welte

Fiesta Write 1947 Aireon Hideaway \$169.50

Blonde Bombshell, In Orlg. Crates.

ACCESSORY EQUIPMENT	
New Personal Music Boxes5 New Solotone Bexes, S-10	5.00 7.50
New Covers for Solotone Boxes Personal Music Amplifier	39.50
Packard Speakers, 700	39.50 19.50
Packard Speakers, 800	29.50

TERMS: 1/3 DEPOSIT WITH ORDER-BALANCE C.O.D. Exclusive Distributors for Seeburg Products in Minnesota, North Dakota and



Ge. 0325 - 257 Plymouth Ave., N., Minneapolis 11, Minn. - Ne. 1347

# GET PENNY WISE

The Deluxe Model MERCURY ATHLETIC SCALE offers the operator the best constructed penny machine on the market.

Everybody plays it! Draws a crowd wherever they are!

Operators all over the country report profits beyond expectation.

Join the parade of successful penny-wise operators who are all cashing in today. Play safeand be safe-with a machine built to last.

Write or see our authorized distributor today. Delivery ten days from receipt of order.

List price, \$129.50 F. O. B. Detroit.

1/3 down, balance C. O. D. . . . Terms can be arranged. . . .

Mercury Athletic Scale Corporation

3830 Holbrook Avenue

Detroit 12, Michigan

Phone TRinity 3-3255



DELUXE MODEL-13 PLAYS

TOTAL ROLLS . . ADVANCE ROLLS. .

BELL PRODUCTS CO.

2000 N. OAKLEY

CHICAGO 47, ILL.

# Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service feature of The Billboard.

# New Equipment

Bottle vender, Crown Implement Corporation, Chicago.

Clothing dryer, Telecoin Corporation, 12 E. 44th St., New York.

Crazy Ball (five ball), Chicago Coin Machine Company, 1725 Diversey Blvd., Chicago,

Merry Widow (five ball), Genco Manufacturing & Sales Company, 2621 N. Ashland Ave., Chicago 14.

Tele-juice vender, Telecoin Corporation, 1601 S. Michigan, Chicago.

### New Firms

Arrow Distributing Company, Indianapolis, Ind., Antlers Hotel.

# New Addresses

G & P Engineering Company, 2910 McKinney Ave., Dallas.

# Personal Notices

Fred Baehr has been appointed confectionery sales manager of the Wilbur-Suchard Chocolate Company.

Edward J. Gesick has been elected treasurer of Mills Industries, Inc.

Herb Jones, vice-president of Bally Manufacturing Company, has been named chairman of the general committee for Coin Machine Industries 1949 convention.

Herb Oettinger, United Manufacturing Company, is chairman of the banquet and entertainment committee for the Coin Machine Industries 1949 convention.

Charles J. Pieri has been appointed factory representative by Exhibit Supply Company.

Michael Rittenhouse has been appointed to handle sales promotion for the Berlo Vending Company, Philadelphia.

Peg Rowlette has been appointed assistant director of public relations of the NAMA.

# Distributor Appointments

Aireon Manufacturing Company has appointed two distributors: Trout Music Distributing Company for the

is doubling and tripling 5-ball profits



We have all Mills latest Bells in stock.

FRIEDMAN AMUSEMENT COMPANY

AUTHORIZED BELL-O-MATIC DISTRIBUTOR 

# NEW METAL TYPER MACHINES REPAIR SERVICE

PARTS AND SUPPLIES

We Rebuild Old Groetchen Typer Ma-chines to Look and Operate like nuw-



### FINEST ALUMINUM DISCS

Plain or Colored Write for Samples and Prices

FOR TOPS IN QUALITY BUY DIRECT

FROM THE MANUFACTURER

# STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

ARCADE AND LOCATION EQUIPMENT SINCE 1912 WE HAVE SOLD THE BEST

COUNTER GAMES Steeplechase (New). Very Attractive \$49.50
A.B.T. Model F. (New) 49.50
A.B.T. Strike-a-Lite (New) 45.00
A.B.T. Challenger (Post-War) 25.00
Bingo (New) 4 Different Games
for the Cest of 1) 29.50
Kicker A Catcher 25.00
Gottlieb 3-Way Grip 25.00
Totalizer 25.00
Totalizer 25.00
Test Quest—Squeeze and Question
Answerer 34.50 Whirl-a-Ball Art Shows | Gender (Exhibit), New MUNVES' FACTORY REBUILT MA-CHINES LOOK AND WORK LIKE NEW FREE! 8 Page, 52 Illustrations, Catalog New or Factory Rebuilt Amusement Machines-Any Make or Model-Parts, Supplies & Cards-Munves Has Thom All.



# FOR SALE OR EXCHANGE

3 New Deluxe (Metal)

(Latest Model)

Will sell or trade for new De Luxe model

# PHOTOMATICS

F. McKIM SMITH

Central Pier, Atlantic City, N. J.

# FOR SALE OR TO OPERATE

On percentage basis, any part of 250 SKEE BALL ALLEYS. All makes, all lengths.

Address BOX 192 c/o The Billboard 155 N. Clark St., Chicago 1, Ill.

copynumed mater

177

# COLUMBIA EAGLE



Plays any foreign coin, size U. S. quarter to half dollar.

Convertible "instantly" from 25c to 50c on location. Jackpot hand loaded ... 20 stop reels.

# GROETCHEN

TOOL & MFG. COMPANY

126 N. Union Ave. Chicago 6, III. Telephone: Randolph 2807

NEW COIN OPERATED DELUXE

10c or 5c

Gorgeous girls sorcalistic they almost move! Full color 35-mm. film in lifelike third dimensional

color photography! Customer sees aix poses for his coin. Only one person at a time can watch through viewer. Three different shows, so customer spends three coins. Each show takes half minute, so that earning capacity of manhine on 10e play is \$12,00 an hour. And practically 100% profit. Purchase complete new film from us occasionally at only \$3.50. Fits any stand or counter, 100% antomatic. Plug in any wall outlet. Rusgedly made to be service-free, 20 in, high, 11 in, wide, 8% in, deep, Send \$10.00 deposit, halance Express C. O. D. Immediate delivery. \$69.50 specify 5¢ or 10¢ play

DISTRIBUTING COMPANY S SOUTH REDITE AVENUE - CHICAGO 12, ILLINOIS



CALLING ON OPERATORS.

G. F. PERRY Johnston, S. C.

and tripling 5-ball profits

Indianapolis area, the Western Specialty Company, Kansas City, Kan., for Eastern Kansas and Western Missouri; Dial Distributing Company, 400 Lodi St., Syracuse, N. Y., for 12 New York counties.

Filben has appointed two new distributors: Paul W. Hawkins, Phoenix and Tucson for Arizona, and the Interstate Coin Machine Exchange, Springfield, Mass., for New England,

Globe Distributing Company, Chicago, has been appointed by the Sattley Company, Detroit, to handle the distribution of its coin auditing equipment.

Jack Nelson Company, Chicago, national distributor for Hume, Hagenson & Company, has appointed following sub-distributors for its Pop 'n' Hot popcorn vender. Badger Sales Company, Los Angeles, for Southern California; A & B Candy Company, Portland, for Oregon; McClure Distributing Company, Kansas City, Mo., for Kansas and Missouri; Superior Distributing of Denver, for Colorado; Rex Distributing Company, Buffalo, for Buffalo; Gold Metal Products Company, Cincinnati, for Ohio, and Bill Doyle & Company, Grand Rapids, Mich., for Grand Rapids.

# Frisco OK's Diggers; Overrules Police

SAN FRANCISCO, July 24.—The city board of permit appeals this week overruled an order of Police Chief Michael Mitchell revoking the licenses of six claw machine operators. Chief Mitchell revoked the licenses several weeks ago, claiming that payment of an annual \$100 federal license per machine put them in the same class as bell machines, which also pay a \$100 federal fee.

Marshall Leahy, attorney for the six operators, told the appeals board that the federal license was being paid under protest. Claw machines, he said, have been operating in San Francisco since 1925, and that there are now some 400 licensed here each

"There was no evidence shown they are gaming devices," said E. B. Baron, president of the appeals board, in announcing reversal of Chief Mitchell's order.

5-ball profits

FREE PLAYS - PINS ALL PACKED READY TO GO

Bermuda .\$114.50 Catalina . 129.50 Manhattan 89.50 Downs .. \$119.50 Manhattan Tropicana . 84.50 STEEL BALL ROLL DOWNS

Hawali with Flippers ..... 64.50

WOODEN BALL ROLL DOWNS 

FOR SALE OR PART INTEREST 30-Piece Music Route in Nassau County REASONABLE

1/2 Deposit, Balance C. O. D. NATIONAL NOVELTY CO. 183 MERRICK ROAD, MERRICK, L. I. FREEPORT 8-8320 · Playfield 30" × 20" Only 2 Levers Operate Crone \* Ecsy Access for Dressing Field Console Cabinet

Cheat-Proof

Construction



FTS YOUR PROFITS TO A NEW HIGH! WILL OPEN CLOSED TERRITORIES! WILL MAKE GOOD TERRITORIES TERRIFIC!

OPERATOR'S REPORT: Unbelievable high grosses . . . prolonged sessions of fast repeat play . . . simple operation . . . best of all, phenomenal profits.

Attention-attracting brilliantly lighted merchandise cabi-Merchandise available at wholesale cost.

WHAT A DEMAND! WHAT EARNINGS!

Proof? . . . We have moved to new and larger quarters.

PAFCO SALES, INC.

2532 ELSTON AVENUE CHICAGO 47, ILLINOIS

Argentine Air Circus

Dynamite Fast Balls Liberty Monicker

Sea Breeze Sky Chief

State Fair

Superilner

Step Up

5 Big Hit 3 Canteen

Send for Descrip-

# \$49.50 EACH 2 Bowling League 2 Broncho \$19.50 EACH

Crossfire

Honey

Nudgy Playboy Tornado

Torchy Smoky

Rockes

Oscar

\$39.50 EACH

Miss America

\$149.50 EACH 2 Cinderella

\$135.00 EACH

Singapore Trade Wind

1 Manhattan

\$115.00 EACH

3 Tropicana

\$89.50 EACH

Treasure Chest

\$69.50 EACH

5 Sea Isle 1 Co-Ed

Nevada

Silver Streak Starlite

Hawaii

Benanza

312-314 BROADWAY

Havana Kilroy Show Girl Mystery Cyclone

Surf Queen Whizz with Stand Club Trophy

Long Acres Williams All Star

S Taily-Ho
S Taily-Ho \$229.50

H. G. PAYNE COMPANY PHONE: 6-4545

NASHVILLE 3, TENN.

No Waiting - New Games for Prompt Delivery Gofflieb ALI BABA United MAJOR LEAGUE Bally CARNIVAL

Marvel HIT PARADE

Mills BELLS

Exhibit SHORT STOP Williams' DEW-WA-DITTY Chicago CRAZY BALL



Exhibit FLIPPER KITS ......\$3.95 Exhibit ANTI LIFT TILTS ........\$2.75



OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS 3, MO. (Phone: Franklin 3620)



TANDESIDE AND END OF THE AND END OF

TPARADE

MID-STATE CO.

2369 MILWAUKEE AVE., CHICAGO 47, ILL. PHONE: DICKENS 3444

THE

# 11/4/4 = 3

# Entertaining-Educational-Challenging

THE QUIZZER IS AMERICA'S NEW SENSATION AMONG COIN OPERATED MACHINES

- NEW ... IT'S FOR YOU!
- · A MONEY-MAKER!
- A NEW TERRITORY **OPENER!**
- IT'S EDUCATIONAL!
- PLAYED BY EVERYBODY!

Because of its unique appeal to people of both sexes and all ages, the Quizzer has an unlimited market.

Quixzer machines may be placed in choice locations which have never permitted the usual type of coin operated machines.

Audience participation and the desire to compete are basic in the Quizzer's appeal,

**OPERATORS** 

WRITE US FOR THE NAME OF THE DIS-TRIBUTOR IN YOUR TERRITORY

ENGINEERED AND DEVELOPED BY

TRAINING DEVICES,

708 DAVID STOTT BUILDING, DETROIT 26, MICHIGAN PHONE: WOODWARD 3-0486

Your choice

Any three

for

\*\*\*\*\*\*\*\*\*\*\*\*

We have all Mills latest Bells in stock.

**KEYSTONE PANORAM** COMPANY, INC.

2538 W. Huntingdon St., Philadelphia AUTHORIZED BELL-O-MATIC DISTRIBUTOR \*\*\*\*\*\*\*\*\*\*\*\*\*

is doubling and tripling 5-ball profits

# FOR SALE

250 R.C.A. Coin-Operated Radios. Brand new - in original cartons formerly sold \$79.50, with slug rejector. 6 tube. 2 band-steel case. \$29.50 each in lots of 10, or make us an offer on the entire lot. No C.O.D.'s -F.O.B.

E. C. M. Distributing Co. Johnson City, Tenn.

# Latest ORIGINAL FLIPPER 5 BALL, FREE PLAY GAMES

THOROUGHLY RECONDITIONED AND READY FOR LOCATION

Cinderella

Manhattan

Sunny

Catalina

· Melody

· Tropicana

- Trade Winds
- Lady Robin Hood
- Triple Action
- Bermuda
- · Banjo
- Ballerina
- Humply Dumply

Many others in stock at comparable prices. If you don't see what you want, WRITE, WIRE OR

PHONE 1/3 DEPOSIT, BALANCE C. O. D.

Distributors of Coin Operated Machines and Devices.

881 Main St. Lincoin 9106 Buffalo 3, N. Y. Exclusive Distributors of Wurlitzer Phonographs and Auxiliary Equipment in Western New York and Northern Pennsylvania.

# RECONDITIONED 5-BALLS Lady Robin Hood ... Humpty Dumpty ... Manhattan ..... Hawaii Bowling League . .

# **NEW 5-BALL EQUIPMENT**

FOR IMMEDIATE DELIVERY WRITE FOR PRICES

Gottlieb All-Baba Bally Carnival United Major League Exhibit Jamboree Genco Merry Widow Williams Yanks Chicago Coin Crazy Ball Marvel Hit Parade

### RECONDITIONED MUSIC

Wurlitzer 500 S120.00 | Wurlitzer 1015 \$475.00 Wurlitzer 800. 120.00 Seeburg 148-M 460.00 Wurlitzer 750E 225.00 Wurlitzer 800. 200.00 Reck-Ola 1422 300.00 Wurlitzer 850. 200.00 Rock-Ola 1426 419.00

### SPECIAL

25 NEW MARVEL MACHINES

Olgarette or Fruit Reels. Coin \$35.00 EACH

MEMBER CMI

COIN MACHINE Phone: BUCkingham 6466)

EXCHANGE CHICAGO 14

# 5-ball profits

# SPECIAL

DYNAMIC SPEAKERS, Ea	0.00
ONE BALLS  Dark Horse, Record Time, Sport  Special, Turf Champ, Ea	
Terms: 1/2 With Order, Balance C. O. D. F. O. B. Grand Rapids.	
E. & R. SALES CO.	

DOM I LADO OF THEFE	Total Add Add Add Add Add Add Add Add Add Ad
	Each
1 AMI Model A	5774.50
2 Wurlitzer 616	39.50
2 Wurlitzer 616	84.50
1 Rock-Ola Super	ARREST MARKET
2 Mills Thrones	39.30
3 Chicago Coin Roll Downs .	74.50
2 Electromaton Rol-a-Score .	
1 Esto Stars	
1 Tally Roll 1 Bang-s-Fitty Skee Ball	174.50
1 Bang-a-Fifty Skee ball	24.50
5 Vest Pocket Bells, 54 2 High Hand, F.P., P.O. Com	
5 Model 125 Wurl, Wallboxes	
1 125 Stepper	
1 125 Stepper	199.50

OLSHEIN DISTRIBUTING CO. Albany 4, N. T 1100-02 Broadway

coverenced mater

Immediate Delivery : FROM STOCK

Pushback

18 or 20 Strand

Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness-to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most sificient wiring harness.

Cord and Wire Co. 1723 W. MONTROSE AVE. CHICAGO 41, 11.1.

SPECIAL! ALL PURPOSE RUBBER SERVICE KIT \$5.00

Includes every type of rubber used in pin games. THIS IS A GREAT BUY

ORDER TODAY

COIN MACHINE SERVICE CO. 1547 N. Fairfield Ave., Chicago 22, III.

5-ball profits

CLOSEOUT PRICE

Strikes & Spares, 10-\$348 ea, as is

Original cost over \$1,000.00.

ST. LOUIS, MO. 2822 LOCUST

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, III.

# District Organizers WANTED

For a rapidly expanding fraternal organization.

All cities of 2,000 population or more provide a fertile field for the installing of one or more chapters. Liberal commissions paid.

One man made \$700 in June. Opportunity to advance into state organizer with override on all state business.

A financially sound organization with a plan of operation that is easy to sell because it is generally recognized as being far superior to old established fraternal groups.

Write

NATIONAL ORDER OF FALCONS

301 Scarrit Arcade Building KANSAS CITY, MO.

NEW CONSOLES

EVANS RACES WRITE

# WORLD'S LARGEST COIN MACHINE DISTRIBUTING

NEW PIN GAMES. CHICOIN CRAZY BALL W
EXH. SHORT STOP
UN. MAJOR LEAGUE
GENCO MERRY WIDOW
GOTT. ALI BABA
WMB. DEW-WA-DITTY. I
BALLY CARNIVAL
MARV. HIT PARADE
WMB. YANK \$184,50
EX. JAMBOREE 180,00
EX. JAMBOREE 180,00
UN. RONDEVOO 189,50

NEW ONE BALLS BALLY GOLD CUP, F.P. \$845 BALLY TROPHY, P.O. . 645

NEW COIN COUNTERS Downey-Johnson ....\$198.50 Coin Serter, Electric. 250.00 Hand Operated . 225.00 Master Changer Junior Changer .... 17.85

NEW SKILL GAMES

BAT-A-SCORE \$355,00 SCIENTIFIC PITCH 'EM & BAT 'EM . 499.50

MARVEL POP-UP .\$ 28.50 ACMF SHOCKER . \$ 24.50
ABT MODEL F . 52.50 STEEPLE CMASE . 49.50
SHIPMAN ART SHOW .49.50 BKILL THRILL . 24.50
GRIP-VUE . 49.50 DAVAL BUDDY . 14.50
GRIP-VUE . 49.50 GROET. CAMERA CH. 19.95
NON-COIN MARVEL . 34.50 IMP. 1¢ or 55 . 14.50
DAVAL'S ACE OR OUB .14.50 DAVAL'S MARVEL, 1¢ .27.50
BAT-A-BALL JR. & STAND, Originally \$78.50, Now . . . \$21.50 NEW COUNTER GAMES

SEW SLOTS MILLS JEWEL BELL ..... W .. JENN, STD. CL. CONSOLE MILLS BLACK GOLD, H.L... R .. JENN. S. DL. CL. CONSOLE MILLS MELON BELL ..... JENN, STANDARD CHIEF MILLS BONUS BELL ..... JENN, LITE UP CHIEF VEST POCKETS ... 65.00 | DE L. COLUMBIA .. \$169.50

SLOT SAFES, STANDS, ETC. WICO'S WHIRLWIND SPINNER .....

MODEL 33 ... MODEL 39 ... MODEL 40 **BULK VENDORS** 33 BALL GUM

EVANS BANGTAILS 671 50 EV. CASINO BELL 537.50 JENN. CHALLENGER 595.00 BAL. WILD LEMON 542.50 BAL. DOUBLE UP 642.50 542.50 NEW VENDORS ALL-AM. SHOE
SHINE MACH. ... \$308.50
SHIPMAN SELEC.A.
BAR, 3-col. ... 59.50
ARISTOCRAT POP
CORN VENDORS . 225.00 MARION SCALE SILVER KING HOT

NUT VENDOR

64 4-WAY MINT

ADVANCE 254 MODEL

21F VENDOR

51LVER KING. 14 or

VICTOR MODEL K

VIC, MOD. V. C.T.

VIO, UNIVERSAL

N.W STAMP VEND. 13,95

TOP PRICES PAID—SEND LIST NOW! TOTAL ROLLS - ALL POST-WAR BALLY ONE-BALLS - EUREKA - DRAWBELLS - ALL MILLS SLOTS COLUMBIAS - ALL LATE FLIPPER PINS

# RECONDITIONED 5 BALLS

WIGGINGTH PARKET IN THE SECOND	-
WISCONSIN . \$185.50 RIO (Motor) . \$ 6	14.50
CINDERELLA 189.50 VANITIES 6	4.50
WMS. YANKS 148.50 BALLYHOD . 6	4.50
CATALINA 148.50 PLAY BOY 6	4.50
BORIN WARR STREET	9,50
DEPOSITOR AND TO THE PARTY OF	9.50
	4.50
	9.50
MISS AMER. 9	9.50
BOWL LEAG SOR ED BOTTON	0.50
	9.50
	9,50
	9.50
GOLD BALL TAKE OF THE PARTY	9.50
	9,50
AND DESCRIPTION OF THE PARTY OF	9.60
	9,50
	9.50
MANAGER WITH PART DIRECTOR	0.50
	0.50
	5.50
MAINIE TAKE	9.50
MUCEUS TAKES TORES	9,50
	9.50
TARREST ATTENDED	9,50
	9.50

109

PRE-WAR GAMES

With FREE Flipper Kit for only \$24.50 Each

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

SLOTS

ARCADE	. 3
P. D. Q. CAMERA & BOOTH S	500,00
WMS. ALL-STARS	358.50
DRIVEMOBILE	279.50 159.50
FOOTBALL IDEAL	159.50
UCHEU BUYARTE NOUL	175.00
MUIU PUNCHING BAG	150.00
HOLL-A-BARREL, 10 Fe	149,50
OUPER RIMBED	128.50
	119.50
MAJOR LESSUE DESCRIPTION	109.50
KIRK ARTROL SEALE	89.50
SALLY HEAVY DITTED	70.50
DATEING PRACTICE	79.50
WEST, DE LUXE BASEBALL	88.50
FIREWALDE ON PERISCOPE	89.50 79.50
ROCKET BUSTER	78.50
I EM BININE	89.50
A.B.T. CHALLENGER, Plastle Top.	49.50
WITH CORES SALESTER TOP.	34,50

ONE BALLS

SPECIAL ENTRY, F.P.
VICTORY SPECIAL, F.P.
VICTORY DERBY, P.O.
LONGACRE, F.P.
TURF KING, P.O.
PIMLICO, F.P.
'41 DERBY
CLUB TROPHY, F.P.
JOCKEY OLUB, P.O.
KENTUCKY, P.O.
BLUE GRASS, F.P.
RECORD TIME, F.P.
LONGSHOT, P.O.
SPORT KING, P.O. SPORT KING, P.O.

## CONSOLES

5-25 TWO-WAY BONUS SUPER \$565.00
BALLY TRIPLE BELL 565.00
DE LUXE DRAW BELL 285.00
DE LUXE DRAW BELL 285.00
DRAW BELL, Requiar 235.00
MILLS 3-BELLS 155.5-25: 189.50
MILLS 3-BELLS 159.50
GALLOPING DOMINGS, J.P. 119.50
EVANS LUCKY STAR 109.50
MILLS 4-BELLS, 5-5-5-5 89.50
MILLS 4-BELLS, 5-5-5-5 89.50
BALLY CLUB BELL 55.5
S: PACE SARATOGA SR. P.O. 69.50
BALLY BIG TOP. P.O. or F.P. 69.50
MILLS JUMBO, LATE HEAD 60.50
PACE REELS—CHR. RAIL 89.50
JENN. FAST TIME, P.O. 59.50

1012-14 MILWAUKEE AVE. .

Phone EVERGLADE 2600

+ CHICAGO 22, ILL

Assoc, Office: ROBINSON SALES CO.. 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

# CENTRAL DHID'S QUALITY BUYS

# KEENEY'S NEW ELECTRIC CIGARETTE VENDOR

NOW ON DISPLAY IN OUR NEW SHOW ROOMS

ERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

No mon
CONSOLES
USED
Balls, Regular . \$229.50
Bells, Red 259.50
tonus Super Bells 295.00
St Twin Bonus B95.00
Twin Bonus 575.00
10¢-25¢ Keeney 795.00
Se-25e Bally Triple 545.00
Paces Reels, Comb. 49.50
Pages Roels, C.P. 49.50
natte Blo Tops.

Evans Gal. Domi-

CONSOLES

NEW

EXHIBIT SHORTSTO

UNITED RENDEZVOUS

GENCO MERRY WIDOW CHI COIN SPINBALL BALLY CARNIVAL CHI COIN CRAZY BALL

UNITED WISCONSIN

LI LINKED DEL	
ARCADE EQUIPM	MENT
THE RESERVE THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER.	E 79.50
Batting Practice	118.50
Air Raider	79,50
Panorams Understa Raiders	149.50
The same of the sa	149.50
Voice Recorder	79.50
A CHARLES WHEN IN A STREET OF THE PERSON OF	300.00
I took Rahbit stow	
Buckley Diggers	- Silving
Diggers Champ Backetball, Ne	195,00
Pokerino, Scientific	
CONTRACTOR SERVICES	225.00
ANTICLE CAME STRILL	70.7
14-FL Pramier	
Skee Rolls	WRITE
A STATE OF THE PARTY OF THE PAR	The same of
an and the same	_NEM
	54

	MUSIC
Ì	Rock-Ola Standard . \$108.50
ı	Back-Ola DeLuxe, 39 140,00
۱	Book-Ola Master, '40, 159,50
I	Rock-Ola Super 179.50
	Seeburg Hideaway. 249.50
	Singing Towers 89.50
	Airean, Like New 295.00
	AMI Highboy, 40 295.00 Selections 99.50
١	Wurlitzer 800. Victory
	8 Wurl. =125 Wali Buxes, Ea 15.00
	S Seeburg Sar Boxes, 35.00 RC S16 Wurittzers 89,50

Skee Rolls	WHITE I			
Mills Black Cherry Mills Jewel Bells Mills Golden Falls Mills Vest Pockets Jennings Std. Chief Jennings Club Chief Groetchen Columbia Watling Relatep	56 5246.50 248.00 248.50 74.50 269.50 324.00 175.00 08 245.00	253.00 3 253.00 3 253.50 253.50 279.50 354.00 200.00 255.00	25¢ 258.00 258.50 258.50 289.50 344.00 285.00	50¢ \$338.00 \$50.00 350.00 \$99.00 454.00 145.00 300.00 375.00 550.00
S1.00 Pace DeLux	ND FACTORY	REBUILT	SLOTS .	
USED A	Un I Melate	RE	BUIL	TB

Bells Sally Double Ups. 542.50	
PIN BALLS, \$19.50 EACH LIF Circus, Balaway, Bosco, Defense, Victory, Hellywood, Invasion, G.I. Joe. Americanity, 5-10-20, ABC Bowler, Jungle, Legionnaire, Ton Spot, Ele Zag, Star Attraction.	

П	\$1.00 Chief 475.00
ľ	COUNTER GAMES
1	1c Sparks, Check P.O. \$12.50
N	5e Queners, New 38.50
H	1c Marvet Pep Up, New 25.00
I	1¢ Gottlieb Grip Scale
н	Cigaretto 27,50

at Blue Fronts ... 5 79.5

Se Brown Fronts ...

OR	REBUILT SLOTS
m	REBUIL NEW
31	5e COPPER, GULD
	mericid Finish \$119.50
3	AND BLUE, Halling 129,50
-1	254 COPPER, GOLD
4	merioid Finish . 138.50 (Drill Proof and Knee Action)
. 1	

COUNTER GAM	ES —
Sparks, Oheck P.O.	19.50
Gushers, New	29.50
Davals, Free Pla Marrel Pep Up, N	22.50
Couling Grip aca	
Cigaretto	12.50
Grandstands	12,00

SAFES & STANDS	
REVOLVAROUNDS	19.50
Bingle Decare	18.50
Deuble Deruke	82,50 62.50
	85.00 25.00
Particular Section 1	1

1/3	DEPOSIT	WITH	ORDERS
CE HILL			
L ELE L	T. SWINE	H.Z.K.	ANGE
PRESE DES	01653	100	

Reconditioned

525 South High Columbus 15,

Ohio

New Telephone Number: Adams 7254

Better Service



NEW CONSOLES	ò
Keeney Wild Bell, SB00	٦
Keenny Twin Bonus. 800	2
St. 25c Bally Double-Up Write	М
w + w	

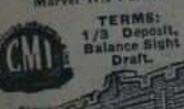
NEW SLOTS

Mills and Jennings Slots of all types. Write for prices.
Also available — new sale stands.

WXW

**How Delivering** NEW FIVE BALLS

Williams Yanks
Genco Merry Widow
United Major League
Chicago Coin Grazy Bail
Exhibit Jamberee
Baily Carnival
Marvel Hit Parade



Guaranteel 1946 Aireon, New Coin
Accumulator 5175
Rock-Oia DeLuxe 125
Rock-Oia Standard 100
Rock-Oia Standard 140
Rock-Oia Super 135
Rock-Oia Super 135
Wuriltier 780 Colonial 250
Wuriltier 780 Colonial 250
Wuriltier 1015 with 575
Seeburg 9800 Lo-Tone, 200
RC 150

RC 150 Seeburg Major 150 Mills Thronb 100 W \* W Reconditioned CONSOLES

Bally Double-Up ... \$390
Bally Triple Bell. ... 550
Bally Triple Bell. ... 550 Mills Jumbo Parade, Cash P.O. Mills Jumbo Parade. Mills Jumbo Parado. 85 Comb. F.P. and P.O. 85

WXW NEW ONE BALLS Bally Gold Cup 5645 Bally Trophy 645 Keeney Favorita, comb. P.P. and P.O. 475

With a Smile ... at WORLD WIDE



SLOTS

Completely Reconditioned and Guaranteed

Blue Front, 5t ... \$100 10t, \$110; 25t ... 115 Extra Boll, 54 .... 125 Motor Bell, 5¢ ..... Black Cherry, Orig., 5¢ 125 Golf Bail Wender, 25¢ 195

JENNINGS 

Phone:

NCA Forming New Balanced Selling Classes for Fall

CHICAGO, July 24 .- National Confectioners' Association (NCA) balanced selling instruction classes are being formed this month and set to start in September, officials announced this week. As in previous courses, each class will consist of 15 wholesaler salesmen and be instructed by an NCA merchandising director.

To date over 4,000 wholesaler salesmen have received the special balanced selling coaching, it was reported.

Wilbur-Suchard Earnings

LITITZ, Pa., July 24. — Wilbur-Suchard Chocolate Company here announced a net income of \$323,806 for the year ended April 30. Figure equals \$2.29 a share and compares with a net of \$304,105 earned last

TYPER DISCS

FOR GROETCHEN TYPERS

\$9.50 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY-ONE LOW PRICE SAMPLE ON REQUEST

MONEY BACK GUARANTEE 1/3 With Order, Balance C. O. D.

BUTING OIA DIVERSEY . CHICAGO 14, ILL. p



We have all Mills latest Bells in stock.

SOUTHERN VENDING MACHINE CO. 528 Craghead Street, Danville, Virginia

AUTHORIZED BELL-O-MATIC DISTRIBUTOR

SALESMEN WANTED

To Handle Reputable Parts and Supply Line. Drawing account. Commissions paid on all business from protected territory.

Write or Wire.

DAN GOULD ENTERPRISES, INC. 1500 N. Clybourn Ave., Chicago 10, III.

5-ball profits

RETURN PRIVILEGE WITHIN 10 DAYS IF NOT SATISFIED WITH THE BEAUTI-FUL MERCHANDISE LISTED BELOW

MUSIC	
Wurlitzer 61 CM	69.50 89.50 59.50
Wurlitzer 41 CM We have a few stands to go with these, Ea. 515.00 Extra	69.50
Wurlitzer 616	44.50 175.00 109.50
Wurlitzer 24	89.50 109.50 89.50
Wurlitzer 850	175.00
Seeburg Plaza	Million and the Control of the Contr
Seeburg Crown Seeburg Cut Down LoTone You must try our R. D.	
Special Scoburg, 3430,40	109,50
Seeburg Gem Seeburg HiTone Seeburg Gem in Victory Cabinet	79.50
Seeburg Wall Boxes	35.00
Rock-Ola Standard	119.50
Rock-Ola DeLuxe	99.50
Rock-Ola Wall Boxes	3,00
AMI Singing Towers  AMI Hi Boy  AMI Top Flight	39.50
Mills Empress Packard Boxes Spectravox   Columns only	99.50 22.50 1 29.50
Spectravox Columns on	DIGINAL

ALL BRAND NEW IN ORIGINAL

SOLOTONE BOXES ..... 7.50 PERSONAL MUSIC BOXES .... 12.50

CONSOLES & SLOTS

ENNINGS CIGARETTE SLOT MAGHINE \$ 79.50

KEENEY'S SUPER BELL \$35.00

BALLY DRAW BELLS 129.50

MILLS VEST POCKET EVANS RACER (Like New) 550.00

PIN GAMES

All With Flippers-Guaranteed Perfect - Ready for Location.

\$75.00 DYNAMITE

SURF QUEEN MIDGET RACERS SUPER SCORE SUSPENSE

> UNITED CONVERSIONS and All Similar Games \$12.50 Each

We Have Approximately 150 Such Games In Stock.

ATTENTION, OPERATORS!

We are breaking up a lot of machines. We can supply you with any parts you are short of to complete your equipment. Such as amplifiers, tone arms, buskboard glasses for an names. Issue, site.

OLD EQUIPMENT REVIVED

Take aftraptions of our copert repair and refinitening division. We have performed sents inther miracles—let us show you what we can do for you.

RUSH YOUR ORDER TODAY! 1/3 Deposit With Order-Balance C. O. D.

Exclusive AMI Distributor 855 N. Broad St., Philadelphia 23, Pa. Stevenson 2-2903 503 Evergreen Ave., Baltimere 23, Md., Edmanson 5322

sacpyrighted material

2330 N WESTERN AVE

CHICAGO 47

EVERGLADE 2300



Showing the Largest Line of LIVE Coin Operated Amusement Machines to increase your operating income is ready for you. All machines legal to operate everywhere. Catalog tells you HOW and WHERE in your own vicinity or territory . . . ARCADES - SPORTLANDS and LOCATION OPERATORS . . . Write-Phone or Wire for your COPY RIGHT NOW.

Our Sales and Service Representatives ready to assist you upon request.

### EXHIBIT SUPPLY CO. (ESTABLISHED 1901) 4222-30 WEST LAKE ST. · CHICAGO, 24

EDELCO MFG. & SALES CO.

Manufacturers of

FLASH BOWLER

SEVEN-HI

BELGIAN POOL TABLE

We Also Sell

NETS AND PRE-WAR QUALITY CARPET

for Wurlitzers, Genco and other makes of Skeeballs.

1438 Franklin St.

Phone: CHerry 9148

Detroit 7, Mich.

Won't you come with me . NOT TO Alabamy but to TRIMOUNT and see Williams' Terrific NEW 5 BALL "DEW-WA-DITTY" WHAT A GAME! WHAT A NAME! Colorful
 New Novel Features
 Test Reports Have Been Sensational Trimount is exclusive Williams Distributor in New England EOSTON IN MASS TO WALTHAM ST. PHONE 118 9460

A IN NEW ENGLAND IT'S TRIMOUNT

FOR NOVELTY PLAY IN CLOSED TERRITORIES try the new "MISTIC DERBY" race horse game

America's most popular sport

THE MONEY-MAKER

Brand new, original crates, only 10 left. Close-out price, \$50.00 apiece. Write for price on entire lot.

SHORELINE DISTRIBUTORS

2303 No. 11 St., Phone: 5619 or 2-4349, Sheboygan, Wis.



### SALESMAN WANTED

for Georgia and Florida to sell complete line of Parts and Supplies, Vendo Coin Changers, and various types of Coin Machines. Attractive proposition for right man. Apply to ED HEATH personally.

### HEATH DISTRIBUTING COMPANY

217 Third Street

Macon, Georgia

Our Operators Report "IT'S TERRIFIC"

Your Location's Deserve the Best!

For a Combination of Beauty and Simplicity Give Them KEENEY'S DELUXE ELECTRIC CIGARETTE VENDOR



Distributors in Ohio, West Virginia and Kentucky

10-Col. Rows

Presidents 25 Pop Sez Pop Corn Vendors 25 Ace Nut and Qum

Vendors ....

USE	MILLS SLOTS_	
Original	Black Cherry Bol Cherry Pay Out	10,
2 104	145.	00

MEW VENDORS
Atlas Bantam 5¢
Almend Vendor \$12.50
Warlon Scale 12.95
Victor Model V-K.
24 or more 42 05

Victor C. B. Universal 13.95 Advance 25¢ Model 21F Vendor ... 28.50 Master 1¢-5¢ Comb. . 15.95



M. S. GISSER, Sales Mar.

50 Like New Silver King
Ball Gum Vendors..\$8.00
50 Like New Silver
King 5¢ Vendors... 5.00
50 Northwestern #33
Ball Gum, Porc. Finish. All with plastic
globes. Each .... 8.00 300 BANK A BALLS.

SPECIAL

Bowling Alleys, 9 Ft., 12 Ft. and 14 ft.—some new and some almost new—but all in excellent shape — write or phone us for special prices.

TERMS: 1/2 DEPOSIT, BALANCE C. O. D.

ED VENDORS		NEW COUNTER GAN	MES -
	85.00	A.B.T. Challenger	42,50 35.00 22.50
S. & M. Olga-	85.00	The state of the s	19.5

135.00

8.50

17.50

-WSED COUNTER GA	MES-
Post Card Vendors	15.00
Emiles	10.00
Bat-A-Ball Jr	15.00
Whit Kicker & Catcher	18,00
Bingo	12.00
Whiriwind	12.00
Penny Pistel Shot	12.50
3 Way Grippurs	15.00
Lino-A-Baskot	20,00

MILLS 25c GOLF BALL YENDOR

### HANGE, 2021-2025 PROSPECT AVE . CLEVELAND 15, OHIO

PRospect 6316 . 6317

HEADQUARTERS for all models of Mills Bell Machines BOUGHT SOLD AND EXCHANGED \* SEE OUR FLOOR DISPLAY NOW!



2011 MARYLAND AVE., BALTIMORE 18. MARYLAND . PHONE: UNIVERSITY 1800

GIVE TO THE DAMON RUNYON CANCER FUND

LATEST 5 BALL PIN TABLES

Each and every game at a sacrifice price-Our Loss - Your Gain!! CDECIAI SII

SPECIALS!!	SLECIMES:
\$17E 00	LADY ROBINHOOD \$120.00
120.00	CINDERELLA 130.00
140.00	STORMY 105.00
125 00	MANHATTAN 93.00
	SEA ISLE
COVER GIRL	mannadirente production and
AND MANY,	MANY OTHERS

OLDER GAMES AT EXTREMELY LOW PRICES ALL GAMES IN PERFECT CONDITION ALSO 40 JUMBO PARADE P.O. .... \$40.00 EACH EXCELLENT CONDITION

Write For Complete List - Orders Shipped Promptly. ALL ORDERS F.O.B ROCHESTER, N. Y. 1/3 DEPOSIT-BAL. C.O.D. OR SIGHT DRAFT

FLOWER CITY AMUSEMENT CO. 618 E. MAIN ST.

ROCHESTER, N. Y.



We have all Mills latest Bells in stock.

SICKING, INC.

1401 Central Parkway, Cincinnati 14, 0. AUTHORIZED BELL-O-MATIC DISTRIBUTOR 

### RECORD DISCS

FOR AUTOMATIC MACHINES

Fibre: \$ 6.90 Aluminum \$7.90

Per C-in M Lots Per C-in M Lots Also All Sizes for Semi-Automatic

Write for FREE 16-Page Catalog for Coin Machine Parts and Supplies

New York, N. Y.

DELAY

WRITE FOR PRICES GENCO'S MERRY WIDOW CHICAGO COIN'S SCREWY WILLIAMS DEW-WA-DITTY BALLY CARNIVAL COTTLIEB ALI BABA UNITED MAJOR LEACUE BASEBALL Easy Payment Plan for Operators in Eastern Missouri and Southern Illinois.

Visit our Air-Conditioned Show Rooms when in St. Louis. RESTRETED BY WALL STATE OF THE PARTY OF THE 

LIKE NEW
CROSS FIRE
HAVANA FLIPPERS (MOTORS) 52.50
TRADE WINDS 130.00
MANHATTAN 64.50 BOWLING LEAGUES 120.00 TENNESSEE 138.50 MARDI GRAS
Atlas Phonograph Co.

Most Beautiful Most Durable Stamp Vendor of Them All



Three chamber roll stamp machine, vending from 2 to 5 stamps for any coin in any chamber, accurately cut on the perforations. The only stamp machine which will not become obsoleted by change in postal rates.

In Lots of 10 or More Single \$79.95

RUSH YOUR ORDERS 1/a Deposit, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

Copyrighted male

FAST PLAY-GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS!

One each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

3 GREAT MODELS—5c or 25c PLAY CASH OR CHECK PAYOUT

PLAY

ODDS CHANGE WITH EVERY SELECTION CONVERTIBLE

-CASH-MODEL

> 5c OF 25c PLAY

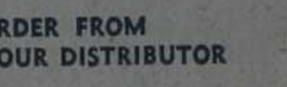
MODEL Sc PLAY

WITH 25c FEATURE

H. C. EVANS & CO. CHICAGO 7, ILLINOIS

1528 W. ADAMS STREET

ORDER FROM YOUR DISTRIBUTOR





PROVES "GOLD MINE" FOR OPERATORS

TESTED and APPROVED

SENSATIONAL NEW PROFIT-MAKER

Continuous Action! Constant

Colorfully

Illuminated

While It Spins

ORDER TODAY!

FOR GREATER PROFITS TOMORROW!

PRICE

YOUR COMPLETE WITH MONEY INSTRUCTIONS AND DIAGRAMS BACK

IN 10 DAYS IF NOT SATISFIED

Wico's WHIRLWIND PLAY BOOSTER is made in another desirable size . . . 4 inches from end to end. When ordering specify sixe you desire . . . 4 inches or 5 inches.

CORP. 2913 No. PULASKI RD. Phone: MULBERRY 3000

CHICAGO 41, ILLINOIS

CROSS

The new EXTRA AWARD

**国际国际** 

CRISS

184

JACKPOT

BELLE

XXX

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

CRISS CROSS is designed for clubs preferring liberal payout machines.

XXX



MEMBER

Buckley Manufacturing Co.

4223 WEST LAKE STREET PHONES: VAN BUREN 6636-6637-6638-6533

EARN MORE per individual unit than a Complete Route of other equipment



with KEENEY'S

Super Bell

Install one 2-Way Keeney Bonus Buper Bell. Compare collections you make with a complete route of other equipment. Be assured — your equipment. Be assured — your equipment a group of pompetitive out-ears a group of pompetitive machines by a wide margin. A test will prove it!

in Heavy Production Now by Popular Demand!

See Your Nearest Keeney Distributor

There's a Keeney Console for Every Location

\* 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.

\* GOLD NUGGET, sensational Twin Multiple, 4-coin play consule:

\* WILD BELL, new "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine Order from your Keeney Distributor NOW!

feeney & co., INC.

"THE HOUSE THAT JACK BUILT" MAN STREET, CHICAGO 32, ILLINOIS

- · WAS AN IMMEDIATE HIT WHEN FIRST INTRODUCED!
- . STILL A BIG HIT!
- . WILL CONTINUE TO BE A HIT FOR A LONG, LONG TIME!

Because-RIGHT NOW HIT PARADE IS SETTING NEW COLLECTION RECORDS

PEP UP THOSE SLUGGISH LOCATIONS WITH A REAL PROFIT-PRODUCING GAME - PACKED WITH THRILLS, ACTION and FEATURES GALORE! ORDER FROM YOUR DISTRIBUTOR AT ONCE

> DISTRIBUTORS WRITE Territory Still Available

MARVEL MFG. CO. 2847 Fullerton Ave. Chicago 47, III.

AUTOMATIC COIN

America's Bell Machine Cent

Authorized Exclusive Factory Distributor for BRAND NEW MILLS SLOTS JEWEL BELL

NOW DELIVERING BRAND NEW

BLACK GOLD HANDLOAD MELON BELL

GUARANTEED SLOTS -Reconditioned-Refinished-Repainted \$129.50

MILLS GOLD CHROME HANDLOAD J.P. \$129.50 2/5 or 3/5. 5g-10g or 25g

MILLS GOLD CHROME 19.50 2/5 or 3/5, 5¢-10¢ or 25¢

MILLS GOLDEN FALLS, (Post-War) 2/5 or 3/5, 5g-10g or 25g

MILLS BLACK CHERRY (Post-War) 2/5 or 3/5. 5g-10g or 25g

MILLS 4 BELLS Late Head

JENNINGS SC BRONZE CHIEF (Post-War)

JENNINGS DELUXE LITE-UP Se, 10¢ or 25¢

JENNINGS 4-STAR CHIEF 5¢ or 10¢

NEW METAL BOX STANDS FOR SLOTS . . . . . \$22.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT 11 Col. Du Grenier Cig. Machine
D Col. Du Grenier Cig. Machine
Uncoda-Pak Cig Wendors, like new
Buckley Track Odds (No Dally Double)
A. S. T. Challengers
Wuntitzer 500 Phonograph
Carino

BRAND HEW MILLS \$65.00 VEST POCKET ....

DOWNEY-JOHNSONS 1 98.50 COIN COUNTER ...

TERMS: 1/2 Deparit, Balance C. O. D. WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 1244 4135-43 ARMITAGE AVE. . CHICAGO 39, ILLINOIS

Gapynghted mate

BAFFLE CARD	
	30.00
The state of the s	65.00
	99.50
THE PARTY PARTY INCHES	99.50
HAVANA, Motored, Flippers	79,50
O SETTEMBRE STATE OF THE SETTEMBRE STATE OF T	39.50
	105.00
AND A LIGHT TO A STATE OF THE S	39.50
	89.50
CHIGHPORE (2)	59.50
Tannilles, Flippers	39.50
PINAMILE	20.00
DUNANZA (2)	74.50
SHUNCO	44.50
PLANNATIAN, Flippers	89.50
SMARTY, Flippers	29.50
DUWLING LEAGUE (2)	69.50
DERMUDA, Flippers	89.50
nubin hood, Flippers (2)	99.50
VICTORIOUS, 1945, F.P.	34.50
MEXICO, Flippers	64.50
GOLD BALL	39.50
IMADE WINDS, Flippers (2)	105.00
CATALINA, Flippers	105.00
SUNNY, Flippers	89.50
MELODY, Flippers	89.50
KILROYS	25.00
WHIZZES, with Stand	25.00
TORNADO	29.50
VICTORY SPECIALS	125.00
All	The same
All machines in good condition	ready

for focation.

1/3 deposit with all orders.

### GLOBE AMUSEMENT CO.

141 Saranac St.

Rochester, N. Y.

Phone Glenwood 5918

RECONDITIONED BY FACTORYY EXPERTS READY FOR LOCATION

WOOD BALL

BING-A-ROLLS	225.00
AUTO ROLLS	WRITE
ADVANCE ROLLS	
CHICAGO COIN ROLLDOWN	49.50
BIG CITY	50.00
STEEL BALL	

\$49.50 SEA ISLE 49.50 BUBBLES

Crating Extra 1/3 deposit with order, balance C. O. D., F. O. B. New York

### SEABOARD

NEW YORK CORPORATION 540-550 W. 58th St., New York 19, N. Y. Phone, Columbus 5-4584

11111111111

Palisades Can Make Immediate Delivery of

BALLY GOLD CUP, JOCKEY SPECIALS, VICTORY SPECIALS, SPECIAL ENTRIES, VICTORY DERBIES AND DRAW BELLS, EVANS WINTER BOOKS, FREE RACES, BANGTAILS AND DOMINOES, ALL PREWAR BALLY ONE BALLS IN PERFECT RUN-NING ORDER.

A COMPLETE L'ST OF NEW AND USED POST-WAR FIVE BALL PIN CAMES: A BEAUTIFUL GROUP OF MILLS AND JENNINGS Se. TOE AND 25¢ SLOTS; EVANS TEN STRIKES, TALLY ROLLS. SUPREME SKEE BALLS, AND VARIETY OF STEEL BALL ROLL DOWNS.

CALL OR WRITE FOR PRICES

PALISADES SPECIALTIES COMPANY 496 Anderson Avenus Cliffside Park, N. J.

Only One Mile South of George Washington Bridge on SW, Jersey Side.

### British Tour Shows Penny Mchs. Tops, Detroit Mfrs. Find

DETROIT, July 24.-Edward A. Gorney and Chester Rozinski, partners in the Mercury Athletic Scale Corporation, have returned from a short business trip to England, where they made a number of distributor appointments for their athletic tester line, including one for South Africa.

According to Gorney, the penny machine is the one that has been making out best in the present severe economic circumstances in England, as viewed by American eyes. The higher priced machines are not tak-ing in the money in the competition of the various price brackets, and the "copper king" has become the most envied figure in the industry ac-cordingly. Scales and fortune-tellers are accordingly among the most popular types with English operators today. With no attempt being made to change the coin chutes on the other types of machines, they are unable to operate at a very profitable level under present conditions.

### REMEMBER THIS

### acme PLASTICS

AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU-NOT SPRAYED OR PAINTED. ALMOST 1/4" THICKNESS-PERFECT FIT.

Write for Price List



SALES COMPANY

505 West 42nd St., N. Y. LOngacre 3-4138



We have all Mills latest Bells in stock.

AUTOMATIC COIN

MACHINE & SUPPLY CO.

4135 W. Armitage Ave., Chicago, III. c++++++++++++++++++++++++++++++++

# and tripling 5-ball profits

### MAYFLOWER SPECIALS

### ARCADE CLOSE OUTS

Heavy Hitler	\$ 75.00
Big Inning	
Box Score, Roll Down	
Nudgy, Roll Down	. 49.50
Premier Barrel Roll	
Strikes and Spares, Used	. 200.00
All Stars, Used	. 225.00
Basketball Champ, Used	. 250.00

### NEW CONSOLES

Galloping	Dominoes	 Write
	ble-Up	
	le Bell	

IMPROVED FOR SIMPLE INSTALLATION

ALL WURLITZERS

NOTHING TO CHANGE SIMPLE PLUG IN UNITS

TERMS: 1/3 DOWN PAYMENT WITH ORDER

### Mayflower Distributing

ST. PAUL 4, MINN

2218 UNIVERSITY, AVENUE

A. B. T. CHALLENGER

LOS ANGELES sen MILWAUKEE

### "Often a few dollars less - Seldom a penny more" GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25 S	695.00
BALLY TRIPLE BELLS, 5-10-25	550.00
BALLY TRIPLE BELLS. 5-5-25	545.00
MILLS 1947 THREE BELLS	395.00
MILLS 1941 THREE BELLS	169.50
JENNINGS CHALLENGER, 5-254.	375.00
KEENEY TWINS, 5-25, F.P. P.O	59.60
KEENEY SINGLE SUPER, F.P., P.O.	59.50
MILLS JUMBO, LATE F.P.	39.50
1947 EVANS BANGTAILS, P.O	250.00
BALLY WILD LEMON	WRITE
NEW BALLY GOLD CUP, F.P	WRITE

KEENEY BONUS 1-WAY, 50 .... KEENEY BONUS 2-WAY, 5-25 ... KEENEY BONUS 2-WAY, 5-5 ... KEENEY GOLD NUGGET .... WRITE KEENEY WILD BELL BALLY DE LUXE DRAW BELLS BALLY DRAW BELLS (R. B.) .. BALLY DRAW BELLS (M. B.) .. 245.00 MILLS JUMBO, LATE F.P., P.O. 45.50
MILLS JUMBO, LATE P.O. 39.50
1547 EVANS BANGTAILS, F.P., P.O. 295.00
NEW KEENEY FAVORITE, F.P., P.O. WRITE

GUARANTEED RECONDITIONED PHONOGRAPHS WURLITZER MODEL 1015 ..... \$495.00 | SEEBURG MODEL 1-47 M 495.00 SEEBURG MODEL 1-46 M WURLITZER MODEL 1080 ...... A.M.I. 1946 MODEL A ........ PACKARD 1946 MODEL 7 ...... 

### BRAND NEW IN ORIGINAL CRATES

WILLIAMS BOX SCORE BALLY BOWLER

WRITE GENCO BING-A-ROLL WRITE WRITE 1948 GALLOPING DOMINOES ... WRITE | 1948 BANGTAILS WRITE

ALSO LARGE STOCK OF USED GENCO BING-A-ROLLS, BALLY HI ROLLS AND ADVANCE ROLLS

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5¢. 5149.50 | NEW MILLS JEWEL BELL .... WRITE MILLS BLACK CHERRY, ORIG., 10¢ 159.50 | NEW MILLS BLACK CHERRY ... WRITE MILLS BLACK CHERRY, ORIG., 25¢ 189.50 | NEW MILLS GOLDEN FALLS ... WRITE MILLS BLACK CHERRY ... ORIG., 50¢ 295.00 | SINGLE WEIGHTED STAND ... 22.50 | NEW MILLS VEST POCKET BELLS 59.50 | O'TOLE REVOLV-A-ROUND SAFE 149.50

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

2546 NORTH BOTH STREET MILWAUKEE 10. WIS. ALL PHONE KIL. 3030 LOS ANGELES E, CALIF. ALL PHONE DR. 4326

### JAR TICKETS-SALESBOARDS **NEW AND USED SLOTS**

Always at Lowest Prices

E. R. THOMAS & Associates

Manufacturers' Agents ROCK ISLAND, ILL. 515 17th 5t.

150 Machines, approximately one-ball Music and one-ball Pm Ball and Amusement Machines.

1946 Frank and Parts Excellent opportunity to expand. Average past income, \$2,400,50 per month. Should increase this past believes of recently added equipment. Ideal territors, promising and especially incretive year. Owners interested in other business, but will be on hand to appet If hereart.

BOX D-4, Billboard, Cincinnati 22, Ohio,

### FREE PLAY GAMES - READY FOR LOCATION

186

BAFFLE CARD - BIG PARADE - BIG HIT - BARRAGE (PREWAR COVER GIRL) - SPELLBOUND - SUPERLINER -SUPERSCORE — SURF QUEEN — SUSPENSE

MYSTERY - ROCKET - STATE FAIR - STEP UP -

TORNADO

CACTONE

MAISIE

PLAYBOY MISS AMERICA SHOW GIRL

HAVANA HI RIDE MAMSELLE STARLITE

Gold Ball . . . . \$ 59.50 Manhattan . . 129.50 89.50 Nevada 59.50 Tally Ho . . .

TERMS: 1/2 Deposit, Balance Sight Draft.

> Write for List of Other Cames.



"The House that Confidence Built"

MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN CINCINNATI · DAYTON · FT. WAYNE INDIANAPOLIS LEXINGTON

624 S. Third St., Louisville 2, Ky. 240 Jefferson St., Lexington 2, Ky. 1329 S. Calhoun St., Ft. Wayne 2, Ind. 228 W. 7th St., Cincinnati 2, Ohio 603 Linden Ave., Dayton 3, Ohio 325 N. Illinois St., Indianapolis 4, Ind.

NEW CONSOLES

CONSOLE BARGAINS

Be Pace Reels Jr. ...... \$ 49.50

Bang Talls Mills 3 Bells (Fact Rebuilt) ....-

Victory Derby, Chronic Ralls ..... Sport King, P.O. 5g-25g John, Challenger (Fl. Samp.)

25¢ Mills Club Console ......

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

### NEW EQUIPMENT

Esh. Short Stop Merry Widow Major League Baseball Carnival Crazy Ball All-Baba

Hit Parade Gusher . . . . . . . . . 519,95 Mills 5¢ Vest. Pock. 65.00 Mills 5¢ Q.T. ... 115.00 5c WIRELESS WALL-O-MATICS 

5c-10c-25c WIRELESS BAR-O-MATICS (WB-1Z) ....\$29.50

Each unit completely reconditioned and refinished. All worn parts replaced.

GUARANTEED PERFECT

### SPECIAL!

**Brand New** SHOOTING STARS

5¢ F.P. Gamo, in Orig.

\$50.00

The state of the s
Standard Chief, 5¢
Standard Chief, 10t 278,00
Standard Chief, 25¢ 289.00
Standard Chief, 504 389.00
Standard Chief, \$1 599.00
Super DeLuxe Lite Up Ohler, 5¢ 324.00
Super DeLuxe Lite Up Chief, 10c 334.00
Super DeLuxe Lite Up Chief, 25c 344.00
Super DeLuxe Lite Up Chief, 50¢ 454.00
Standard Club Console 368.00
Super DeLuxe Club Console 424.00
*With Tic-Tac-Toe Reels, Same Prices.

### PHONOCPAPHS

PHUNUUKAFIIS
Wurl. 24
Wurl. 500 189.50
Wurl. 600 168.50
Seeburg Lo-Tonb 275.00
Seeburg K20 88.50
Sneburg Colonel 219.50
Concert Grand 175.00
8800 RC 250.00
9800 RC 250.00 Classic ES 175.00
Clausic ES 175.00
Carino 145.50
8200 Conv
Rock-Dia DeLuxe 168.50
Rock-Ola Windsor 89.50
House of the same of the same of

EXTRA BELL CABINET

REMBER Terms:

Va Dep. Balance C. O. D.

BELL SPECIALS
5¢ Jenn. Chief \$ 65.00
Be Jann, Billyer Onim
Se Jann, Bronze Chief 125,06
5s Jenn, Red Sala 78.50
The state of the s
10¢ Super DeLuxe Chief
TOS TENSITION TO THE PARTY OF T
10¢ Pacs Comet 80.00
25¢ Mills War Eagle 85.00
25 Pace Bantam 49.50
te Pace Bantam ar.bu
25¢ Watling Related 75.00
50¢ Mills Gooseneck 75.00
The state of the s

HOME OF PERSONAL

# 2200 N. WESTERN AVE. - PHONE ARMITAGE 5005 - CHICAGO 47

Division of ATLAS MUSIC CO.

ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT & ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 15 Offices ATLAS MUSIC CO., 221 NINTH ST., DES MOINES S





You can make MORE MONEY with this New Mills Bail (with Hand-Load Jackpot). It is modern in design and has the pot at all times is one of its "Come-On" Features. Write for illustrated circular giving full detaits on the unusual Bell. Immediate delivery in Be, 10e, 25e and 50e play. WRITE FOR PRICES

manufactured in the past, its design is modernistic and has unusual eye appeni. Ready for dolivery in 5¢, 10¢ and 25¢



The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome

Mew Box Stands, Single, Double and Triple Safes



NEW VEST POCKET BELL

The Vest Pocket is a complete
Bell, operating on 3-5 Mystery
Payout system, Small payroll cup
in front is covered by drop flap. Reels
can also be instantly covered, automatically
removing the reward plate from sight.
BLUE A BILVER or GOLD A SILVER.

1401 CENTRAL PARKWAY

Deposit.

Play

Established Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Cal.

### COLUMBIA DOUBLE JACKPOT BELL SPECIAL

Factory re- \$75.00 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 % "high, 14 1/2" wide, 12" deep, 50 lbs.

For NEW COLUMBIAS WRITE FOR PRICES

1/2 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO. WRITE FOR FREE NEW CATALOG!

WE BUY USED SLOTS AND COUNTER
MACHINES—WRITE US!
Send for complete list of Coin Operated Equipment
and Counter Games. Complete line of Salesboards
and Tickets. We Repair Machines.

1078 Union Ave., Memphis, Tenn.



COIN-OPERATED 1c or 5c AMERICAN EAGLES OR MARVELS Free Play Token Payout Olganette Tokon Payout Factory Reconditioned

Government Tax-Free Non-Coin American Eagles or Marveis. No coin chuts, no cush box. Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register.

1948

Specify 1¢ or 5¢ Play, Gigarette or Fruit Resia Write for Quantity.



NOVELTY C

823 W. RANDOLPH ST. DHONE TAYLOR 1203 CHICAGO 7. ILLINOIS



OUT THEY GO!

Thoroughly Reconditioned Used Games

3 FOR \$ SUPERLINER STATE FAIR SPELLBOUND SURF QUEEN	BIG HIT BIG LEAGUE STEP UP CANTEEN	YOUR CHOICE—\$39.50 HAVANA BALLYHOO PLAYBOY TORNADO	AMBER ROCKET KILROY
YANKS	179.50 149.50 139.50 99.50 99.50	SINGAPORE	49.50 49.50 49.50 49.50 49.50

1/3 Deposit, Balanco C. O. D.

ATLAS AMUSEMENT CO.

Ph.: 36-2309

# All four, streamlined and action forevermore

THE JEWEL

THE BLACK GOLD

THE MELON

THE BONUS



The operator's standard Bell!



The hand load with dominant Jackpot!



It kicks out a Jackpot Token!



It's not only a Bell-it's a gamel

All four, streamlined and action forevermore

**Bell-O-Matic Corporation** 

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS . 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

Sapyrighted malerial



COIN MACHINES

GENCO'S

MERRY WIDOW Even BETTER Than TRIPLE ACTION, TRADE WIND or MARDI Due to great demand for Merry Widows, we will continue production for at least 30 days more!

You'll Find GENCO'S FLIPPER ACTION KICK-OUT HOLE SINGLE DOUBLE SUPER HIGH SCORE 7 EXTRA ROLL-OVER

3 100,000 BUMPERS ORDER FROM YOUR NEAREST DISTRIBUTOR

GRAS!



MEMBER

Record

Selection

BUILDS GREATER GAMES

BUTTONS

2621 NORTH ASHLAND AVENUE . CHICAGO 14, ILLINOIS

### NEVER BEFORE at these LOW PRICES

TORNADO ..... \$ 29.50 STARDUST ..... 175.00 FIVE BALLS TREASURE CHEST .. VANITIES ..... BIG HIT CO-ED ....... 15.00 BIG LEAGUE ROCKET BRAZIL BRONCO ONE BALLS CATALINA (Chao Cain) 119.50 JOCKEY SPECIAL ... 5415.50 CYCLONE DOUBLE HARREL SPECIAL ENTRY .... 200.50 FLAP TOP VICTORY SPECIAL ... GOLD BALL LONGACRES .... RECORD TIME HOLLYWOOD KILROY PHONOGRAPHS SEEBURG LOTONE, RC\$190,00
SEEBURG 1946 ROLAWAY for Wireless
Wallboard 275,00
AIREON 1946 DELUXE 139.50 MISS AMERICA MIDGET RACERS MEXICO .... MYSTERY NUDGY WURLITZER =850 WURLITZER =800 WURLITZER 24-Record RIVIERA .... 155.00 WURLITZER =110 Wallboxes, at is WURLITZER =220 HOWGIRL EA BREEZE Wallboxes, as it STEP UP ROCK-OLA, 1948 SUPERSOORE Write for price SURF QUEEN

> MODERNIZE ANY MACHINE WITH WHIRLWIND SPINNER ... . \$11.95 EXTRA

> FLIPPERS ..... 3.50 EXTRA

Plus Installation Charge

WE REQUIRE 1/3 DEPOSIT, BALANCE SHIPPED C. O. D.

Main 8751

Telephone

Main 0477

"LEN"

1321 Central Parkway

Cincinnati 14, Ohio

### ickley MUSIC BOX



F.O.B. Chicago

PRICE

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 sye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

### BUCKLEY MUSIC SYSTEM, INC.

Chicago 24, III. A223 W. Lake Street

Phone Van Buren 6536-37-38-6533

# THE "CHAMP" SHUFFLEBOARD

NEW SKILL GAME SENSATION SWEEPING THE COUNTRY!

THE ONLY SHUFFLEBOARD WITH GUARANTEED INDESTRUCTIBLE "MYKO-PLAST" PLAYING

FIELD-WILL NOT NICK, MAR, WARP OR VARY
IN SIZE 1/10,000 OF AN INCH



AVAILABLE TO
COIN MACHINE DISTRIBUTORS
FOR DIRECT SALE TO OPERATORS!

IMMEDIATE DELIVERY

### HERE ARE THE FACTS!

The "CHAMP" is the only shuffleboard game with a genuine MYKO-PLAST playing field. NEVER REQUIRES SERVICING OR RESURFACING.

YOU as a Coin Machine Distributor can take advantage of your contacts with operators and put the TERRIFIC EARNING POWER of Shuffleboard to work for you. Be first and get the action!

You've heard some terrific stories about Shuffleboard Earnings on Location. THEY'RE TRUE!

WE ARE NOW APPOINTING DISTRIBUTORS FOR EXCLUSIVE TERRITORIES

(Operators - You can buy direct from manufacturer until distributor is appointed in your territory.)

MIDWEST SHOWING-MORRISON HOTEL Chicago, Illinois-Suite 427-Phone FRAnklin 9600 Tuesday, July 27th, thru Wednesday, August 11th

WRITE

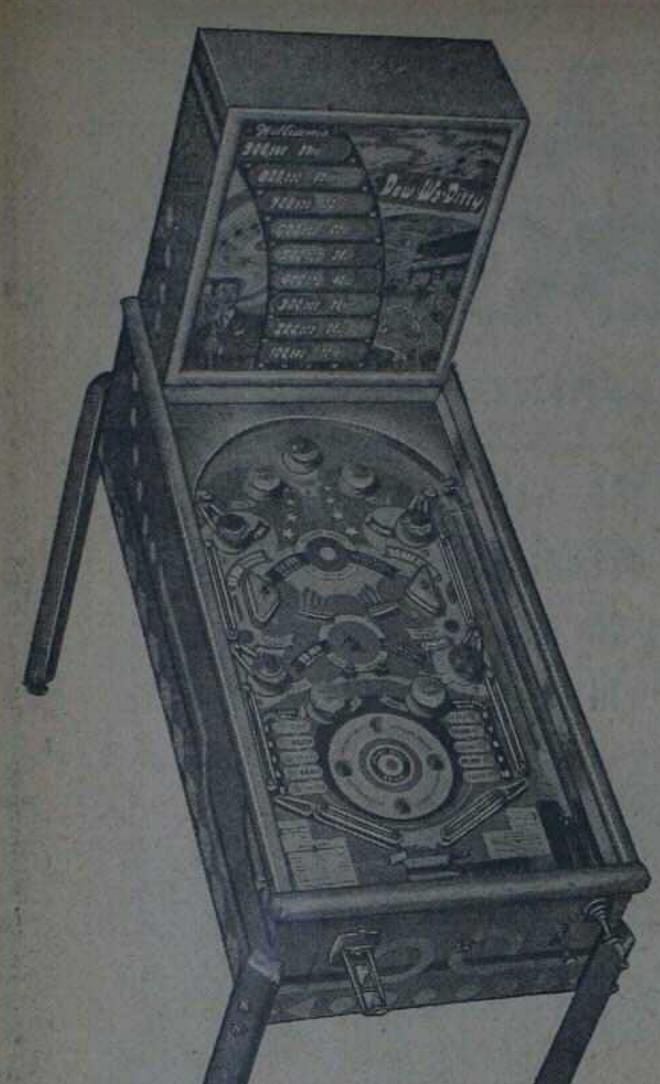
WIRE

PHONE

IF YOU

CAN'T ATTEND!

190



Williams

YES! IT'S EVEN GREATER THAN YANKS!



New RAPID BONUS TAKE OFF! ROTATING SPECIAL BONUS HOLES! 4 BONUS SCORE HOLES!

SEE YOUR DISTRIBUTOR TODAY

lliams

MANUFACTURING

COMPANY

161 W. HURON ST., CHICAGO 10, ILLINOIS



COMPLETELY

READY FOR LOCATION

YOUR CHOICE

BIG LEAGUE DYNAMITE MISS AMERICA SMARTY STAGE DOOR CANTEEN SUPER SCORE SPELLBOUND SURF QUEEN SUSPENSE SUPERLINER

CYCLONE S	49.50	LUCKY STAR\$49.50
HAVANA	34.50	NEVADA 79.50
HAWAII	69.50	PLAYBOY 39.50
		RIO 34.50
MANHATTAN	109.50	TROPICANA 94.50
HUMPTY DUMP	TY	\$114.50

1/3 With Order - Balance C. O. D.

Philadelphia 30. Pa. Fremont 7-4495

98 Clinton Ave. Newark 5. N. 1. Mitchell 2-8527 1120 Wyoming Ave. Scranton, Pa. Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE -- ALL WAYS"

UNGONDITIONALLY GUARANTEED THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING

WURLITZER	SEEBURG	ROCK-OLA	
950, 850\$199.00 800 199.00		SUPER\$99.50'	
780 199.00	COMMANDER 149.50	MASTER 99.50	
500 109.50	MAJOR 149.50 COLONEL 149.50	DELUXE 99.50	
24 79.50	CADET 149.50	STANDARD 99.50	
500 VICTORY 79.50 616 49.50	CLASSIC 109.00	TWIN TWELVE 69.50	
71 79.00	REGAL 89.50	TYPE ONE 49.00	
IF YOU WANT THESE	PHONOGRAPHS PROFESSION	ALLY REBUILT AND	

UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE PROFESSIONALLY REFINISHED AMPLIFIER RECONDITIONED CHECK TOHE HEAD RENEWED MECHANISM OVERHAULED THESE TALKING GOLD GRILL POINTS WORN PARTS REPLACED

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

AIREON NEW ACCUMULATOR . \$239.00 POST-WAR ROCK-OLA 1422 ..... \$319.00 WURLITZER 1015 ....\$499.00

SEEBURG LOTONE, Professionally Rebuilt. \$289.50

WALL BOXES Seeburg: 5-20-1Z, 53.95; WS-2Z Wireless, \$19.50; DS-20-12 3-Wire, \$15.00. Seeburg post-war. Write. Wurlitzer 120, \$5.00; Rock-Ole Dist-a-Tune, \$3.50. TERMS: 1/0 DEPOSIT, BALANCE C. O. D.

DISTRIBUTORS

738 ERIE BLVD. EAST SYRACUSE, NEW YORK

PHONE SYRACUSE 5-5194

BRANCHES BUFFALO ROCHESTER

191

picago ( Fastest GAME Newest AND



TROUBLE FREE - NON CHIPPING FASTER ACTION - NON SOILING

"Spinning Bumper

FEATURES

50,000 TO 200,000 EXTRA SPECIAL KICKOUT POCKET

5,000 ROLLOVER BUTTONS

> 50,000 TO 200,000 SCORING LANE

SEQUENCE SCORING

PLAYERS MUST HIT C-R-A-Z-Y BUMPERS IN SEQUENCE TO SCORE FROM 50,000 TO 200,000

BOTTOM OF PLAY FIELD POSITION GIVES GREATER ACTION TO TOP OF BOARD

CHICAGO COIN MACHINE 1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR TODAY UNITED'S

# MACOR FAGUE BASEBALL



LIVE ANIMATION . . . "Base-Running" Unit on Playfield

"CAPTIVE" SCORING LANES

S ANIMATED BACK-GLASS

FAST "BASEBALL" ACTION

KICKER CONTROL BUTTON EACH SIDE



MEMBER

FIVE-BALL NOVELTY REPLAY

SEE YOUR DISTRIBUTOR

REPLAY BUTTON

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

IN OPERATING SOMETHING REAL

AN ARRAY OF GOTTLIEB PROFITABLE PLAY FEATURES Including PROGRESSIVE

turuillillillimilli,

As important to your earnings as our phistory-making Original Flipper Bumpers

HOLD-OVER BONUS

Proven Play Incentive!

ORDER FROM YOUR DISTRIBUTOR NOW :

PRODUCTION AND CONTROLLED DISTRIBUTION

GAUGED

SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

Protect Your Investment! "THERE IS NO SUBSTITUTE FOR QUALITY"

1140-50 N. KOSTNER AVE.

CHICAGO 51. ILLINOIS



### OUBLE YOUR EARNINGS

IN EVERY 5-BALL LOCATION IN YOUR TERRITORY

FAMOUS BUILD-UP BONUS. AND ALL-12 SKILL FEATURE PLUS HIGH-SCORE COMPETITIVE PLAY APPEAL



CARNIVAL is a modern pepped-up version of the famous BALLY RESERVE of 1938 . . . with original BALLY RESERVE BUILD-UP BONUS that steps up, up, up and keeps players glued to the game, fascinated by the simple, easy-to-understand score-system (hit all 12 bumpers) and the powerful appeal of the EVER-INCREASING BONUS. Bally's new CARNIVAL is BALLY RESERVE plus HIGH-SCORE competitive play appeal . . . plus new fast action . . . plus KICKER-BUMPERS . . .

plus new modern flash . . . plus new 1948 trouble-free mechanisms. Earnings are double and triple usual 5-ball average. Get your

share. Get CARNIVAL today.

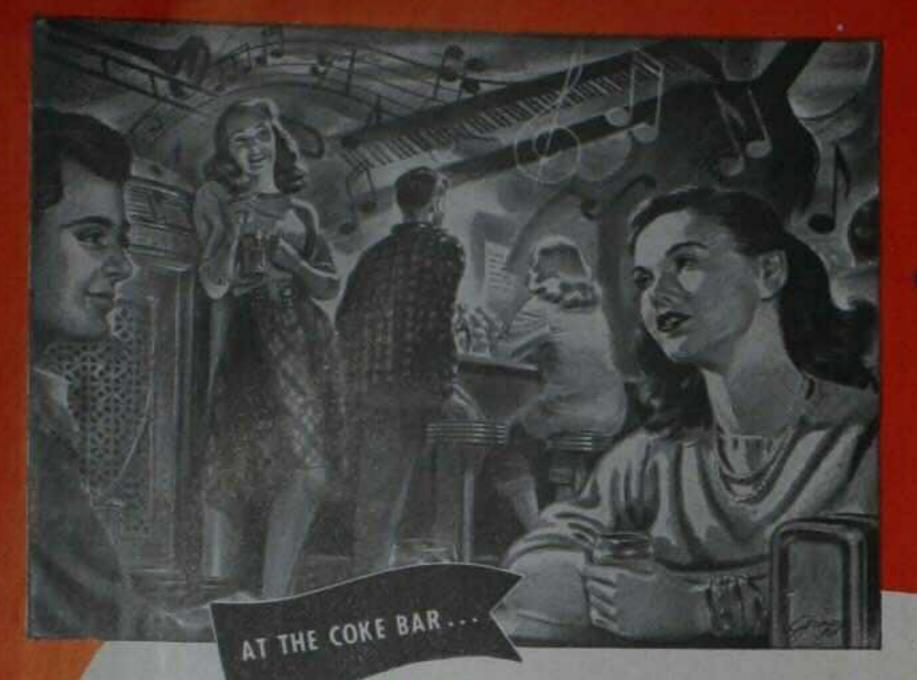
KICKER-BUMPER BUTTON ON BOTH SIDES OF CABINET

A BALLY GAME FOR EVERY SPOT

BIG INNING . HY-ROLL . DELUXE BOWLER



ONT AVENUE, CHICAGO 18, ILLINOIS



# TAILORED MUSIC meets the need of

meets the need of every location...

At the Coke Bar where the gang meets for a good time-

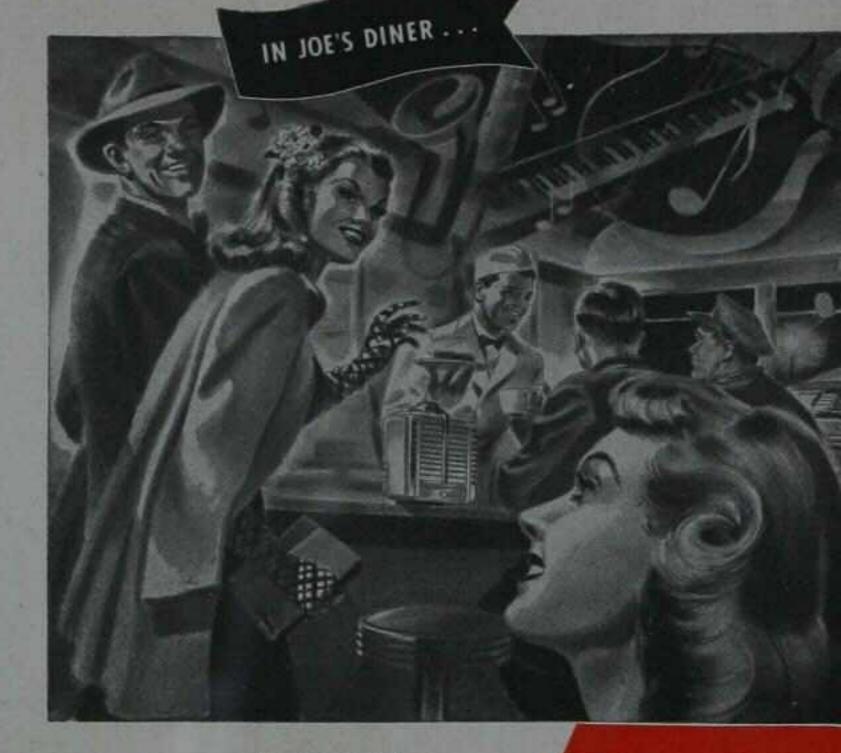
In Joe's Diner, where everyone goes for a hamburger and a cup of coffee—

At the Gardenia Club where music adds charm to an enjoyable evening-

-in fact, in any location, small or large, Seeburg Music Systems can be tailored to provide music exactly as the public likes to hear it.

With a Seeburg Music System you can provide Scientific Sound Distribution (no adapters or converters necessary) and Remote Control. Wallomatics, either three-wire or wireless, make selection easy—no knobs or dials to turn—all selections visible at one time.

Unless your locations are equipped with Seeburg Music Systems—unless you are taking advantage of Scientific Sound Distribution and Remote Control—you are not realizing the full potentials from the locations you operate. Ask your Seeburg Distributor to show you why.





Wireless and 3-Wire Wallomatics



Pre-Amplifier and Public Address System

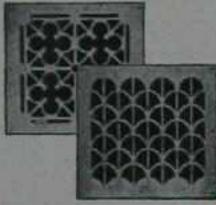


Auxiliary Remote Control Amplifier

www.americanradiohistory.com



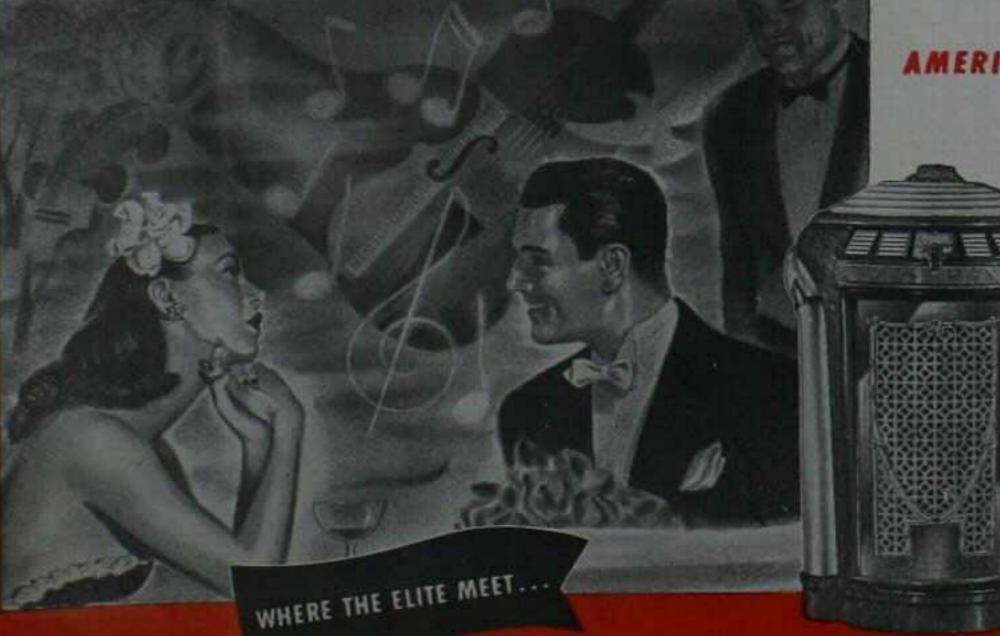
Dual Remote Volume Control



Recessed Wall and Ceiling Speakers



Mirror and Tear Drop Speakers



AMERICA'S FINEST AND MOST COMPLETE

MUSIC SYSTEMS

Ceeburo

1902 . DEPENDABLE MUSIC SYSTEMS . 1948



J. P. SEEBURG CORPORATION 1500 N. Dayton St. Chicago 22

"148" Symphonola

Copyrighted materia

# Watch this space

FOR ANNOUNCEMENT OF A

REVOLUTIONARY WENT PRODUCT

Ly DACKARD

# by PACKARD

A WORTHY COMPANION TO THE FAMOUS PACKARD MANHATTAN PHONOGRAPH

THE PACKARD MANUFACTURING CORP.