

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 10, 1948



Shattering precedent has always been more or less of a Spike Jones habit. Musically, and from the standpoint of showmanship, he has busted with tradition all over the lot. And this photo illustrates a severe and solidly smart departure from booking precedent. Spike (fourth from left) and his top Arena Stars, Inc., exec. Ralph Wonders (left), while playing the Flamingo in Las Vegas brought in the key promoters (who had played the '47-'48 edition of Jones' Musical Depreciation Revue), as well as Music Corporation of America booking execs and held a two-day meeting to set up the next tour, starting January 10, 1949. Promoters shown here with Wonders and Spike (from left to right are): Phil Simon of Grand Rapids, Vernon Flambeau of Davenport and Moline, Patrick Hayes of Washington, D. C., Sidney Page and Art Goldsmith of Chicago. MCA bookers at the confabs were Bill Richards, Norman Stept, Vernon Stephens, Eames Bishop and Larry Barnett. The zany maestro will be back on the air for Coca-Cola next season and his RCA Victor records continue to click, among latest being "William Tell" and "In Dreams I Kiss Your Hand, Madam."

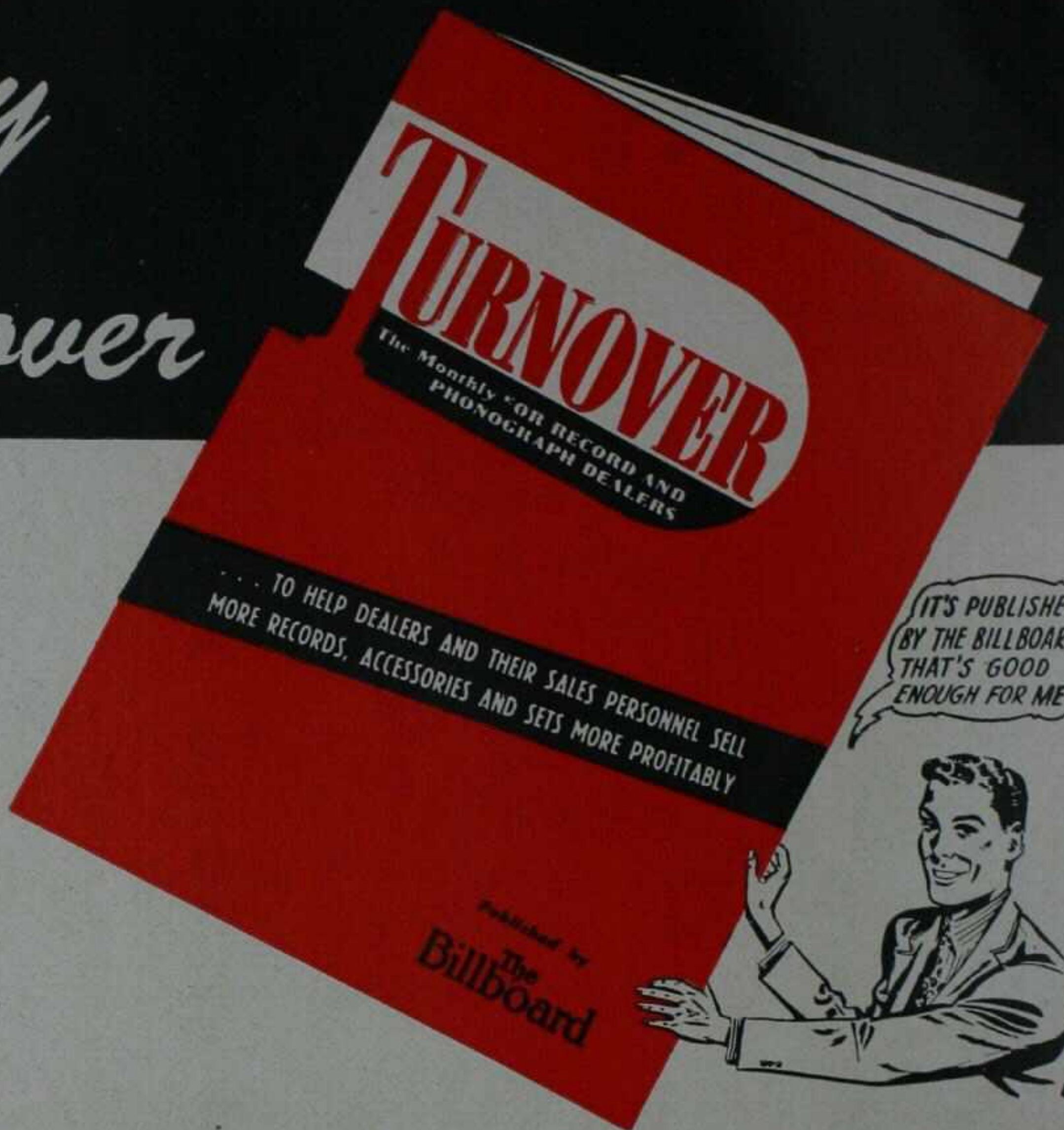
Try Turnover

OFF THE PRESS INSTANT HIT!

Record dealers already have more than 14,000 copies of **TURNOVER**. More than half ordered two-copy subscriptions. Limited supply on hand will be quickly subscribed for in response to this ad.



LOOKS
GOOD
TO ME



IT'S PUBLISHED
BY THE BILLBOARD
THAT'S GOOD
ENOUGH FOR ME

1. Question: WHAT is TURNOVER?

Answer: **TURNOVER** is the **NEW** monthly **FOR RECORD AND PHONOGRAPH DEALERS**. **TURNOVER'S** purpose is **TO HELP DEALERS AND THEIR PERSONNEL SELL MORE RECORDS, ACCESSORIES AND SETS MORE PROFITABLY**.

2. Question: WHO publishes TURNOVER?

Answer: The **Billboard Publishing Company**, which has published **The Billboard**, "**The World's Foremost Amusement Weekly**," for 54 years.

3. Question: Is that good?

Answer: Yes, it is especially desirable because **TURNOVER** starts out with the

accumulated experience of 54 years in the publishing business **PLUS** **The Billboard's** intimate knowledge of the overall show business. The vast network of news correspondents, branch offices in principal cities, experienced personnel, a modern printing plant—all go toward making **TURNOVER** a sturdy youngster long before it could otherwise stand on its own two feet.

4. Question: Will TURNOVER take the place of the Music Department in The Billboard?

Answer: No. The **Billboard Music Department** will continue to carry the late news, fast deadlines, latest releases, **MUSIC POP CHARTS** and complete coverage of the **ENTIRE Music Industry**.

5. Question: What has TURNOVER got that The Billboard hasn't got?

Answer: **TURNOVER** is exclusively a **Record Dealer trade paper** to help dealers sell. **The Billboard** does the job for the retailer when he is **BUYING** records. **TURNOVER** digs **DEEP DOWN** to find and broadcast information on how a dealer—and his sales personnel—can **SELL MORE RECORDS, ACCESSORIES AND SETS MORE PROFITABLY**.

6. Question: Will TURNOVER be similar to other monthly Record and Music publications?

Answer: No. **TURNOVER** will be different because **ONLY The Billboard** has the resources, the staff, the contact with dealers and the know-how to inject that

elusive element of showmanship into selling records and sets. **TURNOVER** gives record dealers **ALL** the sales helps needed and its advertisers **ALL** the results possible.

7. Question: Where does The Billboard and TURNOVER get all the news and special articles?

Answer: The **Billboard** maintains offices and editorial staffs in **New York, Chicago, Hollywood, Cincinnati, Detroit and St. Louis**. A vast network of news correspondents in other cities are constantly on the alert. The editors subscribe and read more than a hundred business and trade papers and other services costing more than \$5,000 a year. No news of importance escapes **The Billboard**. Special articles are written by leaders in their fields. Surveys are constantly being compiled and tabulated. The survey questionnaires are answered by thousands of dealers, distributors, etc.

8. Question: How do I order TURNOVER?

Answer: Mail the enclosed order form with or without remittance as you prefer. Order two copies for the same address and you receive **FREE** a copy of "**TESTED SELLING**" by **Elmer Wheeler**. **TURNOVER** is not for sale on newsstands. Mail your order **NOW** to **TURNOVER, 2160 Patterson Street, Cincinnati 22, OHIO**.

TURNOVER

2160 Patterson Street
Cincinnati 22, Ohio

TURNOVER looks good to me. Count me in with the **FIRST** issue. Here is my order:

- TWO SUBS** (one for my salesclerks and one for me) plus **FREE** booklet "**TESTED SELLING**," only \$3 for the 24 copies.
- ONE** subscription for one year, 12 copies \$2.

Name

Address

City Zone State

**MAIL THE
COUPON TODAY**

The World's Foremost Amusement Weekly

TELE "NAMES" IN THE MAKING

Oboler Gets Palsy With a Lion--And It's Not MGM's Leo

NEW YORK, July 3.—The following are excerpts from a letter received by *The Billboard* this week from Arch Oboler, now on a film-radio production mission in Africa.

Nairobi, Kenya,
British East Africa.

Editor, *The Billboard*:

"Africa's been taking me over the jumps. I'm writing this in a flea-ridden little mud hut; last night a lion sat and roared on our front doorstep—I've got a recording to prove it. We've just finished making a picture called *Daniel and the Monster*, using called Daniel and the Monster, using native talent . . . and native animal talent. I think it's a good show; the monster, incidentally, is a baby hyena.

"The transcription program's coming along fine. The recorder and I have climbed a 16,000-foot mountain, right on the equator, yet snow-capped. We've interviewed assorted lions and leopards; we've been at several native dances, unpurged; we've sat in a tree all night recording jungle sounds; we've caught a rhinoceros fight; we've watched the Masai drink blood. "Uganda, the Congo, South Africa next—and home around September 1."

(Signed) Arch Oboler.

Obie Kicks Off Varsity 39c Platters

Direct to Dealers

NEW YORK, July 3.—Eli Oberstein's pioneer venture into the low-price disk field, predicated on a "price is of the essence" merchandising and production thesis, goes into operation next week.

Initial 39-cent platters feature popular hits back to back, and will bear the Varsity label, which the former RCA Victor exec has controlled for some time. Dealers will get 40 per cent off f.o.b. from the factory, with 5 per cent return privileges on new and unused copies only. In addition to the Sonora pressing plant in Meriden, Conn., the firm will have a manufacturing plant on the Coast and shipping offices in New York, Chicago and Hollywood. Sales will be made direct, with 15 salesmen concentrating on the larger cities, calling on disk jockeys and servicing ops and dealers in both selling and exploitation capacities.

By-Passing Distributors

As with the old American Record Company, sales efforts will primarily be a "chain store" operation but aimed at juke box operators and dealers as well, but only on direct-selling basis. The direct-sale plan, by-passing distributors, is one of the important bases for the 39-cent price, with Obie counting on the double goals of large volume and obviation of middleman expense. With the (See *Obie's Direct-Sale* on page 16)

Pubs, Diskers Fret Re Jox Co-Op Plugs

What'll It Lead To?

By Tony Wilson

NEW YORK, July 3.—A "plug-swapping" system by which disk jockeys in scattered sections of the country would pool efforts to push certain disks and artists bids fair to spread nationally among platter spinners. Jox on various far-flung stations are talking of establishing a mutual plug set-up by which interest could be aroused simultaneously in (See *Jocks A'Plug-Swapping*, pg. 17)

Anti-Nazi Org Asks FCC Bar Klu Klux Outlet

WASHINGTON, July 3.—The non-sectarian Anti-Nazi League today called upon the Federal Communications Commission (FCC) to take steps to block plans of the Klu Klux Klan thru a newly incorporated group in Columbus, Ga., to set up radio stations in Mansfield and Columbus. The league said the newly incorporated Klan group known as the Old Original Southern Plan, Inc., is dedicated, according to its publicly filed statement, to "maintenance of the Southern white man's political supremacy and preventing political domination of any inferior minority groups since the Klan.

The group has not yet filed applications for the stations. The FCC is not empowered to take action until such filing. The league also asked the Senate Subcommittee on Campaign Expenditures to study the Klan group for possible violations of the various federal election laws.

Gaffney and Sensenderfer Top Hub, Philly Critics In Out-of-Town Box Score

Sloper No. 2 Beantowner; Gaghan, Schloss Philly

By Bob Francis

NEW YORK, July 3.—Final scoring of the hits and errors by out-of-town drama crits in their home towns over the past season gives Leo Gaffney, aise expert for *The Boston Record*, the top accuracy average for the Hub team and tabs R. E. P. Sensenderfer (*Philadelphia Bulletin*) a similar win over his fellow Quaker pundits. No tally has been made this year by *The Billboard* of the efforts of Washington aise-squatters, since only three shows preemed in the capital last season and one of them is still too young on

Jeepers, Bud, You Cain't Say That!

WASHINGTON, July 3.—The Federal Communications Commission (FCC) now has on its record a colorful list of things that a broadcaster should not say or write. The list was compiled by Clifford J. Durr as one of his last official acts before stepping out as commissioner this week (30) after seven eventful years.

In a recommendation that WBIK, Knoxville, Tenn., should be denied a license and an FM permit, Durr picked out a few choice quotes which he said had been made by the applicant, and evangelist, over the air and in his newspaper. Durr said the owner delivered a sermon carried by two stations in which the evangelist denounced some anti-prohibitionists, declaring, "If you will march with that gang, I want to tell you, bud, you ain't fit for a buzzard to puke on."

Durr considers that language like that on the air doesn't make for a good "behavior pattern" in running a station. Another quote singled out by Durr came from the evangelist's newspaper. Durr said the station applicant denounced a rival church group as an "atheistic, communistic, Bible ridiculing, blood despising, name calling, sex-manacled gang of green-eyed monsters and hell-bound devils."

N. Y. Para's 5G Tab for Fight

NEW YORK, July 3.—The Paramount Theater paid \$5,000 for the theater television rights to the Louis-Walcott fight last week, it was reported here this week. The fee was paid to the 20th Century Sporting Club, promoter of the fight. The theater also paid NBC for feeding the show.

The tab of 5G is considered quite high and is held as a tipoff to future demands of sports promoters for the rights to top events.

The New York Paramount seats 3,664.

Are These TV MacNamees & Singin' Sams?

All Webs Have Entries

By Sam Chase

NEW YORK, July 3.—Television already has entered the period in which it is making stars out of personalities either new to show business or who have batted about in other branches before achieving recognition in tele. It parallels broadcasting's early days, when the big names were Vaughn De Leath, NTG (Nils T. Granlund), the Happiness Boys (Billy Jones and Ernie Hare), the Two Black Crows (Moran and Mack), the late Singin' Sam (Harry Frankel), Ernie Golden, and the late Graham MacNamee. While none of video's newly found luminaries yet has achieved the stature of any of these names, the going tele networks already are producing a new crop of candidates for stardom.

At the National Broadcasting Company (NBC), Bob Smith, of the *Howdy Doody* kid show is a standout example. Similarly, Kyle McDonnell was just a pretty gal in the legit musical, *Make Mine Manhattan*, until she bowed in on her NBC series, *For Your Pleasure*. There has been no lack of publicity about her since. Dr. Roy Marshall was another good scientist probably holding down a dull job until the glamor of the cameras caught up with him in *The Nature of Things* in which he proved how exciting science really can be. Bob Stanton, who specializes in sports, had been around broadcasting a good many years, but only since tele has he become a TV-household name.

Two more success stories are those (See *TV BUILDING* on page 15)

BBC Omits Am. Music on Prom Concert Sked

LONDON, July 3.—British Broadcasting Corporation (BBC) is including no new works by American composers in this season's prom concerts, but it is unlikely that BBC will reduce the amount of American dance music on the air.

The reason for reducing broadcasts of new works by U. S. composers lies in the music royalties exchange situation. Britain receives only about \$200,000 from British music performed in America, whereas America receives about \$400,000 from American music performed in Britain. Efforts are now being made to narrow this discrepancy.

Listener demand in Britain is all for tunes and singers from America. This much is indicated by *Housewives' Choice*, the barometer of public taste in Britain. This program also indicates that English singers are virtually nowhere in popularity, and that Danny Kaye has pushed Bing Crosby and the Andrews Sisters down the list.

Godfrey Chucks Commercials To Winds; Backers Not Tabbed

NEW YORK, July 3.—If sponsors listen to the commercial announcements on their radio programs, then some 16 bankrollers were disappointed Monday (28), on which day Arthur Godfrey, presumably in an attempt to advance the radio art, scrapped all the plugs on his WCBS 6-7:45 a.m. program. As it turned out, this was only the beginning of the Great Experiment. Godfrey intended to do double plugs on the Tuesday show, according to Arthur Hull Hayes, station manager, but he was too "exhausted" and didn't show up for the program—out with a client or something. Queried as to whether scrapping the commercials would mean rebates to the clients, Hayes answered in the negative, but added that the clients wouldn't be charged for the air time.

Greatest in 18 Years

But that's not all, for the sponsors took a Coast-to-Coast beating in addition to the local brushoff. On his *Talent Scouts* program this week over the Columbia Broadcasting System (CBS), the "unpredictable" Godfrey told the listeners how much he had enjoyed his plug-less morning program. It was the greatest show in

his 18 years of broadcasting, he said, and described how he threw all the plugs away. Then doing a double-take, Godfrey opined, "What am I laughing for—I don't get paid either."

What caused it all? CBS says Godfrey is just "unpredictable." Another version is that Godfrey received a letter from a listener who didn't like commercials and decided then and there to try a program without any.

"I had a whale of a time," said Godfrey . . . "and with all the sponsors listening in."

K-F Buying Spree; Takes Summer Time On 2 L. A. Outlets

HOLLYWOOD, July 3.—In a locally unprecedented summer-time radio splurge that may well prove to time buyers that June and July are not the dog months they are thought to be, Kaiser-Frazer Corporation bought across-the-board Class A time on both KNX (Columbia Broadcasting System's Hollywood 50,000-watt) and KFI (NBC's local 50,000-watt affiliate). Deal was made thru William Weinstraub Agency of New York and handled here by Account Executive Harry Trenner. KNX shows include *Night Editor*, for 13 weeks beginning July 5, 9:45-10 p.m., Monday thru Fridays; *Morry Amsterdam* show, 13 weeks beginning July 10, 6:30-7 p.m.; *Jack in All Trades*, for 8 weeks, starting Monday (5), 7:30-8 p.m.; *Fiesta*, 8 weeks, starting Thursday (8), 9-9:30 p.m., and *Man Named Jordan*, 8 weeks, started yesterday (Friday), 8:30-9 p.m. Shows call for production, casts and music.

On KFI, K-F bought Monday thru Thursdays' 8:30-9 p.m. slot and Fridays' 9:30-10 p.m. period for the transcribed *Hollywood Open House* show. Saturday nights, 8 to 9, will be filled with Al Pasca's disk jockey show. Monday thru Wednesdays was sewed up for 8 weeks, Thursdays for 13 weeks, Fridays for 22 weeks and Pasca's show for 8 weeks.

K-F's plunge into local radio may be the result of the auto maker's realization that the L. A. market is the nation's leader in car purchases. City leads all others in per capita use of gasoline. K-F withdrew its distributorship from Madman Muntz and turned it over to a company-owned corporation.

Detroit To Build Stad for Icers, Dances & Sports

DETROIT, July 3.—A new stadium to house ice shows, dances with name bands, and other shows and sports events is to be built on the West Side of Detroit by the Dearborn Arena. The building will seat about 6,700, as used for ice shows, and provide the second largest private stadium of its kind locally, allowing the smaller ice shows and other attractions which could not play the big Olympia to have a suitable local outlet.

Head of the company is Ernest Pavis, West Side auto dealer, who reported that the company is now arranging financing and may have the building ready for operation by next winter. Project cost is estimated at \$600,000. Basic groundwork has already been started.

Location is on Ford Road just west of Wyoming, and adjoining the former circus lot in the suburbs of Dearborn.

25 Mo. Outlet Reps Org Casters' Assn.

COLUMBIA, Mo., July 3.—A meeting attended by representatives of 25 Missouri stations this week organized the Missouri Broadcasters' Association, adopting articles of incorporation and electing as president E. K. Hartenbower, of KCMO, Kansas City. Of the 40 stations on the air or under construction in the State, all but one have indicated their intention to join the group, which will hold its first annual convention August 15 in Kansas City, just preceding the district National Association of Broadcasters' meeting there.

Other officers of the new group include Wayne W. Cribb, KHMO, Hannibal, vice-president, and Guy Runnion, KXLW, St. Louis, secretary-treasurer. On the board of directors with the three officers are Lloyd C. McKinney, KDMO, Carthage; Mahlon Aldridge, KFRU, Columbia; Robert Neathery, KWPM, West Plains, and Sam Burk, KIRX, Kirksville.

5G Fire at Berkeley Iceland

BERKELEY, Calif., July 3.—A smoldering blaze, Tuesday (29), caused \$5,000 damage to Iceland, local ice rink, currently undergoing alterations. Firemen said damage was limited because the rink was tightly closed, preventing drafts from fanning flames. The cause of the fire was undetermined.

N. Y. Court Upholds Report for Conley

NEW YORK, July 3.—On Friday (2) New York Supreme Court Justice Pecora upheld an official referee's report denying the San Carlo Opera Company its petition to confirm an arbitrators' award of \$5,000 damages plus \$1,500 which the longhair opera producing outfit had advanced to singer Eugene Conley.

Thus Conley won his long fight to get what he considers impartial arbitrators, and new ones will be appointed. The official referee had stated that "after careful consideration of the facts it is my opinion that the best interests of justice would best be served by setting aside the award made and directing an arbitration to proceed before new arbitrators."

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NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
YOU CAN'T BE TRUE, DEAR
- No. 1 *Sheet Music Seller*
YOU CAN'T BE TRUE, DEAR
- No. 1 *Most Played on Disk Jockey Shows*
WOODY WOODPECKER by Kay Kyser, Columbia 38197
- 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 38197
- 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 20-2806
- No. 1 *Most Played Juke Box Race Record*
RUN JOE by Louis Jordan, Decca 24448
- No. 1 *Best Selling Retail Race Record*
LONG GONE by Sonny Thompson, Miracle M-128
- 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 20 to 32 in Music Section.

Book Review: Discography Tome Is Accurate, Highly Indexed, Necessary

Charles Delaunay's *New Hot Discography*, which is the full title of the French jazz critic's latest directory of hot records, is an improvement qualitatively and quantitatively, over the earlier versions. Listing some 20,000 platters, 5,000 musicians and 250 labels, the hard cover, cloth-bound volume is notable for the accessibility of artist and title references and the meticulousness with which record repertoires have been tracked down and presented.

The massive tome, which is the first edition published in America since the early 1940's, has an ingenious indexing device called Discode, whereby a master code number is provided for each artist, along with a separate number for each of his records in chronological sequence. In addition to titles, labels and catalog numbers, comprehensive personnel listings and master numbers are cited for each disk. If the record was issued abroad, the foreign label and other relevant information are given. The new coding system and the detailed but not cumbersome pertinent data should elevate the *Discography* from its former status as merely a collector's indispensable to an invaluable tool for disk jockeys, retail platter dealers and musicians.

The tome is divided into two main sections. The first part covers waxings up to 1930, and is further subdivided into categories by early schools—New Orleans, Chicago, etc.—and then alphabetically by artist. The second part lists, alphabetically by artists, disks made from 1930 thru 1947.

Helping Delaunay in his years of work on the new jazz bible were Walter E. Schaap and George Avakian, who are listed as editors of the volume. Further credits are given to virtually everybody who is anybody in the hot jazz field, both in the recording industry itself and in jazz criticism.

The book is published by the Criterion Music Publishers of New York and sells for \$6. H. W.

The Billboard

The World's Foremost Amusement Weekly

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The Billboard also publishes:
Turnover and Vend.



1948 PROMOTION CONTEST ON

Judges Serving in 11th Promotion Competition

Both TV and Radio Get Into Picture This Year; Deadline Nov. 1 -- Positive

Industry To See Winning Exhibits, N. Y. and Chi

NEW YORK, July 3.—The Billboard's 11th Annual Radio and Television Promotion Competition is under way. The yearly event, the radio industry's one and only opportunity to tell its complete promotion-effect story to advertisers and their agencies, which has grown in scope every year since its inception, is keeping pace with the times this year as usual. Heretofore known as the Radio Competition, it's the Radio and Television Competition this time. There were TV entries last year, to be sure, but the billing didn't show it. You certainly couldn't keep TV out of the picture in '48, tho.

In keeping with the precedent set last year, final judging will be done by a group of men and women—correction—one woman, Linnea Nelson, J. Walter Thompson's ace time buyer—representing leading and television clients and agencies towards whom so much radio promotion is directed. Photos of some of these judges appear on this page—a full list is appended to this announcement.

Exhibits in Chi and N. Y.

Also, in keeping with last year's precedent, entries submitted by stations and networks will be exhibited widely to the broadcast and advertising community. (See Both TV and Radio on page 14)



J. M. Allen



Tom Harrington



Carlos Franco



G. D. Gudebrod



Ray Sullivan



Albert S. Dempewolff



Don Stauffer



Chester MacCracken



John R. Gilman



Lee Cooley



Howard M. Chapin



William B. Lewis



Walter Craig



Ralph Austrian



R. G. Rettig



Charles J. Durban



Wickcliffe Crider



R. E. Healy



Frank Kemp



Linnea Nelson



W. M. Ramsey

Judges in 11th Annual Radio, Television Promotion Competition

Advertiser Panel

- J. M. Allen
Vice-Pres.
Chg. of Adv.
Bristol-Myers Co.
- Howard M. Chapin
Dir. of Adv.
General Foods Corp.
- Albert S. Dempewolff
Adv. Mgr.
Celanese Corp. of Am.
- Charles J. Durban
Asst. Adv. Dir.
Chg. of Radio & Tele.
United States Rubber Co.
- John R. Gilman
Vice-Pres.
Chg. of Adv.
Lever Bros. Co.
- R. E. Healy
Vice-Pres.
Colgate-Palmolive-Pest Co.
- Harvey W. Manss
Vice-Pres.
Sterling Drug Inc.
- J. Ward Maurer
Adv. Mgr.
The Wildroot Co.
- W. M. Ramsey
Dir. of Radio Media
Procter & Gamble Co.
- R. G. Rettig
Vice-Pres.
Whitehall Pharmacal Co.

Agency Panel

- Ralph B. Austrian
Vice-Pres.
Chg. of Television
Foote, Cone & Belding
- Lee Cooley
Dir. of Television
McCann-Erickson, Inc.
- Walter Craig
Vice-Pres.
Chg. of Radio & Tele.
Benton & Bowles, Inc.
- Wickcliffe W. Crider
Vice-Pres.
Batten, Barton, Durstine & Osborn, Inc.
- Carlos Franco
Mgr., Radio Time Buying
Young & Rubicam, Inc.
- G. D. Gudebrod
In Chg. of Tele.
& Moving Pictures
N. W. Ayer & Son, Inc.
- Thomas L. Harrington
Vice-Pres.
Ted Bates, Inc.
- Frank E. Kemp
Asst. Media Dir.
Compton Adv., Inc.
- William B. Lewis
Vice-Pres.
Kenyon & Eckhardt, Inc.
- Chester MacCracken
Dir. of Radio & Tele. Products
Doherty, Clifford & Shenfield, Inc.
- Linnea Nelson
Chief Time Buyer
J. Walter Thompson Co.
- Stanley Pulver
Media Mgr. for
Amer. Home Prod.
Dancer-Fitzgerald-Sample, Inc.
- Don Stauffer
Vice-Pres.
Chg. of Radio
Sullivan, Stauffer, Colwell & Bayles, Inc.
- Raymond F. Sullivan
President
Sullivan, Stauffer, Colwell & Bayles, Inc.

CODE'S MIXED RECEPTION

NAB Code Called Untenable By Coast's Hinterland Ops

HOLLYWOOD, July 3.—Renewed signs of opposition to the National Association of Broadcasters (NAB) Standards of Practice code in this area came last week from hinterland ops, who bluntly said that survival under the code's commercial time limitations was virtually impossible. This was brought out by small station owners at a meeting of the recently formed Southern California Rural Broadcasters' Association held in Riverside, Calif., June 30. Group includes reps from 23 rural stations in Southern California area, many of which are new to radio. Only 25 per cent of the group are estimated to be members of NAB.

Altho no formal action was taken at the confab, a small group of ops told Clifford Lee, owner of KFXM, San Bernardino, and president of the new org, that they found the code untenable and had no intention of living up to restrictive commercial time standards. Small-town advertisers, they argued, cannot be made to conform to the time limits set forth by the code, either by education or arbitrary ruling. To attempt to restrict commercial time under present conditions would be fatal, especially to borderline operators or radio neophytes, it was held.

Big Stations in Harmony

As for metropolitan Los Angeles stations, word was that compliance to the code would be almost universal. Bill Beaton, president of Southern California Broadcasters' Association (SCBA) said org membership had agreed to go all out in putting code restrictions into effect. He believed it was still too early to tell just what effect the time standards would have on over-all biz, but felt that local ops would be able to convince advertisers thru education of the value of code observance. Since most larger local advertisers are tied up with term deals, it will be some time

Det. Takes Code In Easy Stride

DETROIT, July 3.—The effect of the National Association of Broadcasters (NAB) code was seen as minor on station operation here, according to stations' own summaries of policy changes. Stations generally had previously restricted total commercial content voluntarily to present limitation.

The question of participating shows was raised by James G. Riddell, manager of WXYZ, who pointed out that the reduction to the NAB standard on commercial content would be impractical and unprofitable on such shows as *Lady of Charm* which weaves commercial mention right into the show format, not as separate plugs. On the other hand, Harry Bannister, of WWJ, felt existing restriction on participating shows met new requirements.

Ralph Elvin, manager of WJBK, said the Fort Industry chain as a group has not reached a policy on subduing sound effects and other code provisions, but has long kept commercial content within the new limitation.

before signs of code observance will become evident.

Cal Smith, newly elected director of NAB's 16th District, said he had received no formal complaints for regional members on code provisions. Pre-convention threats of withdrawal from the NAB and open violation of the code's provisions had dwindled to nothing since the code became effective. Biggest fear privately expressed by ops was that violators of code might be disciplined by Federal Communications Commission (FCC) when applying for license renewals, hence forcing station owners to comply with code or else.

Pharmaco Biz Scrams R&R

NEW YORK, July 3.—Ruthrauff & Ryan (R&R) ad agency this week suffered two heavy billing losses when the Electric Auto-Lite Company shifted its *Suspense* airer to Newell Emmett, and Pharmco, Inc., moved its estimated \$1,500,000 account to Duane Jones. The losses continue a recent string which began about two years ago when a group of R&R execs took some top accounts with them in forming Sullivan, Stauffer, Colwell & Bayles. The loss of *Suspense* occurred just before initial airing of the new series, Thursday (8). R&R will continue to handle Auto-Lite's co-op show, *Gasoline Alley*.

Doubt exists about whether Pharmco's three web shows, all aired over the Mutual Broadcasting System (MBS), will return in the fall. *Charlie Chan* and the *Jim Backus* show are already on hiatus, while *Official Detective* winds up for the season next week. The switch to Duane Jones takes place August 1, with Robert Hayes, account exec for Mennen, handling Pharmco as well. Network radio is Pharmco's major ad medium.

NBC's Beardless Boys

NEW YORK, July 3.—The appointment this week of Charles R. Denny, former Federal Communications Commission (FCC) chairman, as executive vice-president and general manager of the National Broadcasting Company (NBC) not only fills the vacancy left by the recent resignation of Frank E. Mullen, but again stresses the NBC accent on youth. Recent appointments at NBC have been in this self-same direction, with Denny, now the web's No. 2 man, only 36 years old. Mullen vamped NBC to head up the G. A. Richards radio interests.

NBC's veepee and general counsel is also a comparative shaver. He is Gustav B. Margraf, NBC Washington legal rep, and 33 years old.

One reason for NBC's replacement of Mullen is said to be that the burden of spearheading the web's AM-TV operations, as well as handling the top administrative post, was too burdensome for Niles Trammell, NBC president. Under the Denny appointment, all administrative veepees at NBC now will report to Denny, instead of Trammell.

Veepees and Ages

Other NBC vice-presidents and their ages are as follows: Ken Dyke, 51; Harry Kopf, 54; Syd Elges, 39; Charles Hammond, 39; Bill Brooks, 45; John F. Royal, 62; Roy Witmer, 61; O. B. Hanson, 54; John McDonald, 51; Scoop Russell, 53; Lloyd Egner, 52; Bill Hedges, 53; Sid Strotz, 50, and I. E. (Chick) Showerman, 49. The boss man, Trammell, is 53.

NBC now has 16 veepees with an average age a shade under 49. The appointment of several more is believed pending, with Lew Frost (West Coast) and Ernest De La Ossa (personnel) reported slated for the knighthood.



KLZ Traffic Manager
F. TOM BOISE

Boise keeps KLZ's heavy traffic of local, network and national spot programs and announcements moving smoothly along KLZ's 560 kc. airline. He was formerly in traffic and sales with well-known airlines.

KLZ, DENVER

Directors of WLAD Oust Deme as Head

DANBURY, Conn., July 3.—Station WLAD here is now operating under new management following a board of directors meeting at which John Deme, president and station manager, was asked to resign because of "failure to adhere to the news policies established by the board." Deme, refusing to resign, was discharged as station manager by the board.

Deme stated today he would retain counsel and take the case to court. He said he has a 10-year contract with the Berkshire Broadcasting Company, owners of the station. His term as president expires in October.

Deme's resignation was sought at a special meeting by John P. Previdi, treasurer; John C. Doran, vice-president; John C. Doran, vice-president, and Robert Doran, secretary. They offered him four weeks' salary, which he refused to accept pending legal advice.

The board also voted to rehire Jerry Arthur as program director and Joseph Mathers as commercial manager. Both had been discharged recently by Deme.

Code To Take Effect Jan. 1, Execs Decide

Giveaways Offer Hurdle

By Jerry Franken

NEW YORK, July 3.—The broadcasting industry this week began operations under the new code of the National Association of Broadcasters (NAB), and radio men greeted its advent with mixed feelings. Some execs saw it as a period of test involving public and government scrutiny; others saw it as beginning a period of considerable confusion.

The most important development of the week stemmed from a meeting of Justin Miller, NAB president, and the presidents of four major networks. The principal action taken by the meeting was an agreement by the network heads to move up the final effective code date from May, 1949, to January 1, 1949.

This does not mean that code standards are not being observed now. The code as approved by the NAB board in Los Angeles two months ago provided that present advertisers would be allowed the status quo until next May. The webs moved this up four and a half months. Most broadcasts, however, are already operating under code provisions, the exceptions being giveaways shows and daytime serials.

Main Headache

There is no doubt that the major code problem concerns giveaways, now so enormously in vogue. Giveaways may break the code, opine some broadcasters, and conversely, the code may put the giveaways off the air. The problem involved is that of commercial time. The code defines all mentions of brand products, including prizes, as commercial time. This means a sponsor's plug must be cut down accordingly or the identification of prize donors must be either eliminated or strung together at the end. Obviously, the prize givers aren't going to continue donating their items if the publicity payoff is discontinued.

In addition, the code frowns on the practice of "buying audiences," but it appears that the most successful program cycle in years has strong adherents in network ranks. It was reliably reported that at the network-NAB meeting Mark Woods, American (See CODE TO TAKE on page 14)

Sotto Voce Whiz

NEW YORK, July 3.—Some spot announcements were affected by time or good taste limitations of the new National Association of Broadcasters (NAB) code, which went into effect Thursday (1), it was reported this week. Some plugs had to be shortened and others had to be changed because of sound effects used.

One change was made by WOR, New York, on the Whiz candy bar spot, which uses a trick sound effect and alliteration. The station felt it was too loud, in violation of the code, and so cut the record again, lowering the gain.

Announcing . . .

THE EVENT THE RADIO-TELEVISION INDUSTRY HAS BEEN WAITING FOR!!!

The Billboard's Eleventh Annual RADIO AND TELEVISION PROMOTION COMPETITION

COMPETITION RULES

ALL STATIONS AND NETWORKS IN THE UNITED STATES AND CANADA ARE ELIGIBLE TO ENTER.

Awards will be made in the following categories:

SALES PROMOTION . . . Essentially that type of promotion directed toward improving or maintaining a station's sales position, with promotion aimed at clients and agencies.

AUDIENCE PROMOTION . . . That type of promotion directed toward maintaining or improving a station's standing with respect to its audience size, competitively, actually and potentially.

PUBLIC SERVICE PROMOTION . . . Promotion of public service programs. The Competition is not concerned so much with the programs themselves—even tho they may be regarded as promotion on their own—but is concerned with the promotion backing up and exploiting such programing efforts.

AUDIENCE-SALES PROMOTION . . . Because so much radio-television promotion combines these two elements, and because so frequently such campaigns are virtually indivisible, such entries as are warranted should be entered in this category.

BROADCASTERS WILL COMPETE IN THE FOLLOWING DIVISIONS:

- NETWORKS—NATIONAL
- NETWORKS—REGIONAL
- CLEAR CHANNEL NETWORK AFFILIATES
- REGIONAL CHANNEL NETWORK AFFILIATES
- LOCAL CHANNEL NETWORK AFFILIATES
- NON-NETWORK STATIONS, 250 to 1,000 WATTS
- NON-NETWORK STATIONS, 5,000 to 20,000 WATTS
- NON-NETWORK STATIONS, 50,000 WATTS
- FM STATIONS
- TELEVISION STATIONS
- TELEVISION NETWORKS
- STATIONS ON THE AIR AFTER JANUARY 1, 1948 — except for Television Stations, all of which will compete in the same division.

FORM OF ENTRIES

Entries may take any form, from typewritten presentations to any type of elaborate "art" presentation. However, only ONE presentation is permitted for each station's entry in a particular category, altho, of course, a station may enter one, two or all three of the categories. Thus, a station competing in the sales promotion, audience promotion and public service categories would have three entries—but the complete story on each category must be told in ONE presentation. Recordings are NOT permitted, either as all or part of a presentation. Winners will be judged purely on the basis of facts and the judges will not be swayed by elaborate presentation. We urge that you save yourself time, effort and expense by keeping your entry as simple as possible.

DEADLINE

All entries must be at the New York office of The Billboard Monday, November 1, 1948. Sorry, no extensions—but none.

ADDRESS ENTRIES

The Billboard 11th Annual
Radio and Television Promotion
Competition
1564 Broadway, New York 19, N. Y.

THE ANNUAL Competition, analyzing the promotion efforts of stations and networks in all phases of sound and sight broadcasting, is under way again. This is the one and only event which affords broadcasters the opportunity to present to advertising agencies and advertisers, in one single package, under proper auspices and ideal conditions, a story of their promotion efforts thruout the past year. This is the one event which permits broadcasters to tell their customers what they've been doing in behalf of those self-same customers—and their programs; what they've been doing to maintain radio's position as the world's number one advertising medium—and what

they've been doing to help television up the ladder.

As in last year's Competition, final judging will be done by a notable panel of judges representing the leading advertisers and advertising agencies in radio and television. The full list is shown below.

As usual, all entries will be extensively exhibited by The Billboard so that all in radio, television and advertising may study and examine them. The first exhibit will be held in New York later this year; the second in Chicago. Exhibit dates will be announced later on. Both exhibits combine to give broadcasters a rare opportunity to tell radio's story to the advertising fraternity.

BOARD OF JUDGES

ADVERTISER PANEL

- J. M. Allen, Vice President in Charge of Advertising, Bristol-Myers Co.
- Howard M. Chapin, Director of Advertising, General Foods Corp.
- Albert S. Dempewolf, Advertising Manager, Celanese Corp. of America.
- Charles J. Durban, Assistant Advertising Director in Charge of Radio and Television, United States Rubber Co.
- John R. Gilman, Vice President in Charge of Advertising, Lever Brothers Co.
- R. E. Healy, Vice President Colgate-Palmolive-Peet Co.
- Harvey W. Manss, Vice President Sterling Drug, Inc.
- J. Ward Maurer, Advertising Manager The Wildroot Co.
- W. M. Ramsey, Director of Radio Media, Procter & Gamble Co.
- R. G. Rettig, Vice President Whitehall Pharmaceutical Co.

ADVERTISING AGENCY PANEL

- Ralph B. Austrian, Vice President in Charge of Television, Foote, Cone & Belding.
- Lee Cooley, Director of Television, McCann-Erickson, Inc.
- Walter Craig, Vice President in Charge of Radio and Television, Benton & Bowles, Inc.
- Wickliffe W. Crider, Vice President Bates, Barton, Durstine & Osborn, Inc.
- Carlos Franco, Manager Radio Time Buying, Young & Rubicam, Inc.
- G. D. Gudebrod, in Charge of Television and Moving Pictures, N. W. Ayer & Son, Inc.
- Thomas L. Harrington, Vice President Ted Bates, Inc.
- Frank B. Kemp, Assistant Media Director, Compton Advertising, Inc.
- William B. Lewis, Vice President Kenyon & Eckhardt, Inc.
- Chester MacCracken, Director of Radio and Television Productions, Doherty, Clifford & Shenfield, Inc.
- Linnea Nelson, Chief Time Buyer, J. Walter Thompson Co.
- Stanley Pulver, Media Manager for American Home Products, Dancer - Fitzgerald - Sample, Inc.
- Don Stauffer, Vice President in Charge of Radio, Sullivan, Stauffer, Colwell & Bayles, Inc.
- Raymond F. Sullivan, President Stauffer, Colwell & Bayles, Inc.

YOU CAN HELP US PREPARE MORE INTELLIGENTLY FOR EXHIBIT SPACE AND OTHER PHASES OF THE COMPETITION BY FILLING IN THIS ENTRY PLEDGE AND MAILING IT TO US TODAY

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The Billboard Radio and Television Promotion Competition
1564 Broadway, New York 19, N. Y.

Gentlemen:

We are planning to submit an entry in the 11th Annual Radio and Television Promotion Competition. We will enter in the following category(ies) (check any or all):
 Sales Promotion; Audience Promotion; Public Service Promotion; Audience-Sales Promotion. Our entry will be in the following division (check one):
 Network (national); Network (regional); Clear Channel Network Affiliate; Regional Channel Network Affiliate; Local Channel Network Affiliate; Non-Network, 250-1,000 Watts; Non-Network, 5,000-20,000 Watts; Non-Network, 50,000 Watts; FM; Television; New Station.

We expect to have our entry in by
(. . . . and Please Make It as Early as Possible)

Name
Title Station
Address
City State

State Dept. To Record All Shortwave Airings as NBC, CBS Check Out on "Voice"

Networks Also Drop S. A. Commercial Plans

WASHINGTON, July 3.—State Department, in taking over shortwave activities this fall, plans to record all broadcasts before airing them, it was stated here this week. The move has been decided upon to avoid recurrence of broadcasts offensive to U. S. citizens and legislators, such as provoked the recent inquiry into the *Voice of America* activities.

Meanwhile, there is conjecture here as to the possibility that further changes may be made should the Republicans win the presidential election in November.

NEW YORK, July 3.—Scrapping of short wave programming divisions by the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) marks finis to the networks' attempts to build up a commercial operation in South America. This is inherent in the decisions of the two webs, announced this week, to get out of international programming. Under the new plan, *Voice of America*, formerly conducted by the webs on behalf of the State Department, will be taken over by the latter.

Strong efforts to cash in on the Latin market were made in the early 1940's when John Royal, of NBC, and William S. Paley, CBS board chairman, trekked South of the Border to line up large Latin hook-ups with a view to servicing North American clients. These South American webs, said one network exec this week, now exist only on paper. He added that from the viewpoint of a North American client, buying time on such a network was not a good proposition. It's more feasible, he said, for a client interested in the Latin market to buy his time directly on South American stations. By doing this he gets a better signal, the exec added. He also stated that lack of audience measurements of Latin programming, plus the fact that some Latin stations pirate the signals of American stations,

Mayfair Bags Runyon Works; Will Transcribe

HOLLYWOOD, June 3.—Mayfair Transcriptions sewed up exclusive radio rights to a limited number of late Damon Runyon's works in a deal concluded this week-end with Berg-Allenberg Agency, radio reps for the Runyon estate. Deal will be formalized early next week, giving Mayfair enough stories for 156 weeks of transcribed shows.

Mayfair will probably set up a separate corporation to handle the Runyon properties, with transcribed production skedded to begin early in August. Series will feature radio thesp John Brown (*My Friend, Irma and Life of Riley*) with guest stars. Show will be produced for either open-end or co-op sponsorship. Russell Hughes will adapt stories, with Dick Sanville holding down production reins.

No terms of the deal were disclosed, altho it was understood that the Runyon estate put a price tag on the late writer's works which will net the estate nearly \$1,000 weekly.

made the whole operation unfeasible.

It's understood that personnel of the two scrapped departments will be taken over in part by the State Department, with the webs trying to absorb those left. Top brass, like Fred Bate in NBC and Edmund Chester of CBS, are slated for new functions in other web departments. Chester, for instance, who has been head of CBS short wave, takes over as director of news, special events and sports in television. At this writing it's not known where Bate will go, but he will remain with the web, and various of the personnel will be moved into news, programing and international relations. The total personnel numbers 112 on NBC and 113 on CBS.

The webs' exit from the field of international broadcasting was not unexpected. NBC, announcing a pact with the State Department whereby the latter takes over as of October 1, said: "This is in accordance with NBC's position that responsibility for *Voice of America* programing should be centralized in an agency of the government." The NBC move, of course, follows on the heels of congressional aggravation over the content of *Voice* scripts. NBC spokesman said both webs are releasing their facilities to the government for a nominal sum.

CBS, in a similar announcement, said it will "continue to co-operate with the State Department during the next three months, to allow time for the reorganization of the *Voice* program structure.

NAB To Press Campaign For Port Huron Reversal

WASHINGTON, July 3.—A major offensive by the National Association of Broadcasters (NAB) against the Federal Communications Commission (FCC) on the Port Huron political libel issue is in the making here following FCC's final decision this week reaffirming the commission's earlier ruling that stations may not censor political broadcasts. This time NAB's battle is expected to reach a fury paralleling the fight on the Mayflower ruling, and there is no doubt but that echoes of the quarrel will be heard in Congress next session when a tug of war will ensue on revision of the entire Communications Act. The commission, altho upholding its earlier proposed decision on the political libel issue, renewed the license this week of WHLS, Port Huron, which had been accused of deleting remarks it had considered libelous.

The NAB will complain that the FCC has usurped judicial procedure and denied the public a chance to challenge the commission in a court of law. At the same time, NAB legalists are swapping notes with industry lawyers in an effort to see whether there is any machinery for getting the issue into court, so that the case can ultimately reach the United States Supreme Court. Current opinion is that there is no avenue for court action, inasmuch as the FCC renewed WHLS's license. NAB had urged that the commission separate the license renewal action from the political libel decision.

Proposed White Bill

It is generally anticipated that the final decision on the issue will come

WFIL-FX Signs 7 Buyers for 1st Day on Fax Casts

PHILADELPHIA, July 3.—With the Federal Communications Commission (FCC) authorizing sponsorship of facsimile broadcasts come July 15, WFIL-FX lined up seven buyers for the 3 to 3:30 p.m. period starting that opening date. All local sponsors, firms purchased advertising space in the facsimile edition of *The Philadelphia Inquirer*, which owns the station.

Fax edition is an eight-page weekly review and advertisers include Bold Cigars, Greystone Wines, Mort Farr (record and radio dealer), Land Title Bank & Trust Company, Lit Brothers (department store), Parkway Bread, and the J. M. Korn Advertising Agency.

Copy and layout will be prepared, but conforming to the standard fax page width of 8.2 inches. The station's art staff will prepare the copy for broadcast, inserting them on specified news pages.

Sale of fax space handled by John E. Surrick, sales director for all *Inquirer* stations (WFIL, WFIL-FM, WFIL-FX and WFIL-TV).

Actors Vote 98% For AFRA Shop

NEW YORK, July 3.—An overwhelming number of radio performers voted for continuance of union shop in the major network-National Labor Relations Board elections held here last month. The vote was 2,469 for the American Federation of Radio Artists and 53 against.

Votes were cast in New York, Chicago, Los Angeles and San Francisco.

NBC Hikes Net, Key Outlet TV Rates on Oct. 1

NEW YORK, July 3.—Effective October 1, the National Broadcasting Company (NBC) hikes video rates both on its TV web and over its key New York outlet, WNBT. The revision upward, according to the announcement by George H. Frey, director of network sales, and James V. McConnell, director of spot sales, is in line with the great increase in the sale of receivers in cities covered by NBC video.

Network rates will be increased for advertisers buying time on the East Coast network. Hourly rates will be as follows: WNBT, New York, from \$750 to \$1,000; WPTZ, Philadelphia, from \$300 to \$400; WRGB, Schenectady, \$150 to \$200; WBAL-TV, Baltimore, \$200 to \$250. The basic hourly rate for WBZ-TV, Boston, and WTVR, Richmond, remains at \$100.

The new card for WNBT will provide for a base hourly evening time rate of \$1,000 to apply during Class A time (6-10:30 p.m.), as compared with the current \$750. Three-quarters of the base rate will apply during Class B time (5-6 p.m., Monday thru Friday; 1-6 p.m., Saturday and Sunday; 10:30-11 p.m., Sunday thru Saturday), and at all other times one-half the base hour rate will apply. Charges for WNBT studio facilities remain the same.

Orders for both the NBC web and WNBT accepted prior to October 1 will receive rate protection against increases to and including December 31.

Ballantine Beer All Out to NAB AM, TV Sports

NEW YORK, July 3.—Ballantine & Sons brewery plans to move strongly into the AM and TV sports picture and attempt to equal, or usurp, the dominant position held many years by Gillette. It's figured the time is propitious for such a move, particularly inasmuch as the Mike Jacobs-Madison Square Garden-Gillette combination have lost their greatest draw, namely Joe Louis, now a soft drink merchant.

The blueprint for the sponsor to invade sports more strongly is already being made. Come July 12, Ballantine's will bankroll over the Mutual Broadcasting System (MBS) the Ike Williams-Beau Jack battle for the lightweight championship in Philadelphia. That day, incidentally, coincides with the opening of the Democratic national convention, and with the fight scheduled to go on at 10:15 p.m., immediately after the keynote speech, it's figured the listening audience will be very large. The sponsor has already put in a bid for the TV rights, but promoters have not yet released them.

Ballantine sponsored the Tony Zale-Rocky Graziano battle, and will probably do the next Zale bout. Tournament of Champions, Inc., has already set Zale to fight either Ray Robinson or Marcel Cerdan.

Ballantine is sold on the wisdom of moving strongly not only into sports, but into TV particularly. The latter is regarded as a sensational medium for sales, especially with TV's saloon audience. It's believed that Gillette took a lot of inferior fights in order to be able to get the Joe Louis bouts, but, it's opined, things look different now.

AM, FM RUN FOR THE HILLS

Sesac, Webs in Conflict Over Licensing Procedure

NEW YORK, July 3.—The difference in philosophies regarding music licenses is holding up negotiations between Sesac, Inc., and network broadcasters. Sesac wants to license individual stations rather than networks, whereas the webs want a straight clearance at the source type of agreement.

The Sesac-American Broadcasting Company (ABC) pact is up for renewal now, with the network operating on a month-to-month basis with respect to use of Sesac music. Pacts with the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) expire next year.

Webs are worried over the Sesac proposal, some of the execs claiming that the Society will grant clearance at the source only on condition that 90 per cent of the affiliates sign with Sesac. Webs say they won't buy this type of deal.

Source Pact Deal

Sesac, however, puts a different complexion on the matter, claiming the 90 per cent report is false. Unlike ASCAP and BMI, Sesac points out that it does not charge a network fee and that there is no necessity to do so. To webs' fears that they may be hit with an infringement suit if they do not have a clearance at the source pact and a Sesac tune is piped to non-Sesac affiliates, the Society points out that it has proposed a 10 per cent leeway plan—whereby the webs would be protected even if 10 per cent of the stations did not have Sesac pacts. This is plenty of leeway, Sesac figures, inasmuch as it now claims to have about 99 per cent of the broadcasting industry under license.

Under the philosophy of individual station licenses, says Sesac, the station has complete freedom as to mu-

sic use and can change its network affiliation or be independent without complicating the licensing picture. Too, says Sesac, the wisdom of the station licensing plan has been proven in the case of regional webs and special hook-ups.

All Watch ABC

Meanwhile, network music execs regard the upcoming ABC-Sesac pact with some trepidation, feeling that if ABC agrees to the individual station plan all will have to do so.

The National Association of Broadcasters (NAB), meanwhile, is hepped on the matter and a spokesman this week stated, "We will take up the problem." He stated that at this point the issue could not be termed "a fight." Rather, the NAB's attitude was one of exploration, he said. There has been talk of a survey to determine the amount of radio music each of the licensing outfits controls, but as yet no fund has been allocated for this purpose.

House Leads in Prepping FCC Probe Hearings

WASHINGTON, July 3.—The House is getting off to a fast start in its race with the Senate to probe the Federal Communications Commission (FCC). The special Harness committee this week set up a staff and began to prepare for late August hearings, while the Senate group under Sen. Wallace White (R., Me.) plans to make extensive studies before holding hearings.

Appointed by Chairman Forest Harness (R. Ind.) as general counsel to the House group is Frank T. Bow, who will also hang on to his post as chief attorney for a propaganda subcommittee of the House Expenditures Committee. Other aides have been drawn from the same group.

One of the first witnesses expected to be called in by the Harness committee is Edward Lamb, Ohio lawyer. Lamb, who dropped permits for two FM stations but still maintains an interest in a video grant, wrote the committee that he will be "more than happy" to answer any questions the group may want to ask. Lamb, who dropped his two grants just before the House authorized the FCC probe, denied that the impending investigation influenced him. "I did not consider it feasible to operate an FM station at this time," he wrote.

WBAL on Tap

The House group is also considered likely to invite testimony of representatives of WBAL, Baltimore, in connection with the authorization to examine the FCC's Blue Book policy. The Baltimore station has been vainly trying to get the commission to expunge WBAL references from the Blue Book.

Among other witnesses will be a raft of FCC personnel called in to explain commission grant and renewal policy, with particular emphasis on the part played by station programming in determining FCC actions.

Committee aides said "a number of individuals will testify regarding grants made to persons of alleged subversive tendencies. Harness's committee includes Representatives

Fly Lauds Durr as Radio's Conscience

NEW YORK, July 3.—Clifford Durr, who retired from the Federal Communications Commission (FCC), Wednesday (30), was given a rare tribute this week when representatives of virtually every segment of local radio turned out at a luncheon in his honor, Thursday (1) at the Astor Hotel. Vice-presidents of the four major networks, including Charles R. Denny, newly named National Broadcasting Company (NBC) executive vice-president and a former FCC chairman, were on hand, as well as top execs of local stations, radio unions and the press. Other web veepees included Abe Schechter, Mutual Broadcasting System; Joe Ream, exec veepee of the Columbia Broadcasting System, and Bob Saudek, American Broadcasting Company.

Denny and James Lawrence Fly, who presided, and who is also an ex-FCC chairman (Durr worked with both), both praised Durr highly. Denny characterized him as an "outstanding public servant"; Fly, as the one man who has done more to give radio a conscience. He added that even tho Durr is stepping out of radio, "you cannot inter a conscience . . . that will be there (in the industry) for untold decades to come."

In acknowledging these addresses, Durr noted that despite opinion to the contrary, "I like broadcasters. If it is difficult to believe, and some think I may have dissembled my affection, it was because my aim was poor. In kicking them downstairs, I meant to kick them upstairs."

Durr Replies

Broadcasting, like politics, Durr added, was dangerous when it adhered to "a one-party system. It is as dangerous in radio as it is in politics—and the public suffers." He also said that he felt radio could do a better job in the public interest, and that forces in that direction within the industry are still reined. Such services, he stated, are even more urgently needed at a time when "thought control" is threatened.

Durr also warned that radio faces a serious threat of censorship, stating that the film industry has knuckled to that sort of maneuver and that "radio will lose its soul if it takes the easy course." Noting the inquiry into the politics of some Hollywood film writers, Durr declared that such a step in radio's direction would carry a threat of censorship, both implied and implicit.

The radio committee of the American Civil Liberties Union arranged the luncheon.

Tom Harmon Named Sports Dir. at KFI

HOLLYWOOD, July 3.—Tom Harmon, All-American footballer, was named sports director for KFI's AM and tele activities this week. Harmon will act as producer-announcer on sports events, with heavy emphasis on video coverage.

During 1947 season Harmon was a weekly sports expert on Jimmy Durante's Rexall ailer, in addition to several transcribed sports ailers. He will work exclusively for KFI at the expiration of other contractual commitments.

Hall (R. N. Y.), Elston (R., O.), Priest (D. Tenn.) and Harris (D. Ark.).

Cancellations Of Apps Up 150% in '48

Tele's Inroads Seen

WASHINGTON, July 3.—Withdrawals in both AM and FM broadcasting ventures during the first six months of 1948 reached a record total two and a half times greater than the number in the final half of 1947, a survey revealed this week, despite a tapering off in the AM back-out pace since *The Billboard's* last compilation (May 29).

In the first half of the year, 123 construction permits and applications were canceled by the Federal Communications Commission (FCC) at the request of FM and AM broadcasters, as compared with 49 such withdrawals during the previous six months. A breakdown of the findings shows that 37 actual FM grants have been vacated so far this year and 21 FM bids have been dropped, as compared with 16 vacated FM permits in the last half of 1947 and seven dropped FM bids in the same period.

6-Month AM Total 65

AM back-outs in the first half of 1948 have totaled 65. Of these, 18 were canceled construction permits and the balance were withdrawn bids. During the final six months of 1947, there were an even dozen AM bids dismissed and 13 authorizations vacated.

This year's sharp trend of withdrawals in both AM and FM broadcasting, first detected in the May 29 compilation of *The Billboard* and foretold eight months earlier in these columns, is considered highly significant by FCC economists as first-hand evidence of the economic pressures in an overcrowded field. Also significant is the fact that this trend has taken place on so sharp a scale while television has continued its whirlwind pace of expansion (more than 280 applications pending, 83 cps. granted, 26 stations operating, dozens of new bids being readied for filing with none of the old ones withdrawn).

Duplication Explainable

The fact that back-outs in FM are running parallel with AM's is deemed by some FCC economists as an inevitable result of FM's attempt to duplicate AM programming and to concentrate operations largely in AM service areas. The AM withdrawals have been no surprise, particularly since the FCC had given what commissioners regard as "fair warning" to the industry in their "lemon book" of some months ago. As previously shown (*The Billboard*, May 29), most of the withdrawals have been taking place in sparsely populated communities where competition appears to have been especially keen. Several of the canceled bids, tho, have occurred in medium-sized localities.

Economists here see some hope of at least a temporary lull in the pace, inasmuch as there has not been a single AM permit vacated in the last month. On the other hand, about a dozen FM cps. and conditional grants have been vacated in that period. Dismissed applications in the last month on the AM bids have amounted to 12, while only one FM bid has been withdrawn in that time (Station WAIT's in Chicago).

CBS Spends 25G For 5 New Pkgs.

NEW YORK, July 3.—Columbia Broadcasting System (CBS) spent \$25,000 preparing its five new house packages, *The Little Immigrant*, *Hollywood Showcase*, *Our Miss Brooks*, *It's Always Albert* and the *Morey Amsterdam* show.

The price tags on the five half-hour shows range between \$5,000 and \$7,000, with *Little Immigrant* and *Mickey Rooney* in the upper bracket.

Chaley Preps New Radio, TV Listener Analysis Org

PHILADELPHIA, July 3.—A new radio and television listener analysis firm for the industry is being set up here by Don Chaley, who has been in the analysis field since 1936 and was associated with George Gallup and Albert E. Sindlinger, former theater manager.

The firm will utilize a newly developed gadget attached to home radio and television sets, which will chart stations tuned in and when tuned out. For a starter, wire recording devices will be utilized, but plans for the future envision radio equipment that automatically will report findings to the firm's central office in the Lewis Tower Building here.

Personal Autograph

Reviewed June 12
Sustaining Via ABC

Sundays 4 to 4:30 p.m. (CDT)

Estimated Talent Cost: \$3,250. Producer, Hunter Reynolds; writer, Leo Knopf; musical director, Rex Maupin; emcee, Jim Ameche; announcer, Herb Newcombe; steady talent, orchestra, Dinning Sisters, Sonny Howard, George Barnes Octet; guest talent, Harmonicats.

Current Hooperating of the Program (Sustaining)None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

NBC: ("Ford Theater").....4.9
CBS: ("Here's to Ya").....1.5
Mutual ("Under Arrest").....4.2

This is just another musical variety show—not too good, not too bad—a half-hour Sunday afternoon fill-in spot for the summer. Judging by the weak ratings of opposing shows, it might snare enough audience to warrant expense and effort. Hardly a show, tho, which would make a sponsor reach for his pen.

Personal autograph title is based on a continuity gimmick in which guest stars apparently are signing a mythical guest register, and a promotion stunt which stipulates that listeners who guess names of future guest stars from hints given win personally autographed albums and pix of stars to appear on the show.

At times the show revived presented good listenable stuff—particularly the work of the Dinning Sisters, the Harmonicats and the George Barnes octet. But at other times good effect of music was counterbalanced by some corny dialog and apparent attempts to give the show some sparkle by efforts to be cute. Jim Ameche did a competent job thruout, but his lines often detracted from his voice quality and personality projection. Especially bad were teta-tetes between Ameche and Jean Dinning. When singing she's tops, but when she is given so-called comedy lines, she's out of character and reaching for stuff that is over her head.

All in all, show music gets by. Something will have to be done tho to smooth out interviews and verbal passages if the show continues. At present producers are trying too hard to be successful. If they relax and allow some of the talent to be presented without fancy trimmings, over-all effect will be much better.

But anyway, program is not trying to buy listeners by giving away fortunes, as is now the rage. For that it deserves a vote of thanks.

Cy Wagner.

It's a Living

Reviewed Wednesday (23) 8:30 to 9 p.m. Style—Variety interview show. Sustaining over W6XAO (Don Lee), Hollywood. Produced by Elbert Walker. Emsee, Dick Garton.

On short notice Don Lee put together a quick video version of Mutual's new AM sustainer, *It's a Living*, which deals with strange, interesting or unusual occupations. Formula has been time-tested via film shorts and proved popular. By all counts, it should do just as well on tele.

First show had enough interest to sustain feature but lacked production. Three guests were used, one a Hollywood stunt man who doubles for gorrillas in horror films, the second an artist who paints lifelike portraits of celebs on drained egg shells and a cowboy-sharpsooter. Each of the three were interviewed briefly by emsee Dick Garton, during which tele viewers were given a quick look at the more interesting aspects of particular jobs. Most exciting by all counts was a demonstration of sharpshooting, in which gun-toter went thru his bag of tricks.

What the show needs is a definite format, better settings and a more relaxed approach. Emsee Dick Gar-



Designates Radio Review

Radio and Television Program Reviews



Designates Television Review

The Harry Krouse Talent Show

Reviewed Saturday (12). Style—Variety show. Sponsored by Harry Krouse, Philadelphia, Studebaker auto dealer, on WFIL-TV. Producer, Greg Garrison. Agency, Sam Taubman, Philadelphia. Piano accompanist, Ethel Hutchinson.

After trying out the video medium with a pure amateur show, Harry Krouse, local Studebaker dealer, junks the ams in favor of pro talent. The show budget is obviously low. It's the routine running of five nitery acts, all local in origin and all in the order of the average club date or the after-dark spot in the nabes.

No party atmosphere is created on stage, and save for the individual efforts of the performers, the half hour is devoid of any showmanly acumen on the part of those either in front or in back of the cameras. The element of dullness is enhanced by the unsightly background drop, using the auto dealer's show window to prop up the melange of variety entertainers. And the tinkles of a solo piano for accomps add to the small-time characteristics of the showing.

Don Cummings Emsee

The stultifying pace is established at scratch by the lad at the emsee controls, Don Cummings. He makes no attempt to project any intimacy across the cathode. In fact, he doesn't even introduce himself, his name slipping in later in the show. He doesn't tie the acts together, nor does he give them more than the mill-run-on-stage call. A personable looking chap but with no show of personality quotient, when he takes over the closing spot himself he loses much ground in warming up the viewer to his effort when he should have pre-sold himself. Cummings does manage to inject the show's only laugh measure with some slapstick drunk antics and girde gyrations, but this is questionable fare considering that the majority of viewers are at home.

Best eye appeal is offered by Lynn Fader on opening. While the cameraman doesn't capitalize on the gal's physical attributes, the canary is just as strong on singing a rhythm ditty and a ballad as she is on face and figure.

Rita and Allen Dance

Rita and Allen in the deuce spot with uninteresting ballroomology fare better on their second turn with more peppery Mexicali stepology. Joe Rankin follows with xylophone hammerings for two speed selections, with the double exposure effects of the two cameras more exciting than his musicianship or showmanship. Harry Holly is on next with vocal mimicry of the Ink Spots, Vaughn Monroe, King Cole and Jimmy Durante. Vocal effects are good, with eye appeal enhanced some in use of facial masks, altho they picture him as limp as the entire *Talent Show* itself.

Film clips at start, midrif and shut, ballying the virtues of Studebaker, are the sponsor's pay-off for this weekly variety show which goes a long way in explaining why it happened to vaudeville.

Maurie Orodener.

ton handled interviews okay but looked scared. Nonetheless, this type of show is a natural for tele and should lend itself to simultaneous radio-video presentation.

Alan Fischler.

The Time, the Place and the Tune

Reviewed June 24
Sustaining Via NBC

Thursday, 10:30-11 p.m.

Estimated Talent Cost: \$2,500. Director, Howard Wiley; writer, John Kraft; announcer, John Storm; engineer, Eddie Miller; musical director, Henry Russell; cast: Anita Ellis, Francis X. Bushman, The Skylarks Quintet.

Current Hooperating of the Program (Sustaining)None

Average Hooperating for shows of this type (Popular Music).....6.9

Current Hooperating of show preceding ("Bob Hawk Show").....7.8

No Hooperating for show following (Too Late in the evening).....—

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC, MBS: Sustaining.....None

CBS: ("First Nighter").....7.0

The Time, the Place and the Tune is strictly thematic in treatment. It's pitched on the nostalgic angle, the appeal being slanted mainly for that section of the radio audience which is old enough to remember music of the 1920's and 1930's. Going back to those years, of course,

does two things. While it emphasizes the remembrance or nostalgia idea, the decades are nevertheless sufficiently close to the present to appeal to a large audience segment. In other words, the factor of audience limitation is not necessarily major in scope.

What might prove more of an audience limiting factor is the type of music, all of it dated and comprising standards and oldies of years gone by. The musical treatment, by the way, is excellent, with superb instrumentation by Henry Russell and the orchestra and well-modulated vocals by Anita Ellis and The Skylarks.

One of the prize packages in this excursion into the past is Francis X. Bushman, old-time movie idol, who tells anecdotes of the early days of the film industry. Bushman, who has a good radio voice and personality, on this program related an amusing yarn anent the old Essanay Studios in Chicago, vintage 1912. Bushman tells a good story, and perhaps he could be worked into the program with more anecdotal material. With a half-hour package, this could easily be done. It would cut down the musical output but still retain the theme idea.

Paul Ackerman.

Cole Bros.' Circus

Reviewed Friday, June 10, 8:30-10:30 p.m. over WBEN-TV, Buffalo. Style: Coverage of regular circus performance. Sponsored co-operatively by Bulova Watch Company, E. W. Edwards Department Store and Kelvinator Refrigerator, Rich's Ice Cream Company, Sattler's Department Store, Kobacker Department Store, and Rosinski Furniture Company. Producer: John Hutchinson. Commentator: Fred Keller. Camera men: Dominic Zigrossi and John Novelli.

Getting the magnitude and pandemonium as well as the glamour of the big top and its three rings on a television screen takes some doing, especially if it's done without getting the viewers dizzy. Real praise goes to producer John Hutchinson and the cameramen on this telecast for doing a clean-cut job which in many respects gave a more consolidated aspect of circus doings than the real McCoy.

Thru many close-ups of performers, tele fans actually saw more than they could by attending in person, especially when the high acts were brought

Show Business

Reviewed Monday (14), 7:15-7:30 p.m. Style—Interviews and patter. Sponsor, Lou Block, Philadelphia Studebaker dealer. Agency, Solis S. Cantor, Philadelphia. Station, WCAU-TV, Philadelphia.

This weekly quarter-hour period undoubtedly has good intentions. Keyed to showbiz, it has an endless gulf of color, glamor and personality to draw upon to give the viewer a real theatrical experience. But as it pans out, it's an aimless, rambling and disjointed dissertation that takes the name of showbiz entirely in vain. All put together, it doesn't even spell out magnolia.

Ethyl Foster, a personable miss who is a vet behind the mike with a background steeped in showbiz, is lost in front of the camera. She projects no personality across the tube, merely getting across a squirmishness that becomes contagious with the viewer. Moreover, the gal sounds as if she rehearsed all her lines and then proceeded to forget half of them once on stage.

As the *Show Business* reporter, Miss Foster starts off with her appraisal of the "star of the week"—on this show, Janet Blair. She rolled off a lot of innocuous bio material about Miss Blair, with the camera breaking away from her for only a few seconds to show a still that didn't do the flicker thesp any more justice than the empty patter of the reporter.

Miss Foster also misused movie stills for her movie album in giving a sophomoric commentary on Bing Crosby's *Emperor Waltz* flicker. And when she piped about giving the flicker four bells, she sounded convincing enough to make you suspect that the flicker flack jammed the four bells down her gullet first.

Only thing that saved the stanza from complete boredom, when caught, was the guest appearance of the mixed team of Noble and King, currently holding forth at the Drake Hotel. With the male tenor at the piano, and the gal piping soprano, the team lent itself well to the camera in delivering two show tunes in song story style. Unfortunately, the camera wasn't too flattering to the soprano in keeping the lens framed on her mouth—considering that she had it wide open most of the time.

The sponsoring Studebaker dealer got two generous plugs. Announcers copied in the high-pressure radio style. But it didn't fit the picture shown. It took a double look to find the car in the still picture of the showroom—which showed the store door to excellent advantage. For the second plug, the toy models were hardly flattering to the product.

Maurie Orodener.

into close focus. Best example was an excellent close view of la Louisa. Activities in all three rings were screened without confusion, as well as the specs.

Announcer Fred Keller added interesting comment about each act and injected bits of circus lore. As a courtesy to circus management, which was not doing terrific biz here, WBEN-TV plugged personal attendance at the big show heavily, urging that the real thing was still the best.

Commercials were handled as occasional one-minute intervals, every sponsor using a one-minute spot except Bulova Watch Company, which used two. They were not too objectionable, but did occasionally cut into continuity of the circus. The outstanding commercial job was done by cartoonist Stu Hample for Rich's Ice Cream (also doing a regular stint for this sponsor with "Cartoon Capers" by sketching clowns with sound effects. The boy looks like a comer for tele.

The only criticisms were occasional annoying light streaks in spotting high acts and fuzziness of picture now and again. On the whole it was okay

Eva Warner.

The Tex and Jinx Show

Reviewed June 30

BRISTOL-MYERS COMPANY

J. M. Allen, Adv. Mgr.

Thru Young & Rubicam, Inc.,
Alex Kroll, Acct. Exec.

Via NBC

Wednesdays, 9-9:30 p.m.

Estimated Talent Cost: \$3,500; producer, Cy Pitts; music, Johnny Guanieri and His Musical Quintet, Helen Carroll and the Escorts (vocalists); announcer, Dan Seymour.

Current Hooperating of the program (Starts June 30).....	None
Average Hooperating of shows of this type (Miscellaneous).....	3.9
Current Hooperating of show preceding (Sustaining).....	None
Current Hooperating of show following ("Mr. District Attorney").....	10.7

CURRENT HOOPERATINGS OF PROGRAMS ON OPPOSITION NETWORKS

ABC: "Abbott and Costello".....	4.5
CBS: "Your Song and Mine".....	4.4
MBS: "Gabriel Heatter".....	5.8

Tex McCrary and Jinx Falkenberg, again doing the summer show for Bristol-Myers, presenting a formidable bevy of guests on the opening program, which was in the nature of a salute to Irving Berlin and, ipso facto, a tie-up with the film, *Easter Parade*. The film debuted that same day on Broadway, so the radio-pic timing was unusually effective from a promotion point of view.

Talent-wise, Tex and Jinx had Irving Berlin, Fred Astaire, Judy Garland and Ann Miller on the show, a coup which cashed in on ballyhoo attendant on the film and its stars. Astaire and Miss Garland came on the air from Hollywood, doing such Berlin standards as *Blue Skies*, *How Deep Is the Ocean* and *Top Hat*. It's odd how dancer Astaire gets so much personality in his singing, for he impresses in this department more than does Judy Garland. Miss Miller scored with *Alexander's Ragtime Band*, both vocally and terping. The most interest tho was attached to Berlin, who chattered on music matters, delivering anecdotes and side-lights about his profession and about specific tunes and how they became hits. All of it tied in with pic, *Easter Parade*, and presented Berlin as the dean of American melody. Backing up the vocals was Johnny Guarnieri and his lively quartet.

Frankly, this was a nice, tight show, with names and melody and some interesting talk. How the show fares will probably depend on the guests. Some good ones are booked, including Lisa Kirk, of *Allegro*, and Dale Carnegie and others. If they can approach the name and talent value of the guests on the opener, that will be very sufficient.

Commercials plugged Ipana, Vitalis and Benex, the latter a shaving product. The pattern was sound and in good taste. *Paul Ackerman.*

Dr. I. Q. Jr.

Reviewed Saturday, June 26, 5:30-6 p.m. Style—Juvenile audience-participation quiz show. Sponsored by Mars, Inc. Originated by WWJ-TV, Detroit. Producer, Tom Riley. Cameramen, Walter Baker and Donald Detwiler. Video controls, Charles Michaels and Leonard Puskarich. Cast: Lew Valentine (Dr. I. Q.), Allen C. Anthony.

This standard National Broadcasting Company (NBC) show is completing a series of seven appearances over WWJ-TV. The format, in the familiar 300-seat Radio Auditorium Theater packed with youngsters about 7 to 14 years and a few accompanying elders, consists of fairly difficult information questions, memory and observation questions, tricky brain-twisters and a dramatic reading contest by two youngsters.

The material is all radio, with a solid following of juveniles; the style of the show caught was intelligent video, applied to the sole task of presenting the radio show virtually un-

Winner Take All

Reviewed Thursday (1). Style—Quiz. Producer, Gil Fates; director, Roland (Bill) Gillett; production, Mark Goodson and Bill Todman; cast: Bud Collyer (master of ceremonies).

With AM listeners hardly able to twist a dial without coming across a giveaway show of some stripe, it was only a matter of time before video would bring the whole horrible mess into their homes in all its livid glory. Credit for this achievement must be given **Winner Take**

All, which has had a lengthy radio history and now has been transmuted into a tele production, too. With Clayton (Bud) Collyer running the proceedings, the viewer now can see an audience go into a tizzy upon witnessing the gifts being doled out to a winner and watch the studio guests generate foam flecks about the lips as each correct answer is given. It's all there, loud as radio and twice as lurid.

About the show itself, it can be said that it has bridged the gap between the media by adding a few visual gimmicks, mainly in the form of sight questions. These included identification problems based on photos and cartoons plus steps and clothing articles demonstrated by models. Two contestants only were up at a time, and their relative competitive status was indicated by simple little symbols which lit up, three lit emblems being needed for victory.

As emcee, Collyer exhibited most of the characteristics which have stamped broadcasting's equivalent of the mark of Cain on the giveaway tribe. He was always genial and hearty, and he let no opportunity pass without getting in an over-playful dig at one young contestant who sweated thru the whole show, that worthy having been married only the morning of the program. Collyer had him waving at his wife in the audience, and reminded him every other question of the little woman standing back of him. It was the banality of Collyer's "typical emcee" job which made it worthy of mention.

Columbia did everything it could with this show to make it visually varied and appealing, and generally did it well. Of the show's technical side, there's little criticism to offer. But it is the feeling that the giveaway parade is on for tele, too, with howling audiences, freight loads of gifts (with a plug for each manufacturer and donor, of course) and the pretense that this sort of stuff is valuable to one's cultural development. That raises a big question. That is, where will it all end? *Sam Chase.*

touched.

Dr. I. Q. (Lew Valentine) himself made no concession to video, reading his script in full view of his audience; Allen Anthony occasionally shot an expressive glance at the camera in close-ups. The effect was that of the camera's being a close observer as the show progressed. The facial expressions of both principals; beaming at an impressionable young studio audience, made excellent television material.

Shots, purely candid, of the audience were excellent.

The painful alertness of a contestant to get the right answer and relief after it was over were delightfully caught. The several assistants who work the aisles with roving mikes to get the youngsters' answers to quiz questions do a nice job of co-ordination.

Commercials were done well. While Allen or I. Q. read mouth-watering copy for candy bars, close-ups displaying hands opening a bar were used. When the long list of prizes was read, stills of the grand prizes, bicycles, were fitted in neatly, but the rest was just shots of the pair reading the list. *Haviland F. Reeves.*

Spotlight on Sports

Reviewed May 29

Sustaining Via ABC

Producer, Mike Roshkind; director, Walter Scanlon; announcer-writer, Gene Kirby.

Current Hooperating of the program (Sustaining).....None

Current Hooperatings of shows preceding and following (Sustaining).....None

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

CBS, MBS, NBC: Sustaining.....None

Sportscaster Gene Kirby has a couple of good wrinkles in this new sportscast, aired weekly over American Broadcasting Company (ABC) following broadcast of the horse races on Saturdays. Kirby packs three interviews with name personalities, plus one sports yarn, into the

15 minutes, and the show moves swiftly and colorfully along as a consequence. The interviews are sometimes transcribed, depending upon availability of the interviewees. He leads off with the announcement that he spouts no scores of events, but rather, dishes out material for the entire family. He makes good on promise.

Interviewers on the stanza caught were Frankie Frisch, now a sportscaster himself; sports columnist Frank Graham and singer Frank Sinatra. Frisch detailed the events surrounding a great double play in which he had a hand in the last game of the 1921 World Series, when he was a rookie. Graham described graphically the ferocious Dempsey-Firpo fight, in which Dempsey was dumped into the laps of the sports writers. Sinatra, interviewed in Chicago, told about his early beatings as an amateur boxer, and how he gave up his interest in Tami Mauriello, who "had a phobia against sticking to the rules." The interviews all were bright, snappy and informative, and had the ring of authenticity, thruout.

Last feature on the program, a believe-it-or-not sort of yarn about death and World Series, was clever and fascinating in a gruesome sort of way, but rather strongly written and a bit over-dramatic. The story dealt with the coincidence by which three pitchers, slated to start series games since 1935, had a death in their immediate families the morning of the games, nevertheless, pitched the best series games of their careers. The clincher was a fourth such case, back in 1882, when a Cincinnati pitcher, meeting with this misfortune, withdrew from the game. His substitute was so badly pummeled that he quit baseball and entered politics, later to become president—William Howard Taft.

Kirby's show offers something a bit off the beaten sports path and should fare well in its current slot, where it automatically picks up an audience of sports fans. *Sam Chase.*

REA High Gear Shift To Hype Radio Sales

WASHINGTON, July 3. — With the Rural Electrification Administration's (REA) program now in high gear, some half million homes will provide a prospective market for radios by the end of the year. REA loans to construct new electrical lines are averaging a dozen a week, representing prospective electrical service to nearly 10,000 rural dwellings each week.

REA expects its program will aid in providing electricity to 1,330,000 homes by the end of 1949. From 1935 to 1947, REA-financed power lines brought electricity to some 4,000,000 homes. Appropriations for the agency are now at an annual rate of \$250,000,000, 10 times the amount it received in 1935, its first year in existence.

Dr. Standish, Medical Examiner

Reviewed July 1

Sustaining Via CBS

Thursdays, 8-8:30 p.m.

Estimated Talent Cost: \$1,500; director, Albert Ward; writers, George H. Cox, Charles S. Monroe and Charles Gussman. Cast: Gary Merrill (Dr. Standish), Audrey Christie (Mary Benson), Eric Dressler (Lieut. Ballard).

Current Hooperating of the program (Sustaining).....None

Average Hooperating of shows of this type (Sustaining).....None

Current Hooperating of show preceding (Sustaining).....None

Current Hooperating of show following ("Mr. Keen").....9.0

CURRENT HOOPERATINGS OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Sustaining.....None

MBS: Sustaining.....None

NBC: "Aldrich Family".....8.5

This is what Abe Burrows would be apt to tab an improbable-type show. Columbia Broadcasting System (CBS) has adapted George Harmon Coxie's slick fiction character for radio, but the result is open to considerable question. The hero is one Dr. Paul Standish,

who not only follows in the glamorous wake of that eminent practitioner, Dr. Kildare, but solves murders en route, with one hand figuratively in a rubber glove. This union of the arts is abetted by a female who also splits her personality, playing both nurse and Watson to Dr. Standish. She is known only by her professional name, Benson, but it's obvious she's just waiting for the good doctor to unbend and call her by her given name, which he is apt to do before the summer is out. Meanwhile, it's all very anti-septic.

The tip-off on the modern methods utilized by Dr. Standish, probably upon endorsement of the American Medical Association, is an automobile telephone over which a heavy portion of his business is transacted while he's en route from patient to criminal, or vice versa. At any rate, let it be said that the show caught provided a murder with three suspects, two being the boy-girl romantic interest and thus highly unlikely to burn or swing. The third, a nasty sort of bounder, was proved the villain by the doctor, thru a method of reasoning too complicated for this listener to follow. But the exposure came just in time to save the glamorous half of the love team from having the cuffs slipped on her by the never-right cops. However, the circumstantial case built up against the killer by the good doctor, it seemed to this corner, would never hold up in court.

One good feature of the show was the performance of Audrey Christie who did her best with the part of Benson. Miss Christie made her a hard-boiled cookie with a hefty heart for the doc, who seemed too busy with cops and cadavers to pay her the attention which was her due. Gary Merrill as the doc struggled hard with a highly unlikely part but couldn't bring it out of the first dimension. Albert Ward's direction was routine. The entire production, boiled down to 15 minutes, would have made a satisfactory soap opera episode, and the organ backing strengthened this impression. But for a night-time dramatic opus, *Dr. Standish* needs a shot of plasma. *Sam Chase.*

3 Ga. Outlets Form Tie-Up; Offers Sponsors Group Rates

NEW YORK, July 3.—A new group set-up of three Georgia stations was arranged this week including WAGA, Atlanta; WMAZ, Macon, and WTOG, Savannah. All are affiliates of the Columbia Broadcasting System. Calling themselves the Georgia Trio, the stations are offering a special group rate to bankrollers who buy equivalent time on all three.

The stations and group are represented by the Katz Agency.

TALK OF THE TRADE

New York:

SUMMER VERSION of Sunoco's 3-Star Extra news show, Monday thru Friday at 6:45 p.m. over the National Broadcasting Company (NBC) will include interviews of guest personalities on the Tuesday and Thursday broadcasts. Editor-in-Chief Ray Henle, Felix Morley and Ned Brooks will rotate their vacation periods so that only one man will be away from the mike during broadcasts. . . . Ed Kobak, Mutual Broadcasting System president, started his vacation Friday (2). . . . Bob Hite, WCBS announcer, took over Joe King's WCBS news show Monday thru Saturday-mornings as of Saturday (3). King is resigning to free-lance. WCBS's Harry Marble off to Maine.

Racket Smashers, formerly on Mutual, will be picked up in August by WHN, with Bill Slater as moderator. The panel of crime experts include Harry Feeney, noted reporter; Burton Turkus, former assistant district attorney of Kings County, and investigator Anthony Marsloe. WHN, which originally had the show, will schedule it at 8-8:30 p.m. . . . Edmond St. John Stevens, recently resigned as American Broadcasting Company (ABC) night program manager, has become associated with the James A. Davidson Management Association, talent agents. He will be active in radio and TV sales.

TOM DAWSON, sales manager of WCCO, Columbia-owned Minneapolis-St. Paul outlet, joins New York staff of Columbia Broadcasting System (CBS) radio sales as account exec. . . . ABC's *Professor Quiz* will guest edit the quiz section of the August issue of *Coronet*. . . . Charles Harrell, ABC Eastern program manager, will conduct a radio theater laboratory at Adelphi College during the summer. Norman Rosten, scripter for *Theater Guild of the Air*, and George Kondolf, supervisor, will also serve on the faculty.

Dave Taylor, CBS vice-president, is scheduling more than 70 broadcasts covering the summer Olympics from Wembley Stadium, London, July 30-August 14. Web sports director Red Barber, London correspondent Stephen Laird and John Derr, assistant sports director, will handle the assignments. . . . Dan Burley, managing editor of *The Amsterdam News*, and well-known jazz critic and boogie woogie pianist, is doing a disk jockey turn over WWRL daily at 4:30 p.m.

HARRY WOODWORTH, formerly with Compton, Benton & Bowles and other agencies, and Edward Bunker, formerly with Avery-Knoedel, have joined ABC's Eastern sales staff.

Hollywood:

FRED MACKAYE, long-time producer of *Lux Radio Theater*, is taking a crack at legit production during his summer hiatus, megging *Outward Bound* at Laguna Beach. . . . Sara Berner (Gladys Zabisco of the Jack Benny airer) will do her 1,111th guest shot next week at a L.A. press club affair. . . . Barbara Eiler replaces Janet Waldo on the new Mel Torme show due to Miss Waldo's conflicting radio commitments. . . . Berg Allenberg Agency packaging a new show idea built around Frank Morgan, reverting to comic's old-time variety format.

Benay Venuta may add another show to her air stints, a new package tagged *Moment of a Lifetime*. . . . Dee Engelbach takes over direction on *Man Called X*. . . . John Hamm, Biow radio exec, returns to New York after a quick look-see at Coast radio properties. . . . Hollywood Ad Club will devote its entire July 12 meeting to a round-up of tele progress on the Coast. . . . Don Lee moved its out-of-studio originations into new giant radio-tele plant. . . . Karl Schullinger, Pedlar & Ryan radio exec, in town for the summer.

New England:

JESSE H. BUFFUM, who does the *New England Almanac* over WEEI, Boston, on a leave of absence to ('tis said) study the natives of Samoa. Trip is the result of a directive from John L. Sullivan, secretary of the navy. . . . Ralph D. Kanna appointed manager of WMMW and WMMW-FM, Meriden, Conn.

From All Around:

George A. Blase has joined the engineering staff of KXOK, St. Louis. . . . **John Buzby**, formerly assistant radio director for Buchanan-Thomas, Omaha, now with the continuity department at WNAX, Yankton, S. D. . . . **Bill Robbins**, recently with WOL, Washington, has returned to WCKY, Cincinnati, as daytime newscaster.

LOYD E. YODER, general manager, KOA, Denver, named chapter chairman of the Denver Red Cross. . . . **Lin Mason**, formerly assistant manager of WWSO, Springfield, O., named general manager succeeding O. R. Bellamy, who goes to Pittsburgh to take over management of WPGH. . . . **WDEL**, Wilmington, Del., on June 29 broadcast a quarter-hour salute to Edgar J. Doob on the occasion of his 10th anniversary as manager of Loew's Wilmington theaters. **Jim Adshead**, of WDEL, did the script. . . . **George W. Cushing**, news editor of WJR, Detroit, recuperating from an abdominal operation.

James G. Riddell, general manager, WXYZ, Detroit, champion for the second consecutive year in the Variety Club of Michigan annual golf tournament. . . . **Announcer Ed Studney**, WOL, Washington, heading for Bermuda August 1 for a three-week vacation. . . . **While disk jockey Milton Q. Ford** is on vacation, every member of WWDC, Washington, announcing staff is being given a crack at his morning show.

WALTER HAASE, station manager, WDRG, Hartford, Conn., checks out July 15 for a Connecticut shore vacation. . . . **Bert Robinson**, WHTT, Hartford, staff announcer, married Phoebe Stetter of New York. . . . **Wesley Hobby** has joined announcing crew of WICC, Bridgeport, Conn., while **Robert Murphy** is a new announcer at WNAB, same city. . . . **Bob Moore**, emcee of the midnight disk jockey show at WLAW, Lawrence, back at the mike after a vacation.

Washington Round-Up

DAYTIME STATIONS will not be permitted to ask for "overtime" broadcasting privileges after August 15, the Federal Communications Commission (FCC) ruled last week, making final its proposal to end special temporary authorizations. Action was taken over the protests of scores of daytime stations which protested that they would be banned from covering special events like election returns and sports which customarily occur in the evening.

THE RELUCTANT sale of KMED, Medford, Ore., to Medford Radio Corporation will apparently come off on schedule, following FCC's action last week blocking the station's owner from selling to Gibson Broadcasting Company instead. Transfer was originally planned to Gibson, but Medford filed under the Avco rule and got the nod.

DESPITE PROTESTS from broadcasters that Mexico is failing to live up to the North American Regional Broadcasting Agreement (NARBA), FCC is continuing to afford full protection to Mexican stations in parcelling out international frequencies. Last week FCC proposed to reject a bid by Bayou Broadcasting Company for a New Orleans station on 1540k.c., channel of Mexico's XENC. Bayou, said FCC, offered insufficient protection to XENC. The commission favored the bid of Louisiana Broadcasting Company, which promised a direction antenna to protect the Mexican outlet.

MARYLAND BROADCASTERS and newspapers are up in arms over a proposal severely restricting the right to publish and broadcast crime news. **Joseph L. Brechner**, manager of WGAY, Silver Spring, Md., is circularizing an appeal to all free State stations to band with the press in fighting this proposal.

NATIONAL ASSOCIATION of Broadcasters (NAB) has voted \$1,000 for the probe into the murder of the CBS correspondent in Greece. NAB Prexy Justin Miller has been appointed to head the finance committee of the investigating group.

Detroit Lays Cornerstone For Actual House of Charm

DETROIT, July 3.—The *House of Charm* show, produced by Edythe Fern Melrose, held the cornerstone laying Thursday for a material *House of Charm*, which is tentatively slated for completion and dedication September 10. The structure, to be erected at a cost of \$75,000, is said to be the first home erected specifically for radio use.

The house, which will also serve as Miss Melrose's own home, is being designed with outlets for microphones in every room so that each of the various portions of her women's program can be originated from the appropriate room—kitchen for cooking, bedroom for discussion of textiles, and an outlet beside the washing machine for wash days.

A tie-up has been made with a downtown furniture store to duplicate the four chief rooms of the house, with all furnishings to be placed in duplicate in the store itself.

A parallel tie-up has been made with an appliance store chain to duplicate the kitchen in seven strategically located stores across the city.

The house itself will not be open to the public, except by way of television. It was designed by Walter T. Anicka, architect and contributor to *American Home* and *Good Housekeeping*. It is slated to be featured in women's and home magazines.

Objective of the show, as it will be rehearsed in the new structure, will be to bring to radio for the first time the service on household problems given by leading women's magazines, which maintain an actual house used as a sort of model for their readers.

The *House of Charm* show itself is currently being sponsored co-operatively by three firms—McKessons-Robbins and Bonne Bell Cosmetics, both of which have carried the show for seven years without a break, and Birdseye Frozen Foods, which is sponsoring a radio show right thru Birdseye's slack summer months for the first time.

Now being aired on WXYZ, the show soon may go over the American Broadcasting Company (ABC) network when the new house is completed. Earlier arrangements for syn-

dication of the show in several States have been canceled recently to free it for the network commitment.

NAB Preps Part in Nat'l Defense Set-Up

WASHINGTON, July 3.—Steps to be taken by the radio industry in girding for the national defense program will be weighed by a special advisory panel which will hold its first meeting here Friday (9) at the request of President Justin Miller, of the National Association of Broadcasters (NAB). The group, representing all parts of the broadcasting industry, will confer with representatives of Secretary of Defense James Forrestal.

The radio group consists of the following: J. Harold Ryan, vice-president, WSPD, Toledo; John Fetzer, WKZO, Kalamazoo, Mich.; James Legate, WIOD, Miami; Ed Breen, KVFD, Fort Dodge, Ia.; Everett L. Dillard, KOZY, Kansas City; John Shepard III, Yankee Network, Boston; Leonard Asch, WBCA, Schenectady, N. Y.; J. R. Poppele, WOR, New York, and William Eddy, WBKB, Chicago. Robert K. Richards, NAB public relations director, will represent the NAB staff on the committee and serve as liaison.

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HOLLYWOOD'S TV CRUSH

N. Y. Casters Offer Actors Work-Week Pay Proposal, Also Type-Scale Payment

Negotiation Huddle in Offing; Union Execs Dissatisfied

NEW YORK, July 3.—Proposals that actors in television be paid on a work-week or daily basis, instead of a per job basis, were made by New York telecasters this week (Thursday) to the television committee (TC) of the Associated Actors and Artistes of America (4 A's), the American Federation of Labor (AFL) actor international. Network proposals were made as counter-proposals to the wage and working conditions recently submitted by the committee to employers.

Altho no official reply has been given by the union group to the telecasters, and none probably will be until they meet in about two weeks, union officials describe the counter offer as "entirely unacceptable." One union exec characterized the proposals as ridiculous. "They want to take us back to the 19th century," he declared.

Basically, according to report, the networks suggested, in lieu of per-job scale payments for TV, payment on a weekly basis as one measure and payment according to actor-type as another. The latter would provide varying scales for performers in accordance with the work they do— heavies, leads, second leads, character parts, etc. Proposed network scales were declared to be much lower than those sought by the unions.

Network proposals would alter the basic concept of TV payment from the prevailing radio system to one paral-

leling legit. It would also, it is believed, cut down on the number of actors used, altho those working would find employment far more steady than the present free-lancing radio system.

Altho the unions will reject the bids, they hope to be able to lead into active negotiations shortly.

WPTZ Does Boff Biz With Summer Pacts

PHILADELPHIA, July 3.—WPTZ, Philco television station, announced a bumper crop of contracts for summer and fall business. For the hot spell, the Philip Klein Agency set a quarter-hour weekly *Buten Weather Man* (Eddie First) to dish out week-end weather reports in behalf of M. Buten & Sons, paint manufacturers and dealers. Also for the summer, the Austin Company, construction engineers, thru the Fuller, Smith and Ross Agency, contracted for a series of five-minute films.

Starting in September, Pontiac (auto) Dealers' Association of Philadelphia, thru the Harry Feigenbaum Agency, will sponsor Paul Riblett, University of Pennsylvania end coach, for quarter-hour football chats on Friday nights. In addition the Atlantic Refining Company, thru N. W. Ayer, will sponsor the University of Pennsylvania football games for the ninth consecutive year. And with Penn coach George Munger in front of the cameras, Philco distributors, starting with the football season, bought *Monday Night Quarterback* thru the Julian G. Pollock Agency.

The Beneficial Saving Fund Society, first banking institution to use video, increased its spot campaign thru the Richard A. Foley Agency with an additional 26-week contract. Other WPTZ renewals include 26 more weeks for *Barbey's Sunshine* beer thru Gray and Rogers, 13 more weeks for the *Handy Man* weekly for Gimbel Brothers department store, same extension also going to Stoney McLin's *Sports Scrapbook* Gretz beer thru Seberhagen, Inc., and renewed spot campaigns for BVD Corporation thru Grey Advertising and for Brentwood Sportswear thru the J. R. Kupsick Agency.

DuMont Continues Personnel Reshuffle

NEW YORK, July 3.—DuMont continued to realign its personnel this week in several departments, with Director Jack Rayel upped to assistant program director for the network. Miss Lynn Cleary was moved over to the job of special assistant in charge of WABD commercial continuity, literary rights and titles and special handling of co-op shows. Halsey Barrett, formerly station relations chief for the network, was appointed manager of the new WABD sales service department. Betty Lef-fel has been added to the staff as his assistant.

These changes follow the appointment last week of Humboldt J. Greig as sales manager and Tony Kraber as program manager for WABD.

TV Reflections

Video Program Comment

Henry A. Wallace had his innings last week on the Columbia Broadcasting System's *Presidential Timber*, and showed that not all the video brains are backing Harold Stassen for the White House. Harold Stassen's recent appearance on the show had the active aid of a group of agencymen favoring his candidacy, and they turned out a slickly competent job. Wallace's material was likewise prepared by strictly pro hands, and in some ways was even more effective than the Stassen stanza. The major difference lay in that this show was less theatrically staged, Wallace seemed less cocksure of himself, and he spoke more simply and directly to the audience. Like Stassen, he read the major portion of his material, much of which had films and still photos accompanying as visual matter. The cameras showed clearly the strain under which the third party candidate has been subjected in his arduous barnstorming speaking tours.

Pix of Wallace

Live sequences showed Wallace in an arm-chair, and ultimately, standing up, and walking behind a desk. Prominent was a framed photograph of Franklin D. Roosevelt. Films emphasized Wallace's thesis; war or peace, an economy of scarcity or one of plenty. These featured kids playing contrasted with war shots and films of lads signing into the new peacetime army. Shots of military cemeteries were superimposed over scenes of celebration of the end of the war.

Good live effects were obtained by Wallace handling actual war material and models, such as rifles, helmets, bayonets, aircraft carriers and ambulances and quoting the costs of each to show what could be done with the billions of military expenditures. Perhaps the most effective bit of all had Wallace pointing at a map of Europe on which a heavy black line indicated the "iron curtain." This barrier, he said, was smashed by two pens, one on each side, when he wrote his open letter to Stalin and got a reply within a week. One word, peace, and the belief that all questions can be settled at a council table, are all that are needed, he said. These parts of the show, done virtually ad lib, came thru with particular conviction and strength.

Sam Chase.

Pixers Flock To Production Of Video Fare

DeMille, Ford, Cooper, Vallee

By Lee Zhitto

HOLLYWOOD, July 3.—This town is television-mad and its picture-conscious people are trooping into the production end of TV at an increasing pace. Most of them, to the tune of "everybody wants to get into the tele act," are organizing production companies to turn out their own ideas of salable video fare.

Latest newcomers include Cecil B. DeMille, John Ford and Merian C. Cooper. DeMille is completing plans for a corporation to be set up to produce film exclusively for the air-pix medium. He expects a pilot film to be completed by early fall, leading a cycle of video shorts for which he is considering using one-act plays. DeMille's video venture will be independent of his Paramount Pix activities.

Ford-Cooper Firm Set Up

Director Ford and Producer Cooper filed for articles of incorporation for the formation of the Argosy Television Corporation. Ford and Cooper claim to have developed "a distinctively new entertainment form for television" via a "highly secret formula."

In the meantime, the telepix field is becoming star-studded with showbiz names. Already in production or holding interest in producing firms are Edgar Bergen, Dick Powell, Joseph Cotten, Rudy Vallee, Parkyakarkus (Harry Einstein), Tommy Dorsey, Carlton E. Morse and others.

Cotten is reported to have completed the first in a series of 15-minute video shorts on a \$2,000 budget, a figure considerably lower than the current market. Einstein and Maurice Morton recently formed a corporation to film video shorts. Their first is *Meet Me at Parky's*, for which they inked Betty Rhodes, Jane Morgan and Sheldon Leonard. Morton is producer and director.

Rudy Vallee, prexy of Vallee Video, Inc., has completed his first tele flicker, *College Days*, initial venture in a projected series of shaggy dog 16mm. productions. Morse, radio scribe (*One Man's Family*), is filming a 15-minute, five-episode series. First, tagged *The Cat*, is nearing completion.

Other showbiz names are casting eager eyes telewards. Myrna Loy is reported making video film tests at Nassour Studios. If results meet with her approval, she will give the green light to a 52-week soap opera series for Herb Strock and Paul Garrison. Bob Burns has been lined up by Dudley Pictures for a 26-week film series, once the sponsor is set, and Peggy Lee and her guitarist hubby, Dave Barbour, have already completed a video flicker for the newly formed Gray-Richards Productions.

WKBK, Chi, Posts New Hike in Rates

CHICAGO, July 3.—With the newest WKBK television set census showing 25,440 sets within receiving range, Capt. Bill Eddy, station director, this week announced a hike in rates from the present standard \$500 per hour, covering from 15,000 to 25,000 sets, to \$800 per hour; \$525 for 30 minutes, and \$320 for 15 minutes, covering from 25,000 to 30,000 sets. The station census showed that of the 25,440 receivers in the Chi area, 77 per cent were located in homes, 17.3 per cent in public places, while the remaining 5.7 per cent are used in dealer show-rooms.

The new rate will not effect *Woman's World*, the station's only morning show, which will still be sold on a guaranteed audience basis at \$200 per hour. The station conducts constant surveys to determine the housewife listenership to the show.

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

100—8x10's for \$ 6.50

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Post cards in quantity, 2 1/2¢ each.

Write for price list on other sizes.

One-Third Deposit, Balance C. O. D.

Quality Photo Service

Perkins St., Box 42

Bristol, Conn.

Chevy To Back 'NBC Playhouse'

NEW YORK, July 3.—A deal is set for Chevrolet to sponsor *NBC Playhouse*, a half-hour dramatic series, over the TV web of the National Broadcasting Company (NBC), starting the first week in September. The time slot is Monday, 8-8:30 p.m. The Campbell-Ewald Company is the agency.

The program, of course, is an NBC package.



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Both TV and Radio Get Into Picture This Year; Deadline Nov. 1 -- Positive

Industry To See Winning Exhibits, N. Y. and Chi

(Continued from page 5)

ing industries. One exhibit will be held in New York, probably at the Waldorf-Astoria; the other will be held in Chicago. Exact times and places will be announced later. Winners will be given lucite plaques. Runners-up will get scrolls.

The tentative schedule for the 11th Radio and Television Promotion Competition is as follows:

Competition is open now and entries will be accepted at *The Billboard's* New York office until November 1, 1948. That's November 1, 1948, and for those stations that asked, and were granted, extensions beyond last year's deadline, the word this year is, "Sorry, no can do." There'll be no extensions, not only because time will not permit, in view of the enormity of the judging involved on the hundreds of presentations submitted, but because ample time is being given to prepare entries. One of the reasons we're announcing the competition now, with a deadline in far-off November, is to allow stations more than adequate time—four months—to prepare their entries, and to include details of their latter-1948 promotion efforts.

The Judging System

The judging in this year's event will parallel last year's. *Billboard* staffers in New York will screen every entry upon receipt, writing a detailed report on each presentation's contents. These reports and the entries themselves will then be submitted to the judges, who will make the final decisions. As usual, and as they say on the air, in the cases of ties, duplicate awards will be made.

Stations and networks will compete in their own divisions, as follows, this applying to AM, FM and TV operations: National networks; regional networks; clear channel network affiliates; local channel network affiliates; non-network stations, from 250 to 1,000 watts; 5,000 to 20,000 watts, and 50,000 watts, and stations on the air since January 1, 1948, irrespective of power, but not applying to TV. All TV stations will compete in one group.

The entries themselves will be divided into the following promotion categories:

Sales promotion, audience promotion, public service program promotion, and audience-sales promotion.

Definitions

Sales promotion, of course, is just what it says—that type of promotion pointed toward improving or maintaining a radio operation's sales position. Thus, entries in this category will essentially cover material directed towards advertisers and agencies.

Audience promotion, too, speaks for itself. It is promotion designed to

maintain or improve a station's standing with respect to its actual or potential audience. Such entries would include promotion on a call letter change, power boost, dial location change, etc.

Public service promotion, judging from a few of last year's entries, requires clarification, since many broadcasters felt that merely airing a good public service program was sufficient, and accordingly limited their entries to recordings of such shows. For the purposes of this competition, even while we admit that such programing is good promotion per se, the element to be judged is the promotion backing up and exploiting such efforts. Thus, in this case, the show's not so much the thing, it's the promotion.

Combo Category

Finally, because so much promotion in radio combines the elements of audience and sales promotion, this year's competition is including a combined category. As an example: The Don Lee network recently opened its new studio in Hollywood and promoted it extensively, both to listeners and agencies and sponsors. An entry dealing with this effort, or a parallel effort, should of course be entered in the audience-sales category.

The entries themselves may take any physical shape, from typewritten text to more elaborate presentations. Stations are urged to spare themselves expense by avoiding fancy layouts—judging will be done purely on the basis of what an entry says, not how it says it. One entry must, however, tell the story for each category. In other words, if a station enters both the audience and public service promotion categories, it must tell those stories in two presentations, one devoted to each phase. If it enters just one category, it must tell the story in one presentation. The reason for this is that many stations last year made their pitches in as many

TV Informer

DETROIT, July 3.—The local pub, with its tele set, some day may replace the police line-up as a place where cops go to spot their quarry. A neighborhood beer stube here was the place where two coppers, making their rounds, spotted mid-get auto driver John Fredericks in a telecast by WWJ-TV from the auto track, and recognized him as an alleged robbery suspect. After having him picked up, the doughty officers made an appearance on *Kirk Knight News* over WWJ-TV, to tell how they did it.

CBS To Ask ATT For GOP Rebate

NEW YORK, July 3.—The commercial traffic department of the Columbia Broadcasting System (CBS) this week was pondering the question: What price foul-up? The problem arose when web execs decided that they didn't get full value from the American Telephone & Telegraph Company (AT&T) in piping of its video coverage of the Republican convention from Philadelphia last week. CBS officials acknowledged that they were preparing to demand a rebate from AT&T, but added they were having difficulty arriving at a specific figure.

A further complication is that AT&T has not submitted a bill to CBS for services rendered. So CBS is in the position of attempting to total the value of a score of foul-ups of various lengths and importance, some sight alone, some sound alone and some both, without knowing the total tab. A web executive said he had hopes that CBS could drive home its point with AT&T before a bill was received, and an amicable adjustment made on that basis.

as seven presentations. The judges found it confusing and recommended this year's limitation. The only other limitation this year is that recordings may not be submitted as all or part of a presentation.

SHORT SCANNINGS

LAWRENCE W. LOWMAN, veepee of the Columbia Broadcasting System (CBS), was appointed to head a code committee of Television Broadcasters Association (TBA), which will draw up a programing guide for consideration at the TBA December meeting. Also on the committee are Noran E. (Nick) Kersta, of the National Broadcasting Company (NBC); Robert L. Coe, of WPIX, and Neil Swanson, executive veepee of WMAR-TV, Baltimore. Nick Kersta was elected a TBA director to succeed John Royal, also of NBC, who resigned the TBA post recently.

W. Wallace Orr, Inc., Baltimore agency, is handling the harness race telecasts now being sponsored over WNBW, Washington, by Gunther Brewing Company. . . . WSPD-TV, Toledo, the Fort Industry station, has signed with Publishers Syndicate of Chicago for video rights to the comic strip *Kerry Drake*. The strip never has run in the Toledo area, and the station plans to utilize a special technique in its production. . . . Sam Cuff, former general manager at DuMont, has been named tele consultant to Allied Stores.

SEYMOUR PEYSER, of the legal firm of Phillips, Nizer, Benjamin & Krim, has been retained as counsel by the National Television Film Council (NTFC). He will finalize provisions of the group's standard exhibition contracts for films on video. . . . Melvin Gold, NTFC chairman, has appointed a production committee to research problems of video film production and techniques. Its members include Jack Glenn, senior director of *March of Time*; Gene Martel, president of Screen Directors' Guild; Joseph Josephson, of Jerry Fairbanks, Inc.; Nathan Zucker, Sono-Chrome Productions; Fred Rosen, World Video producer, and Henry Morely, general manager, J. A. Maurer, Inc.

The National Association of Manufacturers' (NAM) public relations division has expanded its radio department into a radio and television department. G. W. (Johnny) Johnstone, NAM radio director, will head the new set-up. . . . Major television company of Detroit is introducing a 1949 receiver model with a seven by nine-foot projection screen, selling at \$2,195. . . . WCPO, Cincinnati, has purchased a site for its tele transmitter by acquiring 30 parcels of land from seven different owners. The station will be completed by next January.

Code To Take Effect Jan. 1

(Continued from page 6)

Broadcasting Company (ABC) president, declared that he would not drop or revamp that web's highly successful *Stop the Music* giveaway. However, another network exec stated that unless all four networks agreed to pursue the same standards, each would continue to go his individual way. Thus, unless some procedure is worked out to permit the giveaways to continue, either by cash prizes or by some compromise with prize donors, the code appears due for a stormy period.

ABC is not the only network affected. The National Broadcasting Company (NBC) has its problem with Procter & Gamble's *Truth of Consequences* and Mutual has a number of such shows, including *Take a Number*, *Heart's Desire* and *Queen for a Day*. However, Ed Kobak, Mutual Broadcasting System (MBS) president, stated at the meeting, it was said, that all MBS shows would be made to conform to NAB's standards. It's expected that the four webs will appoint a committee to work on the problem.

Still another question mark involves Procter & Gamble's daytime serials, some of which exceed the NAB commercial time limits. There were conflicting reports as to P. & G.'s attitude, but the holiday week-end prevented confirmation of any of these reports.

The most ironic element of the situation is that by and large, Eastern independent stations, which originally objected to the code, put it in effect without squawking, but the networks, which favored the code far more strenuously, now have run into serious headaches as the result of its passage. Nevertheless, network spokesmen said that radio cannot fail to meet this test, for to do so would not only invite public criticism anew but subject the industry to new attacks from pressure groups and possibly even Congress. They called upon advertisers to help.

These same networks execs also declared that if the NAB code should cut down on giveaways, or eliminate them entirely, it would more than pay for all its headaches. These shows, it is argued, are an artificial lure to audiences, as they cut down radio's value to their sponsors by cutting in on sponsor identification, and they are following the dangerous path of movie exhibitor's "bank night" craze.

Mrs. America Rights Inked to 5-Year Pact

NEW YORK, July 3. — A five-year deal for radio and tele rights to the title and winner of the Mrs. America contest was set this week between Mrs. America, Inc., headed by Bert Nevins, and a combo of Roger White Productions and Leonard Traube Associates. The housewife-beauty contest, now 10 years old, will be held again September 12 at Asbury Park, N. J.

A radio-tele show, utilizing the winner and planned to be aired daytime across the board, has been set up by the White-Traube combine. Two writers have been assigned to prepare scripts for the series.

D. C.'s Tele Sets

WASHINGTON, July 3.—The Washington Television Circulation Committee, representing the three operating stations in the D. C. area, has announced that as of July 1 there were 13,750 television sets installed and operating in the Washington metropolitan area.

SHOWMANSHIP COUNTS

And when you send a big, beautiful Moss photo of yourself, that's Showmanship! Moss is a password among big-timers.

8x10's, 5c ea.
(In Quantity)
POSTCARDS, 2c ea.
(In Quantity)
Mounted Blow-ups on heavy board, 20x30, \$2 ea.
30x40, \$3 ea. (+ shipping)

Write for FREE Samples, and Price List B.



TV BUILDING OWN STARS

Don Lee-Hearst TV Tie-Up Offers Two-Way Promotion

HOLLYWOOD, July 3.—Don Lee television station W6XAO and Hearst's Los Angeles Examiner will formalize a reciprocal promotional agreement next week which will give participants mutual benefits over what is believed to be a seven-year period. Two-way tie-up will be signed by Lewis Allen Weiss, general manager of Don Lee Broadcasting System (DLBS), and Richard Carrington Jr., Examiner publisher. Deal will be the second tele-newspaper tie-up in Hollywood, following close on the heels of a financial tie-up recently completed between Los Angeles Times' KTTV and Columbia Broadcasting System (CBS).

Unlike the Times-CBS deal, however, no dough is involved in the Don Lee deal. Tie-up will make available, however, joint exploitation facilities, source materials and professional staffs of both outfits. Don Lee will get first crack at televising any Examiner-sponsored events, as well as access to all International News photos material and Examiner syndicated photos. An integrated news tie-up will be organized between the Examiner city desk and news bureau of KHJ, Don Lee's key AM outlet in Hollywood. Don Lee will have access to Examiner's plant for tele production or originations.

In return for Examiner's co-operation, Don Lee will televise at least four daily station break patterns of Examiner's masthead. KHJ will give air credit to Examiner as one of its news sources on all news broadcasts. Additional provisions are made for an interchange of free newspaper space for air time on KHJ. Don Lee tele outlet will be given log listing prominence in the Examiner.

To launch the tie-up, Examiner will publish a special television edition Wednesday (7), formally announcing the Don Lee deal and putting in a tele sales pitch with dealer advertising and exploitation.

DETROIT, July 3.—The opening of a second television station in Detroit by WXYZ-TV will mark a tie-up of this station with The Detroit Free Press, which has enjoyed an informal tie-in with WJR and which has a bid in for a television channel as yet unallocated here. The paper will celebrate the opening of the new station with a special video section of at least 24 pages, according to John Pival, of WXYZ.

Meanwhile, the Fort Industry Corporation may be represented in the city by two stations by that time, according to plans disclosed by President George S. Storer. The company's new Toledo station is well along on construction, and is tentatively slated for opening July 10. This transmitter is located 51 miles from downtown Detroit and is ex-

pected to give a fringe signal into the metropolitan area.

WJBK-TV, Fort Industry's Detroit outlet, is now building a tower and is slated to go on the air around October 1.

Chi TV Outlets Shift Personnel

CHICAGO, July 3.—Several important personnel shifts occurred this week in the video outlets here. Ted Mills, program director of WGN-TV for the past five months, resigned with Jay Faraghan named as acting program director to replace him. Faraghan will double from his previous post as traffic manager for WGN-TV, in addition to his programming duties. Mills is dickering with a local network video outlet, which will begin operations this fall, it was learned.

In another WGN-TV shift, George W. Harvey, Eastern sales manager for WGN, since 1945, was appointed sales manager for the station's tele subsidiary, with Ben Berentson, who has been with the WGN sales department since 1940, replacing Harvey in the East.

Bill Wilson was switched from director of special events for the American Broadcasting Company in the Midwest to network account executive for television in the Midwest. John H. Mitchell, former manager of a segment of the B&K Theater chain in Illinois, was named to assist Capt. Bill Eddy, director of WBKB, as business manager of the station.

ABC, CBS Both Set TV Deal With WNAC

BOSTON, July 3.—The scramble for tele network affiliations was highlighted this week by the signing of WNAC-TV, Yankee Network outlet here, with both the Columbia Broadcasting System and the American Broadcasting Company, for its period of "informal" telecasting. The station starts official airings in mid-August. Yankee is tied in with the Mutual Broadcasting System, whose tele set-up has not yet jelled.

Meanwhile, WJAR-TV, Providence, R. I., inked an affiliation pact with the National Broadcasting Company. The station now is under construction, and will begin operations September 15. WJAR-TV will operate on Channel 11, and will receive network programs via radio relay from Boston, which in turn is connected with New York by relay.

Mais Qui, Ilka Chase May Do Ze TV Series

NEW YORK, July 3.—World Video, Inc., tele package outfit, this week auditioned Ilka Chase as writer-commentator for its film series based on the dishes and recipes of famous French chefs and restaurants. The films were shot in Paris, and the audio is to be added here.

Another film series is being shot in France by the outfit entitled The Adventures of Billy Bravo, the title character being a puppet manipulated by one of the top puppeteers

10 Top Teleratings

NEW YORK, July 3.—Highest percentage of viewers ever recorded for tele, as well as the highest Hooperating ever reported either for TV or radio, was racked up by the Louis-Walcott fight, with an 86.6. But a special report of the 10 top Hooperatings in tele so far, prepared for The Billboard by C. E. Hooper, reveals that the second highest score ever achieved was garnered by the circus at Madison Square Garden a few months ago, telecast over WCBS-TV. Another surprising return was made by a flicker, One Rainy Afternoon, aired by WNBT. The radio record in the Hooper book was set by President Roosevelt in his post-Pearl Harbor speech, December 9, 1941. That mark for a speech carried by nearly all the stations in the country, network and non-network, was 79.0.

Here are the TV leaders to date:

1. Louis vs. Walcott (June 25), WNBT.....86.6
2. Circus (April 11), WCBS-TV.....67.2
3. Republican Convention (June 21).....60.4
4. Security Loan Bond Drive (April 14), WABD.....56.4
5. Film—One Rainy Afternoon (April 10), WNBT.....54.2
5. Heart Campaign (Milton Berle, MC) (March 10), WABD.....50.4
7. Boxing Bout (Tommy Bell vs. Buster Tyler) (Gillette) (March 8), WNBT.....49.8
8. Amateur Hour (Kaiser-Frazer) (March 14), WABD.....46.8
9. Amateur Hour (Kaiser-Frazer) (February 8), WABD.....46.8
10. Boxing Bout (Marcel Cerdan vs. Laverne Roach) (March 12), WNBT.....46.3

The interviewing period is from the 8th thru the 14th of each month.

Philco-Equity TV Deal Near

NEW YORK, July 3.—Philco this week was nearing a contract to sponsor one of tele's most expensive packages, the Equity dramatic opus. Signing was regarded as imminent at the week's end, with the program slated to be aired at 8 p.m. Sunday nights over the National Broadcasting Company (NBC). The package for talent alone is said to run over \$8,000 weekly, with legit stars supplied for each week's full-hour program by Equity. The show would kick off this fall.

Hutchins is the agency for Philco. Should the deal go thru, the sustaining Theater Guild series, which has aired intermittently at this hour, is expected to be shunted to another period, if it remains with NBC.

of the Continent. Stories, which will comprise a weekly 15-minute show, are based on famed fables and yarns such as Sinbad, Cinderella and Aladdin. The audition show has been completed, with scripting done by William Pene Du Bois, and production supervised by Richard Gordon Jr.

Pioneer Names Grabbing Off Video Laurels

“Howdy,” McDonnell; James

(Continued from page 3)

of Jon Gnagy and Vaughan Taylor. The former was a penurious artist until his You-Too series caught on with NBC viewers. Now he has built a huge new studio in Pennsylvania, is booked to the hilt with students, recently gave a one-man show and has authored a recently published book on drawing. As for Taylor, he has acted in more tele dramatic shows than probably any other thesp in the business. It all started during the war when the ex-stock company actor served as officer over Owen Davis Jr., who took a liking to his style and brought him into television after their service days were over.

At the Columbia Broadcasting System (CBS), a leading example is Gil Fates, whose pre-video experience was restricted to stage managing a couple of traveling legit shows. Now he has one of CBS's most unusual contracts, giving him producing, directing and performing rights as well as calling for some administrative work. He's been highly lauded for his coverage of the circus and of sports, and he's producing Winner Take All, What's It Worth and Missus Goes a-Shopping for CBS video. Also gaining in repute is Dione Lucas, who conducts the unusual cookery show, To a Queen's Taste. Miss Lucas, as a major sideline, operates the Cordon Bleu restaurant-school.

DuMont's Dennis James is tele's best known sportscaster, his coverage of wrestling being one of the medium's highlights to date. Two chanteuses also are coming into their own on the web, Sylvie St. Clair, the Gallic thrush, and Adrienne, the nitery graduate. A number of fan clubs already have been started for the latter. Mary Kaye Stearns, who with her husband does the springtly Mary Kaye and Johnny domestic dramatic serial, also bids fair to hit video stardom. Not to be forgotten, also, is DuMont's moppet master, “Big Brother” Bob Emery, whose Small Fry Club was one of the first major successes of the broadcasting outfit.

These are the tele network names, to date, which appear to be the ones to be widest known to viewers in the present and nearest future. They are the first tele luminaries who may be remembered as pioneer stars in years to come.

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Splash

DETROIT, July 3.—What's believed to be tele's first swimming show will be aired here by WWJ-TV next Friday (9) in covering the national Olympic finals at Rouge Park pool. The show will run a little more than two hours, on three consecutive afternoons; Don Wattrick will announce; J. L. Hudson department store is sponsoring.

OBIE'S DIRECT-SALE 39c WAX

Back-To-Back Hits Aim at Chains, Jukes

Also Buys Sonora Masters

(Continued from page 3)

chain outlets, his conception is that the low price will attract the volume market and offset the dealer and department store lures of more consumer satisfaction (returns, greater personal services, etc.). Heavy advance orders have already been secured from important chains throughout the country. As for the coin machine market, his two big merchandising points are back-to-back coverage of current hits and, of course, low price. The latter, a vital concern for ops, is highlighted by the theoretical example of a lot of 200 platters, which at the orthodox tariff would cost the op \$90; at the 39-cent price, \$46.80, a hefty difference of \$43.20.

In addition to the merchandising set-up, there is a production basis for the low price—low cost of talent. Oberstein's thesis is that under present conditions the tune and rendition are more important than the artists at the outset. He frankly states he is using unknown talent, and will have them imitate the major label stars and methods of rendition. As reported in *The Billboard's* exclusive story of Oberstein's resignation from Victor, he says that he has been recording masters in England and dubbing vocals here. He plans to continue this procedure until the recording ban is lifted. Then, should buying trends warrant it, he may modify his artist utilization in favor of grooming name stars.

First Release in September

The initial September release will comprise three pop, one race, and one hillbilly platter. Pop hit couplings will be *Woody Woodpecker-My Happiness, Love Somebody-Maybe You'll Be There, You Call Everybody Darlin'-Turkish Delight*. The folk disk will be *Bouquet of Roses-Tezarkana Baby*; the race release, *Tomorrow Night-Long Gone*.

In addition to the general line, Oberstein has purchased, for a backlog, some 250 standard material masters from Sonora. The long-term view is to use these as the basis for a catalog of standard items. Right now, he is using some of them as promotional material to soften up the department store market. Macy's here is now selling a four-record album of the Sonora material for \$1.99. At this price a tremendous volume would have to be reached to show any real profit, but for the present Oberstein is satisfied to market the standard stuff for promotional results and big store goodwill.

Meanwhile, this week Lee Savin, formerly of Bourne Music and with Musicraft and Majestic Records before that, left Bourne to become Oberstein's assistant in the new disk venture.

SCHALL TO PATMAR

NEW YORK, July 3.—Max Schall, one-time personal manager for the Louis Prima and Charlie Spivak orks, takes over professional manager duties for Dennis Day's Patmar Music firm. Schall will work out of the Coast office, replacing Jack Perrin, who departed the scene a few weeks

Fisher Loses Suit For Royalty Divvy On Cats "Peg" Wax

CHICAGO, July 3.—The lawsuit filed in Superior Court several months ago by attorney John Sembower, acting for guitarist Sid Fisher, who claimed he had been cut out of promised record royalties and personal appearance moo by the Harmonicats, whom he accompanied on their historic *Peg o' My Heart* dinking, was partially dismissed here this week by Judge Wilbur Crowley.

Crowley dismissed charges, centering around Fisher's claim that he was promised and was entitled to a part of Cats' record royalties. Fisher claimed that after making one other side in addition to *Peg*, he had been promised a cut of the platter swag, while Dave Alswang, attorney for the defendants, produced a signed AFM contract, which showed Murad as the employer and Fisher as an employe-musician, plus a signed receipt, showing Fisher had accepted the scale for leader as salary. Crowley denied Fisher's right to share in the record royalties, but he had not as yet decided upon Fisher's claim that he has a right to cut in on the Cats' personal appearances. Fisher also claimed that he had been promised he would share in the Cats' personal appearances, starting with the Oriental Theater, Chicago, this spring, but Alswang has not yet filed a pleading to that charge, which will be heard later in the same court.

Scott Appointm't Cheers ASCAP

WASHINGTON, July 3.—Chances of the American Society of Composers, Authors and Publishers (ASCAP) to secure enactment of legislation ending the juke box copyright exemption are seen enhanced by the selection of Rep. Hugh Scott Jr. (R., Pa.) as Republican national committee chairman.

Scott, whose return to Congress seems certain, authored the bill carrying out ASCAP desires. The added prestige coming to Scott as a GOP brass hat is viewed as giving his bill a head start when reintroduced in the next congressional session. Scott is expected to have a role of increased influence on Capitol Hill in the event that Thomas E. Dewey is elected president.

Cap Merging 5 Distribbs Into 1

HOLLYWOOD, July 3.—Capitol Records will merge its five regional distributing subsidiaries into one national org August 31 *The Billboard* learned this week. New firm will be Capitol Records Distributing Corporation, a wholly-owned corporation subsidiary to the diskery. Reason for move is to streamline operation.

Org will control operations of the 30 Cap-owned branches as well as co-ordinate additional distribution thru diskery's 15 indie distribbs.

ago. Mac Cooper continues to hold down the New York end. Day, whose Patmar firm is a Broadcast Music, Inc., affiliate, has applied for membership in the American Society of Composers, Authors and Publishers for his newly launched Kenmor pub.

Petrillo Ponders Decision On Warring 802 Factions

NEW YORK, July 3.—With spokesmen for each side confident their cause will be upheld, the warring factions in Local 802 of American Federation of Musicians (AFM) are now waiting with bated breath for a decision from federation Prexy James C. Petrillo. Both the opposition group, made up of the Unity and coalition parties, and the Blue Ticket incumbents have laid their cases before Petrillo, and his answer will not only determine the matters currently at issue (several resolutions passed by the membership over administration heads as reported in recent issues of *The Billboard*.) but will undoubtedly strongly influence the course of the coming local elections.

Vita Must Have Reorg Plan or Face the Music

CHICAGO, July 3.—Vitacoustic platter execs Lloyd Garrett and Jack Buckley were told this week that they'd have to propose some strong, substantial new reorganization plan to a creditors' committee meeting, slated for Friday (9), if they wish to avert a referee in bankruptcy order to liquidate the assets of the firm and throw them into straight bankruptcy.

Referee Nathan McChesney, assigned to hear the Vitacoustic proceedings by Federal Judge Walter LaBuy, said that he was not pleased with the first financial report submitted to him Thursday (1) which showed a deficit of \$10,000 for three months' operation. Howard Moses, attorney for Universal Records, whose Bernie Clapper is one of the four on the creditors' committee, was appointed legal counsel for the creditors' quartet.

Garrett, when contacted by *The Billboard*, said that he will be prepared to present a completely revised program of operation to creditors at the meeting.

Cohn To Retain Gem Ownership

NEW YORK, July 3.—Modern Music Sales Prexy Nat Cohn this week confirmed the sale of his premises to Apollo Records but denied reports that the Apollo diskery had also bought out his Gem Records' line. Cohn pointed out that Modern will remain in its current offices until around September 15, at which time the firm will move to new showroom and office space.

Cohn explained that Apollo's services have been retained for distribution of the Gem disks but said that he and Paul McGrane, veepee in the Gem diskery, still retain ownership of that firm despite stories to the contrary. They will continue to manufacture the Gem line.

Four Star Buys Hunter Wax

HOLLYWOOD, July 3.—Four Star Records, Coast indie, this week bought 32 Ivory Joe Hunter masters, including the hit-headed *Pretty Mama Blues*. Formerly held by Pacific, a Northern California indie, masters were turned back to Hunter in a royalty settlement between the waxery and its Steinway-riding artist. Four Star's prexy, Bill McCall, said his waxery outbid for the masters against Bullet's Jim Bullet, Savoy's Herman Lubinsky, and King's Sid Nathan. McCall intends to put a promotional push behind *Mama* to cash in on its potential sales.

The most recent protest to the federation was a letter signed by Unity leaders Max Arons, Al Manuti, Henry A. Maccaro and Herman Tivin, Tuesday (29), recapitulating grievances against local Prexy Richard McCann and Secretary Charles Iucci for "their refusal to carry out the decisions of the membership, duly passed at a legal membership meeting June 14. (The Unity group had sent Petrillo a telegram to this effect last week.) In addition, the letter protested the actions of McCann and Iucci at a Palm Gardens membership meeting Monday (28), which ended in a near-Donnybrook. McCann allegedly called off the meeting, despite the fact that a motion to adjourn was overwhelmingly defeated. When he and other administration officials walked out of the hall followed by sympathetic members, the remaining members elected a committee to begin impeachment proceedings against him and the other Blue Ticket executives.

The letter, however, disclaimed any desire to carry out impeachment proceedings, stating, "we do not believe that impeachment at this time is the proper course to follow." It did urge Petrillo "to direct these officials of 802 to do their duty and carry out the decisions of the membership."

Until Petrillo delivers a pronouncement, the situation remains a stand-off, with the opposition claiming that the June 14 motions are in force, and the administration maintaining that they have no legal existence. A spokesman close to Petrillo told *The Billboard* that no decision has as yet been made by the federation prexy and that it is not known when one will be made.

Standard Stays With Distrib Set-Up

NEW YORK, July 3.—Recent talk or some disk manufacturers reportedly planning to sell direct to dealers and by-passing established distributors has led to misunderstanding in certain quarters. An outstanding example is Standard Phonograph, manufacturers of International records and exclusive national selling agents for King Jazz records.

A standard distributor in Cleveland folded, and Tedos Demetriades hired a resident salesman to cover the territory. Standard has always had resident salesmen in Louisiana, Mississippi and Alabama, but regular distributors in all other market centers. The impression was created that Standard was planning to sell direct, which is totally at variance with the actual facts. Standard still has at least 16 distributors in key territories, including All-State, New Jersey; Alpha, New York; Bennett, San Francisco; Chord, Chicago; Kayler, Philadelphia; Kirschbaum, Minneapolis; Massachusetts Music, Boston; Musimart, Canada; Niagara-Midland, Buffalo; Polonia, Detroit; Post & Lester, Hartford; Standard, Pittsburgh; Trophy, St. Louis; Vogue, Seattle, and Wilford, Los Angeles.

JOCKS A'PLUG-SWAPPING

Pubs Forego LP Royalties For Few Mos.

1-Cent Fee After Trial

NEW YORK, July 3.—Major music publishers here are understood to be virtually agreed on an answer to the request of Columbia Records, Inc., for a 1-cent royalty on long playing records. The answer: That publishers would rather forego all royalties on the LP record series for an experimental period of some six to eight months, than take a penny payment.

The publishers' attitude is that they are willing to co-operate with CRI, but rather than set a "dangerous" precedent by accepting a reduction from the statutory rate, they would overlook all payments on LP records until the experimental period was terminated. This, with the probable proviso that if the LP records prove successful, then the full 2-cent statutory payments would be rendered retroactively to the beginning of LP marketing.

Columbia Offers Fee

Columbia originally has proposed that publishers accept a 1-cent-per-side fee on LP disks as a gesture toward helping the diskery restore volume to a sagging disk biz.

The pubs' reaction and the "no-payment" proposal probably clear the path, with diskery execs confident that an agreement already reached with Warner Bros.' Herman Starr on a 1-cent basis can be altered with Starr's consent, with the latter expected to go along with other pubs on the no-pay idea.

Radio-Phono Set Makers To Issue LP Machines

NEW YORK, July 3.—Radio-phonograph manufacturers, following upon the heels of the announcement of the revolutionary Columbia LP disk and the accompanying Philco-made 33 1/3 speed adaptor, are all set to accommodate the new record. In addition to Philco, the Capehart-Farnsworth, Magnavox, Crosley, Emerson and Admiral firms all have revealed that they have in preparation sets which will be capable of playing the LP record. Most of the above-named firms, in company conclaves held this week, showed off their version of the LP player with all of the machines combining the LP feature with a regular 78 r.p.m. changer and turntable.

Crosley's set will introduce a changer, which will be capable of handling the LP disks, which will be the only set announced to date which offers such an innovation. The Capehart-Farnsworth firm revealed that it was able to manufacture a machine with a three-speed phonograph "if public demand should warrant it." This set would handle not only 78 and 33 1/3 speeds but the intermediate 45 r.p.m. speed as well.

In addition, the Webster record changer firm revealed that it has developed a changer which can handle both the normal speed and the long-playing disk.

Sound Pix on Disk Player Ready for Christmas Sale

HOLLYWOOD, July 3.—A revolutionary instrument designed for home use that projects sound movies thru the playing of a 12-inch record will hit the market in October, with the promotional push timed to cash on Christmas sales. The Visa-Tone record player, manufactured here by Phonovision Corporation of America (PCA), is similar in appearance to a conventional table-model playback. As demonstrated for *The Billboard*, its operation is simple, using a special 12-inch disk that differs in appearance from an orthodox platter only in its thickness (about a half inch). After the disk is placed on the turntable it works automatically. A button is pressed, the tone arm moves into playing position onto the spinning platter. The result is high fidelity tone and picture (either black-and-white or color, depending upon disk selected) which is equal if not superior in quality to regular theater pix.

Vinylite Platter

The disk consists of a vinylite platter record (and reproduced) "somewhere between 33 1/3 and 78 r.p.m." It contains a floating film approximately 7 mm. wide, which is mechanically synchronized with the grooves on the disk. Floating film principle eliminates the headaches of film rewinds which normally accompany regular film projection.

According to Phil Goldstone, retired flicker producer and prexy of PCA, the Visa-Tone device is the result of eight years' research. Goldstone said the record player will be retailed for \$167.50, while disks will sell for \$3.50 for black-and-white subjects and \$6.50 for color pix. Platters will also be made available on a rental basis, the fee to be 5 or 10 per cent of the selling cost. Goldstone expects to have 3,000 full-length features available, plus 5,000 shorts. He anticipates selling 500,000 players the first year.

For the Average Man

Machines will be distributed by Goldstone on a franchise basis. His selling principle is to retail players at a cost within reach of the average man's pocketbook, with profits coming in from platter sales.

Initial subjects made available will be film items that Goldstone has obtained from pic producers, the deals calling for producers to get a royalty on each platter sold. Visa-Tone players and disks will be sold thru record shops almost exclusively.

The process will be made available to the record companies desiring it, Goldstone said. Hence, diskeries will be able to offer platter buyers a choice of either the present-day sound version of a tune or a sight-and-sound disk. Goldstone, who has been huddling with reps of the various diskeries, said he is unwilling to make an exclusive deal with any one company, but will make his process available to all of them. The set-up can be likened to technicolor's deal with pic producers whereby the company processes films for all studios. In deals with diskeries, Goldstone said, companies would have to provide PCA with platter and film, while PCA would furnish diskeries with the completed film-containing platters.

Goldstone said also that work was under way for a new filming process whereby PCA would be able to provide diskeries with special cameras which would cut costs considerably in the manufacture of films for the Visa-Tone process. He wouldn't divulge details on this.

Visa-Tone promises to be one of the most revolutionary innovations to hit the entertainment biz since the perfection of sound-on-film and will definitely affect all phases of the

2 Kidisk Labels Set for Drug Chain Invasion

NEW YORK, July 3.—Little Golden Records, newly launched six-inch kidisk subsid of book publishers Simon & Schuster, and Henry Lapidus's seven-inch Rocking Horse label are set to invade the drug chain store record racks. The Golden platters will be marketed thru the coast-to-coast Walgreen chain starting August 1, while Rocking Horse debuts in the California group of Rexall stores in a week or two.

The S & S product, after much experimenting during the past few months at various price levels, will be marketed at 29 cents, tax included, but will be sold directly to the dealer. The firm, which has lined up such department stores as Macy's and Gimbel's here, will also put out a small platter player called Little Golden Record Player. The machine will retail for \$19, with the wholesale cost being about \$15. The maker of the player is the Hudson Electronic Company.

Picture-Tune, seven-inch kiddie platter, also is being sold over the Walgreen counters. The label, put out by the local Walfeld firm, has been in the Walgreen stores for quite a while, and the chain intends, for the time being, to go along with both kiddie lines.

Rocking Horse, leader among the seven-inch plastic tot offerings, will be distributed to the Rexall stores by the Self-Service Distributing Company, a West Coast firm. The Lapidus disk retails at the 35-cent figure.

Allied Catalog Bought for 15G

NEW YORK, July 3.—Attorney William Berkson, acting on behalf of an undisclosed client, this week purchased the Allied Music catalog from Dave Dreyer for a reported \$15,000. The actual buyer of the catalog will be ascertained sometime next week, as Berkson claims that three of his clients are independently interested in it.

Outstanding among over 65 allied copyrights are *Flat Foot Floogie*, *A Million Dreams Ago*, *The Man Who Comes Around* and *Tom, Tom, the Piper's Son*. Dreyer had originally obtained the catalog about a year ago from orkster Horace Heidt.

amusement industry. Goldstone said talks were under way with equipment manufacturers to include a Visa-Tone unit in regular home phonos. Their early use in tele, juke boxes and as a new advertising media is foreseen.

Some Pubs See "Monster" in Spinner Plan

Program Values Doubted?

(Continued from page 3)

many cities and States instead of just locally as heretofore. The principle behind the scheme is the old one of "you do something for me and I'll do something for you."

Such has been the case with Paul Brenner, WAAT, New Jersey; Cactus Jim Whittaker, WWVA, Wheeling, W. Va., and Charley Newsom, WCAE, Pittsburgh. The three have been working pretty much as a team during the past few months to hypo interest in chosen waxings and particular talent as well. For example, they are now pushing the Buddy Clark-Doris Day etching of *Love Somebody* at the behest of Whittaker. Previously, the threesome united behind warbler Jerry Sellers, then waxing for the small Crown label. The disk selected to exploit the Sellers tonsils was *We Just Couldn't Say Goodbye*. Largely due to the concentrated jockey push exerted by the trio, Sellers, protege of Paul Brenner, is now part of the MGM diskery talent stable.

Trade's Views

Trade reaction to the mutual-plug-agreement tendencies among jox finds some diskers and publishers raising an eyebrow. The opinion of these execs is that there is very little intrinsic value to such a set-up program-wise, since a jock's first consideration should be the musical tastes of his territorial listeners and not that of exchanging plugs to cash in on a rising hit. On this reasoning they "suspect" there may be something more tangible to the set-up than spinners looking for glory. The skeptics further point to unhealthy possibilities that may arise from placing a network of jox thruout the country within easy reach. Publishers contend that this system on top of the present mechanical dominance in the song biz exerted by diskeries might create a stranglehold on their wares by virtually promoting outside entry into the inside biz.

Whittaker, a prominent member of the Brenner, Whittaker, Newsom triumvirate (currently honeymooning in New York), rebuts these arguments. He told *The Billboard* that the mutual assistance pact is worked purely on a friendship basis, and the only benefits derived come from whatever prestige may be attached to a jockey by being associated with a rising hit platter. However, Cactus Jim asserts, the three reserve the right to abstain from pushing a disk selected by another of the trio if the individual jock feels the disk in question is without merit or not in keeping with the tastes of his fans or the programing of the show.

Similar Deals

But many publishers and diskers, conceding that jockeys have done much to promote the success of tunes in many instances, are wary of a parallel to the invasion of the publishing biz by band leaders, recalling how batoneers worked out plug-swaps with friendly orksters until a slew of maestri were suddenly (See Pubs See "Monster" on page 18)

MUSIC—AS WRITTEN

New York:

"Progressive Classicism," a fusion of jazz and modern serious music, debuts on wax with the *Vox Americana Album*, comprising selections by Aaron Copland, William Grant Still and Robert McBride, played by violinist Louis Kaufman. . . . Johnny Long ork opened at the Galveston Pleasure Pier Saturday (26) for two weeks. . . . Universal Attractions has signed tenorman Arnett Cobb to a seven-year contract. . . . David Broekman, conductor and author of *Shoestring Symphony*, and Edmund Anderson, radio director for the McGiverna Agency, have penned a new tune, *Jade Green*. Bregman, Vocco and Conn are pubbing the ditty, with a Terry Allen platter on Atlantic to be released soon.

Norman Cogan ork opening at the Hotel Seven Gables in Greenfield Park, N. Y., for the summer season. . . . Lee Magid now handling artist and repertoire chores for National Records in addition to deejay promotion. . . . Pubber Ben Edwards in Chicago to see his daughter, Joan, open at the Shubert Theater Monday (5) in the Ethel Merman role of *Annie, Get Your Gun*. . . . Dizzy Gillespie, who closed at the Royal Roost last week, now on a West Coast-bound one-nighter tour, winding up with a week at the Million Dollar Theater in Los Angeles. . . . London Records library service augmented by a batch of new pop sides cut in England by the Jack White ork. Tunes include *You Can't Be True, Dear; Nature Boy, Now Is the Hour*, and others.

Circle Sound, Inc., has bought Dan Qualey's *Solo Art* piano masters. Sides, cut in the late '30s, include solos by Jim Yancey, Cripple Clarence Lofton, Pete Johnson, and other 88 virtuosi. Circle will release the platters in albums beginning in the fall. . . . Massachusetts' Governor Bradford to appear on the Boston Symphony's opening broadcast of the 20th series of esplanade concerts over ABC Tuesday (6). . . . *Laughing Samba*, a hit in Europe, being released on London label here. . . . Providence Chamber Music Society instituting a competition for compositions by Rhode Islanders. Titled the Abraham Axelrod Music Publication Award, prize is publication of the piece under standard royalty contract. . . . Hollenden Hotel, Cleveland, has signed the Ink Spots for two weeks beginning August 5.

The Del Courtney ork is not disbanding as reported. Courtney's crew, now at the Coconut Grove of Los Angeles' Hotel Ambassador, reportedly is booked solidly until January, 1949.

Second annual outing for song pluggers hosted by orkster Fred Waring is skedded for Wednesday (7) at Shawnee-on-the-Delaware. Those attending will leave by chartered bus from Lindy's at 6:45 a.m. . . . Guy Lombardo's Long Island airline, which operates during the warm weather months, has resumed flying biz activity until October. . . . Warbler Don Reid this week inked an exclusive wax pact with National Records. Reid originally made a few masters for National prior to the ban, but diskery reportedly held up release until Reid signed the exclusive pact. . . . Nancy Donovan, De Luxe diskery thrush, opened two-week run at the Versailles Friday (2).

Jose Curbelo's rumba crew moves into the Havana-Madrid July 23 for four weeks, after which time nitery will shutter for refurbishing. Spot is skedded to reopen in September with Ralph Font's L-A ork holding sway. . . . Chanter Don Cornell set to go out as a single after current commitments on the *Chesterfield Supper Club* alter expire. . . . MCA's Johnny Greenhut in Mt. Sinai Hospital last week for observation. . . . Joe Higgins, Columbia diskery A and R exec, returned to the Coast this week. . . . Don Pablo's ork on tour of up-State Michigan spots after 10 years at the Palm Beach Cafe. . . . Berk Motley's new 14-piece crew this week moved into the nightingale, Washington.

Arnett Cobb's small jazz combo shifted agency management from the Gale Agency to Ben Bard. . . . Elliot Lawrence's ork, chirp Mindy Carson and warbler Alan Dale did a *Thrills of Music* short for Columbia flix last week. . . . Georgie Auld, Chubby Jackson and Lou Levy cut out of the Esquire All-Stars jazz group just prior to opening at the Royal Roost here; opening replacements were Lucky Thompson, Oscar Pettiford and Erroll Garner. . . . Buddy Rich's mother died Sunday (27) after a lengthy illness. . . . Jack Edwards' ork set for the Wardman Park in Washington for an indefinite run beginning July 14.

Bull Moose Jackson out of the Lucky Millinder ork and will work with his own small group under the management of Millinder and the Gale Agency. . . . Chirp Fran Warren this week signed a management pact with the William Morris Agency. . . . Atlantic Records this week contracted for West Coast pressings of its jazz and race line; diskery also added four new distributors: Nelson and Stoken, Los Angeles; Klayman Distributors, Cincinnati; Mangold Distributors, Charlotte, N. C., and United Record Sales, San Francisco.

DC Records now being distributed by major distributors in the New York area. . . . Johnny Hodges, long-time alto sax star with the Duke Ellington ork, will play three weeks at the Apollo Bar in Harlem; he's playing the first week out currently, skips a week and comes back for two. The Hodges date, played with Ellington sidemen and singer Al Hibbler, fills the gap for the tootlers while Ellington is completing a two-month sojourn in England.

Benny Miller dropped from the Chicago staff of Oxford Music, moves over to handle activities in that city for Tommy Valando's Laurel pub. Jack Perry stays on to handle both Santly-Joy and Oxford chores there. . . . Jack Shiffman departed the Words & Music pub scene.

Warbler Alan Gerard opens at the Orchid Restaurant in Jackson Heights, Tuesday (13). . . . Ex-Governor Jimmy Davis, of Louisiana, and his hillbilly band now being booked by the Harry Romm office. . . . Andrews Sisters to do a shot on the Texaco video show, Tuesday (13). . . . Jon and Sandra Steele into the Cal Neva, Lake Tahoe, for two weeks.

San Francisco:

Horace Heidt will bring his combo radio and stage show to the Civic Auditorium here July 25 and the Oakland (Calif.) Auditorium August 1. . . . Xavier Cugat brings his band into the Mark Hopkins Hotel July 27, following Dorothy Shay.

Chicago:

Pat Lombard, Midwest William Morris location booker, is reportedly moving to the New York office, with Jack Archer, ex-Continental Artists' exec, moving into Lombard's post. . . . Paul Bannister, who was released from his post as one-night skedder with General Artists' Corporation here in the Mus-Art merger, will take a two-week vacation. He is said to have several music biz offers under consideration. . . . Mercury has released an experimental master, purchased from orkster Orrin Tucker, together with the first of two Dee Parker (J. Dorsey chirp) platters which the vocalist cut independently.

Rex Allen, Mercury cowboy singer, is opening a folk music record and curio shop. . . . Al Fiore, 256-pounder of the Harmonicats, will marry Mary Molsky, St. Louis non-pro, August 8 during the Cats' stay at the Chicago Theater. . . . Remotes from niterles got a shot in the arm last week, with the Peritz brothers' Rag Doll getting a half-hour CBS shot nightly. . . . Sammy Kaye has a new novelty singer in Lloyd Roberts, Waukegan, Ill., tooter.

Lucky Millinder's ork, featuring Bull Moose Jackson, Paul Breckinridge and Ainsteen Allen, will form the cast of an all-Negro NBC web airer, starting July 7 as summer replacement for the Dennis Day show. . . . Jim Hamilton, WIND, disk jockey, guested as singer with Al Trace's ork at the Blackhawk July 1. Hamilton got his first job in the music business with Trace years back. . . . Frank Taylor, p.m. for Bonnie Baker, rumored replacing Irv Green in the act department of the local William Morris office.

Hollywood:

Freddy Martin has returned from one-nighter tour in Canada promoted by Joe Schoctor. . . . Miguelito Valdes signed for Republic pix stint in September. . . . Roy Mack has left Frederick Bros.' Agency to become general manager of Artists Corporation of America. . . . Musical director Frank Worth set to conduct and arrange transcribed Roy Rogers-Dale Evans airshow. . . . Leith Stevens will conduct annual Gershwin Memorial Concert in Hollywood Bowl next month. . . . Bert Shefter, whose *Fiddle Faddle* release on MGM label is stirring up sales interest on the Coast, planning to launch own publishing house soon.

Buddy Clark and Tony Martin are prepping movie based on the lives of Van and Schenk. . . . Emma Lou Welch, thrush who cut group of sides with Benny Goodman for Capitol, opens a nitery stint July 16 at Eddie de Seur's Oasis in L. A. . . . Dave Dreyer, head of Dreyer Music, in town for confabs with Frankie Carle. . . . Gloria Wood, whose current etching of Woody Woodpecker on Columbia jumped to No. 2 position on the Honor Roll of Hits, cashing in on the break by doing a single at Sarnes, local swank eatery.

Cincinnati:

Johnny Tolle's Tiny Cove, Cheviot, O., has installed Bob Wehmeier's Foursome for an indefinite engagement. . . . Dick Averre ork in its 29th week at Hotel Gibson. . . . The estate of the late Harry A. Frankel, the Singin' Sam of radio fame, was reported to be \$300,000 after his will was filed for probate at Richmond, Ind., where he died June 12. His widow, Helene, formerly known professionally as Smiles, will receive most of the estate. . . . Robert Morris, 88-er, in his second year at King's theater-restaurant. . . . "Step" Weigand's Three Steps, intermission and stroll crew, in their third month at Glenn Rendezvous, Newport, Ky., set by the Barney Rapp Agency.

Stockholm:

First MGM disks hit the Swedish market here late last month. . . . Swedish accordionist Erik Frank cut some sides for Decca in London with Ted Heath's ork. . . . Top tune on Swedish hit parade is *Civilization*, followed by *Near You, Four Leaf Clover, They Didn't Believe Me* and *Too Fat Polka*. *Civilization* also ranks as No. 1 in disk sales.

Detroit:

The premiere of the new Ford car was wired for Musak here, with 41 local dealers piping the service into their showrooms for display ceremonies. Leonard Seel, veteran orkster, was killed in an automobile accident Monday (28) at Gladstone, Mich., and three other members of his band were injured when their car turned over en route to a summer job in Wisconsin.

Here and There:

Marjorie Slightam concluded a 43-week stand at the Antlers Hotel, Indianapolis, Sunday (3), and Tuesday (5) began an indefinite engagement at the Roosevelt Hotel, Pittsburgh. . . . Rocky Ford, former trumpeter with the Lawrence Welk, Will Osborne and Billie Rogers orks, takes his own crew into the Winchester Club, Cairo, Ill., July 14, replacing Don Ragon.

Pubs See "Monster" In Spinner Plan

(Continued from page 17)

"music publishers." It made it more expensive for established firms to operate, and expense remains as one item to which pubs are strongly allergic. Those who frown on the mutual jock plug plan make note of the sudden appearance of jockeys on the recording and tune-cleffing scene, with the general feeling being that this has resulted more from the jockey's plugging value than his ar-

tistic talents.

The idea has been construed by most as something that might conceivably wrest control of the music biz from the hands of the publishers altogether. By going along with the scheme, pubbers say they would only be fattening a "monster" which they have already created and which actually has very little to contribute to the over-all music pattern. But the fatalistic music men are still sure that various members of the fraternity will support the jock-plug scheme as they have always supported "immediate benefits" while disregarding long-run damages.

RCA, Columbia Extend Foreign Disk Recording

NEW YORK, July 3.—RCA Victor and Columbia diskeries this week continued to extend use of foreign facilities as a fresh source of new wax. Victor, it was learned, is preparing to cut (or has cut) musical background wax in Mexico, marking the initial commercial-disk invasion of that country for ban-skirting wax. A Victor spokesman reported that the Mexican recording preparations are virtually completed and that wax will be cut "if we can surmount all practical obstacles."

Meanwhile Victor's Tony Martin, in England for personal appearances, cut a two-sided version of *Tenement Symphony* with the Skyrockets ork.

Columbia's Charioteers, vocal group, also in England for personal appearances, cut some wax for the diskery while in that country.

Modern Records' NY Distrib Sold to H'w'd

NEW YORK, July 3. — Gloria Friedman and Bob Duberstein have sold their interest in the New York Modern Records distribberly to Modern Records of Hollywood, who now own the local outlet outright.

The Friedman-Duberstein combo will continue in partnership with a distributing agency of their own, handling a general line, with special emphasis on the coin machine market. They will locate on or in the vicinity of 10th Avenue in the 40's—otherwise known as juke box row.

Joe Bihari will operate the Modern office here.

Joint Music-Pix Bally Program Set Up by U-A

NEW YORK, July 3.—Pointing the way to a hitherto untapped vein of promotion for music manufacturers, distribbers and dealers, Leon Roth, promotional manager for United Artists (U-A), completed initial arrangements this week with four music firms for joint music-flicker advertising and exploitation programs.

Roth, who made contacts with music firms at the recent national convention of music merchants in Chicago, has pacted Steinway Piano, American Aeolian, Selmer Music and the American Music Conference for co-operative campaigns for several forthcoming U-A pix.

Chi Platter Dealer Org Shows Growth

CHICAGO, July 3.—Another record retailers' association was uncovered here this week, bringing record shop op orgs to two. The Record Retailers' Association which started two years ago among five dealers on the South and Southwest sides, has expanded to 18 members, with hopes of 25 by the year's end. The RRA, which associated itself with the National Record Retailers' Association a year ago, meets twice monthly during the fall and winter with occasional meetings during the summer in member stores. Hosts explain the layouts of their stores and particular promotion and merchandising methods to the group, with a general dis-

Fronters, Bookers Squawk Over AFM's By-Law Changes

CHICAGO, July 3.—Booking agents and band leaders are burned over changes made in the by-laws of the American Federation of Musicians (AFM), covering traveling bands, a survey of skedding offices and orksters revealed this week. The major burn stems from the edict outlawing traveling by bands from midnight to 5 a.m., with both parties demanding immediate action to change the law, which they claim is putting a pinch in their business at a time when the union should give all-out co-operation to keep alive what activity there is.

Opponents of the no-night-traveling order point out that AFM members who passed this ruling evidently have no conception of traveling band business, for they pointed out that practically all ork traveling is done at night. Ork leaders said they've found that if they stick in the town where they played and travel after an 8-hour respite, many of the sidemen wind up getting no sleep, for they stay up all night anyway.

Furthermore, they point out that

cussion of up-and-coming records following.

Only co-operative buying venture attempted by RRA thus far has been purchase of accessories, such as storage albums and needles.

Officers of the association are Milton G. Betterman, prexy, Marquette Radio & Records; Henry Elsnic, v.-p., Vitak-Elsnic; Morris Noguee, secretary, Archer Music Box, and Leonard Goodman, Shore Music, treasurer. Only requirement for membership is that a store has all the big four franchises.

while the reasoning behind the move was to halt fatal accidents involving musicians, they've found from experience that traveling between midnight and daybreak is the safest time, as there is little traffic. It's especially important to travel these hours in the summer, they say, when tourist travel is heavy. A dozen traveling band leaders, currently working this area, reported that they do their traveling at night.

Rap Travel Rate Hike

With ballroom ops and promoters griping about band prices, orksters and bookers feel that the hike in automobile traveling rates comes at a bad time. Hike from 1 cent per mile per sideman to 2 cents, and from 5 cents to 8 cents per mile per auto doesn't look like much on paper, but when multiplied by 11 men in a small commercial band, traveling 250 to 300 miles, the limit on one-day jumps, it means \$48 to \$54 where previously the op was charged an extra \$27.50 to \$33.00. Bookers point out that it will hurt low-budget bands, especially territory orks and semi-name crews which ops buy now and haggle over a \$25 difference in price. The price hike will also hurt in instances where an office can't get a date to fill in between big jumps like Chicago to Denver, and where a heavy-nut name band is involved and a group of 20 men has to be paid the traveling rate.

Trade consensus is that the union move was ill-timed and that the AFM should have consulted with its member fronters before pushing the legislation thru at the convention.

The LITTLE GENERAL Continues his HITTING STREAK

following these SMASH HOME RUNS

IF I HAD MY LIFE TO LIVE OVER and I'M MY OWN GRANDPAW



By the writers of "I'm My Own Grandpaw" The Jesters Apollo = 1122

'IF I LIVE TO BE A HUNDRED'

'YOUR HEART AND MINE'

HIAWATHA'S MITTENS

Apollo = 1097
Crystal = 1002
Decca = 24447
Mercury
Vic Damona
To be released

Bob Hannon
Hi-Lo Trio
Monica Lewis and the Ames Bros.
Bob Hannon
Apollo = 1097

and all set to sing with these special material novelties
WATCH THAT FIRST STEP Did you hear Arthur Godfrey do it?
THE CANNIBAL'S MENU Jack Smith kills 'em with it

FOR PROFESSIONAL MATERIAL GENERAL MUSIC PUBLISHING COMPANY, INC. 400 MADISON AVE. NEW YORK, N. Y.

FOR SALES THE BOSTON MUSIC COMPANY 116 BOYLSTON ST. BOSTON, MASS.

Charm Records Does It Again!!!

THE **LULLABY**
THATS **WAKING UP** THE
WHOLE NATION!

ROCK-A-BYE BABY

by the **HOUR OF CHARM**
ALL-GIRL ORCHESTRA & CHOIR
under the direction of
PHIL SPITALNY

CHARM
RECORD #1004

Order Quick from these
Charm Record Distributors . . .

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17-19 UNION SQUARE, NEW YORK, N. Y.
- JAMES H. MARTIN, INC.**
1405-7 W. DIVERSEY PARKWAY, CHICAGO, ILL.
- SCOTT-CROSSE CO.**
1423 SPRING GARDEN ST., PHILADELPHIA, PA.
- SANBORN MUSIC CO.**
740 SUPERIOR AVE., N. W., CLEVELAND, OHIO
- SEABOARD DISTRIBUTORS**
110 ANN ST., HARTFORD, CONN.
- THE MARYLAND RECORD CO.**
966 WHITELOCK ST., BALTIMORE, MARYLAND
- THE ORIOLE CORP. OF N. C.**
232 N. COLLEGE ST., CHARLOTTE, N. C.

If There's No Distributor In Your Territory, USE THE COUPON

Charm Records

P.O. BOX NO. 40, RADIO CITY STATION, NEW YORK 19

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Address _____
Number of Records _____
79c per record, retail _____

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Week Ending July 2

TRADE
SERVICE
FEATURE

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

- | This Week | | Last Week |
|---|--|-----------|
| 1. | YOU CAN'T BE TRUE, DEAR
<i>Based on a composition by Hans Otten and Gerhard Ebeler
Published by Biltmore (ASCAP)</i> | 1 |
| Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; W. Glahe Ork, Victor 25-1117; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, Musicraft 568; D. James, Victor 20-2944; L. Stewart, Bandwagon 501.
(No information on electrical transcription libraries available as The Billboard goes to press.)
Electrical transcription libraries: Jack White Ork, London. | | |
| 2. | WOODY WOODPECKER
<i>By Tibbles and Idries
Published by Leeds (ASCAP)</i> | 2 |
| Records available: Kay Kyser, Columbia 38197; The Honey Dreamers, Mercury 5154; The Sportsmen-M. Blane, Capitol 15145; Gene Carroll, Animal 170.
(No information on electrical transcription libraries available as The Billboard goes to press.) | | |
| 3. | MY HAPPINESS
<i>By Betty Peterson and Borney Bergentine
Published by Blasco (ASCAP)</i> | 4 |
| Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Martin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurens, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17. | | |
| 4. | NATURE BOY
<i>By Eden Ahbez
Published by Burke-Van Heusen (ASCAP)</i> | 3 |
| Records available: King Cole, Capitol 15054; Frank Sinatra, Columbia 38210; E. Manson-A. J. Jones, Rainbow 10070; Dick Haymes-The Song Spinners, Decca 24439; H. Jeffries, Exclusive 36X; S. Vaughan, Musicraft 567; J. Laurens, Mercury 5134; D. James, Victor 20-2944; A. Young-Mantovani Concert Ork, London R 10013.
Electrical transcription libraries: Curt Massey, Standard; Jack White Ork, London. | | |
| 5. | LITTLE WHITE LIES
<i>By Walter Donaldson
Published by Bregman-Vocco-Conn (ASCAP)</i> | 5 |
| Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Musicraft 558; M. Davis, Jewel ON-2602; S. Gibson, Mercury 8085; Tommy Dorsey, Victor 27521.
Electrical transcription libraries: Les Brown, World; Hugh Waddill, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus; Ike Carpenter, Standard. | | |
| 6. | TOOLIE OOLIE DOOLIE (THE YODEL POLKA)
<i>By Vaughn Horton and Arthur Beul
Published by Chas. K. Harris (ASCAP)</i> | 6 |
| Records available: The Alpine Belles, Flint 5005; Andrews Sisters, Decca 24280; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Horton and His Polka Debs, Continental C-1223; H. Rene Musette Ork, Victor 25-1114; The Larkin Sisters, Spiro S-5505; The Sportsmen, Capitol 15077; The Martin Sisters, Columbia 38211; J. Day, MGM 10199.
(No information on electrical transcription libraries available as The Billboard goes to press.) | | |
| 7. | NOW IS THE HOUR
<i>By Maewa Kaihau, Clement Scott and Dorothy Stewart
Published by Leeds (ASCAP)</i> | 7 |
| Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 522; Bing Crosby, Decca 24279; Grace Fields, London 110; Horace Heidt, Columbia 38061; Eddy Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10128; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charioteers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24278.
Electrical transcription libraries: Nat Brandwynne, World; Horace Heidt, Standard; Shep Fields, Lang-Worth; Jack White Ork, London. | | |
| 8. | THE DICKEY-BIRD SONG
<i>By Howard Dietz and Sammy Fain
Published by Robbins (ASCAP)</i> | 8 |
| From the MGM film, "Three Daring Daughters."
Records available: Blue Barron, MGM 10128; Larry Clinton, Decca 24301; The Dell Trio-Jerry Wayne, Columbia 38085; Freddy Martin, Victor 20-2617; G. Olsen, Majestic 1234.
Electric transcription libraries: Milt Herth Trio-Larry Douglas, World; Freddy Martin, Standard; Lawrence Welk, Standard. | | |
| 9. | YOU CALL EVERYBODY DARLIN'
<i>By Sam Martin, Dan Trace and Clem Watts
Published by Mayfair (ASCAP)</i> | 9 |
| Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155.
(No information on electrical transcription libraries available as The Billboard goes to press.) | | |
| 10. | BABY FACE
<i>By Benny Davis and Harry Akst
Published by Remick (ASCAP)</i> | 9 |
| Records available: The Alpine Belles, Flint 5006; H. King Ork, Decca 25256; Hum and Strum, Stellar SR-1013; Art Mooney, MGM 10136; Phyllis All-Star String Band, Apollo 1112; Butch Stone Ork, Modern 20-370; B. Strong Ork, Tower 1259; Uptown String Band, Krants K-1024; Sammy Kaye, Victor 20-2879; Pat and Penny, De Luxe 1172; J. Palmer Ork-M. Scott Chorus, Universal 111; Jack Smith-The Clark Sisters, Capitol 15078; The Woodland Serenaders, Bandwagon 402; Buddy Harris-Lone Star Playboys, Blue Bonnet 136; South Philadelphia String Band, Tempo TR 680; Ziggy Lane-Pat and Penny, De Luxe 1172.
Electrical transcription libraries: D'Artega, Lang-Worth; Lenny Herman Ork, World; Sammy Kaye, NBC Thesaurus; Henry King Ork, MacGregor. | | |

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

RCA VICTOR STARS

On The Billboard

"HONOR ROLL OF HITS"

1. YOU CAN'T BE TRUE, DEAR

WILL GLAHE RCA Victor 25-1117
DICK JAMES RCA Victor 20-2944

4. NATURE BOY

DICK JAMES RCA Victor 20-2944

5. LITTLE WHITE LIES

TOMMY DORSEY RCA Victor 27521

6. TOOLIE OOLIE DOOLIE

HENRI RENE RCA Victor 25-1114

7. NOW IS THE HOUR

CHARLIE SPIVAK RCA Victor 20-2704

8. THE DICKEY-BIRD SONG

FREDDY MARTIN RCA Victor 20-2617

10. BABY FACE

SAMMY KAYE RCA Victor 20-2879

This week's RCA VICTOR release

POPULAR

- Hankerin' I Don't Care If It Rains All Night TEX BENEKE RCA Victor 20-295
You Twisted My Heart Around Your Little Finger We'd Be the Same HERBIE FIELDS RCA Victor 20-295
Shangri-La The New Moon FREDDY MARTIN RCA Victor 20-295
There's Music in the Land Ev'ry Day I Love You VAUGHN MONROE RCA Victor 20-295

FOLK

- Pull Down the Shades and Lock the Door Monterrey Polka BILL BOYD RCA Victor 20-295
When the Angels Carry Me Home If We'd Ever Meet Again CHARLIE MONROE RCA Victor 20-295
Brand on My Heart I'll Not Forget My Mother's Prayer HANK, 'THE SINGING RANGER' RCA Victor 20-295

RHYTHM & BLUES

- Sad Eyes Feelin' Low ERSKINE HAWKINS RCA Victor 20-295
Hand Reader Blues You Should Give Some Away JAZZ GILLUM RCA Victor 20-295

INTERNATIONAL NOVELTIES

- The Peanut Vendor True Love DON AZIPIAZU and his Havana Casino Orch. RCA Victor 26-90
Komm Zigany Gern Hab' Ich Die Frau'n Gekuesst LESLIE CHABAY, Tenor RCA Victor 25-41

NEW AL GOODMAN ALBUM

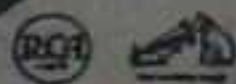
- "ROSE-MARIE" RCA Victor Album K-
With Marion Bell, Soprano; Charles Fredericks, Baritone; Christina Lind, Mezzo-Soprano; The Guild Choristers.
Overture to Rose-Marie and Door of My Dreams RCA Victor 45-00
Rose-Marie and Totem Tom-Tom RCA Victor 45-00
The Mounties and Pretty Things RCA Victor 45-00
Lak Jeem and Indian Love Call RCA Victor 45-00

Riding High... Climbing Fast

- A SURE HIT! William Tell Overture SPIKE JONES RCA Victor 20-21
It's Magic TONY MARTIN RCA Victor 20-21
You Came a Long Way (From St. Louis) RAY McKINLEY RCA Victor 20-21
Boogie Honky Tonky ROOSEVELT SYKES RCA Victor 20-21
Down Where the Rio Flows SONS OF THE PIONEERS RCA Victor 20-21
Every Little Movement HENRI RENÉ RCA Victor 25-11

The stars who make the hits are on

RCA VICTOR Records



FROM COAST TO COAST
 RETAILERS
 THE PUBLIC
 JUKE BOX OPERATORS
 DISC JOCKEYS
 ARE DEMANDING
 THE ORIGINAL ONE
 AND ONLY

YOU CALL EVERYBODY DARLIN

Published by MAYFAIR MUSIC COMPANY

THE ORIGINAL
Al TRACE
 RECORDING
RE #117
REGENT RECORDS Inc.

The Billboard
MUSIC POPULARITY CHARTS
Sheet Music
 PART II
 Week Ending July 2

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		Publisher
	Last Week	This Week	
13	1	1. YOU CAN'T BE TRUE, DEAR (R)	Biltmore
10	3	2. MY HAPPINESS (R)	Blasco
11	2	3. NATURE BOY (R)	Burke-Van Heusen
6	4	4. WOODY WOODPECKER (R)	Leeds
13	6	5. TOOLIE OOLIE DOOLIE (The Yodel Polka) (R)	Chas. K. Harris
25	5	6. NOW IS THE HOUR (R)	Leeds
11	7	7. LITTLE WHITE LIES (R)	Bregman-Vocco-Conn
16	8	8. THE DICKEY-BIRD SONG (F) (R)	Robbins
14	9	9. BABY FACE (R)	Remick
12	10	10. HAUNTED HEART (M) (R)	Williamson
1	—	11. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (R)	Remick
4	11	12. IT'S MAGIC (F) (R)	Witmark
14	12	12. TELL ME A STORY (R)	Laurel
1	—	13. YOU CALL EVERYBODY DARLIN (R)	Mayfair
2	14	14. BLUE SHADOWS ON THE TRAIL (F) (R)	Santly-Joy
3	15	15. MAYBE YOU'LL BE THERE (R)	Triangle

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		English	American
	Last Week	This Week		
10	1	1. GALWAY BAY	Box and Cox	Leeds
5	3	2. HEARTBREAKER	Leeds	Leeds
4	5	3. NATURE BOY	Edwin Morris	Burke-Van Heusen
8	4	4. TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
17	2	4. GOLDEN EARRINGS	Victoria	Paramount
2	7	5. I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
12	4	6. TERESA	Leeds	Duchess
4	6	7. BALLERINA	Peter Maurice	Jefferson
1	—	8. TOOLIE OOLIE DOOLIE (The Yodel Polka)	Southern	Charles K. Harris
25	11	9. NEAR YOU	Bradbury Wood	Supreme
8	8	10. DREAM OF OLWEN	Lawrence Wright	*
11	10	11. OH! MY ACHIN' HEART	Campbell-Connelly	Mood
5	13	12. AFTER ALL	Cinephonic	*
6	15	13. LAROO, LAROO, LILLI BOLERO	Irwin Dash	Shapiro-Bernstein
21	9	14. SERENADE OF THE BELLS	Edwin Morris	Melrose
19	12	15. CIVILIZATION	Edwin Morris	E. H. Morris
13	16	16. SILVER WEDDING WALTZ	Unit Pub. Co.	*
27	17	17. A TREE IN THE MEADOW	Campbell-Connelly	Shapiro-Bernstein
12	14	18. REFLECTIONS ON THE WATER	Peter Maurice	Peter Maurice
5	18	19. MIRANDA	Kassner	*

*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.

Weeks to date	POSITION		Publisher
	Last Week	This Week	
8	1	1. YOU CAN'T BE TRUE, DEAR	Biltmore
9	3	2. NOW IS THE HOUR	Blasco
2	9	3. WOODY WOODPECKER	Burke-Van Heusen
4	8	4. MY HAPPINESS	Leeds
9	2	5. NATURE BOY	Chas. K. Harris
12	4	6. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)	Leeds
6	6	7. LITTLE WHITE LIES	Bregman-Vocco-Conn
1	—	8. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Remick
7	—	9. HAUNTED HEART	Williamson
14	7	9. THE DICKEY-BIRD SONG	Robbins
11	5	10. BABY FACE	Remick
9	10	11. SABRE DANCE	Witmark
7	10	12. HEARTBREAKER	Laurel
7	13	13. TELL ME A STORY	Mayfair
1	—	14. IT'S MAGIC	Witmark
14	8	15. I'M LOOKING OVER A FOUR LEAF CLOVER	Paramount

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
Week Ending July 2

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, June 25, 8 a.m., and ending Friday, July 2, 8 a.m.)
Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Fella With an Umbrella (F) (R)	Feist	ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
Baby, Don't Be Mad At Me (F) (R)	Paramount	ASCAP
Beyond the Sea (R)	Chappell	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
Bride and Groom Polka (R)	George Simon	ASCAP
Dolores (R)	Famous	ASCAP
Don't Blame Me (R)	Harry Warren	ASCAP
Dream Girl (F) (R)	Famous	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
I May Be Wrong (R)	Advanced	ASCAP
I Went Down to Virginia (R)	Jefferson	ASCAP
It Only Happens When I Dance With You (F) (R)	Berlin	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
It's You or No One (R)	Remick	ASCAP
Little Girl (R)	Leeds	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Love of My Life (F) (R)	T. B. Harms	ASCAP
Love Somebody (R)	Kramer-Whitney	ASCAP
My Fair Lady (R)	United	ASCAP
My Happiness (R)	Blasco	ASCAP
Nature Boy (R)	Burke-Van Heusen	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R)	Remick	ASCAP
Rhode Island Is Famous for You (M) (R)	Crawford	ASCAP
Serenade (Music Played on a Heartstring) (R)	Duchess	BMI
Steppin' Out With My Baby (F) (R)	Berlin	ASCAP
Toolie Oolie Doolie (The Yodel Polka) (R)	Chas. K. Harris	ASCAP
Woody Woodpecker (R)	Leeds	ASCAP
You Can't Be True, Dear (R)	Biltmore	ASCAP
You Were Meant for Me (F) (R)	Miller	ASCAP
Yours (R)	E. B. Marks	BMI

The Remaining 23 Songs of the Week

At a Sidewalk Penny Arcade (R)	Robbins	ASCAP
Baby Face (R)	Remick	ASCAP
Better Luck Next Time (F) (R)	Feist	ASCAP
Bye, Bye, Blackbird (R)	Remick	ASCAP
Confess (R)	Oxford	ASCAP
Crying for Joy (R)	James V. Monaco	ASCAP
Delilah (R)	Encore	BMI
Evelyn (R)	Melrose	ASCAP
Heartbreaker (R)	Leeds	ASCAP
I'd Give a Million Tomorrows (R)	Oxford	ASCAP
Just Because (R)	Leeds	ASCAP
Laroo, Laroo, Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
My Guitar (R)	Bourne	ASCAP
On the Little Village Green (R)	Bourne	ASCAP
Spring Came (R)	Republic	BMI
Take It Away (R)	Pemora	BMI
Takin' Miss Mary to the Ball (F) (R)	Miller	ASCAP
The Dickey-Bird Song (F) (R)	Robbins	ASCAP
The Dream Peddler (R)	Peer	BMI
The Old Ferris Wheel (R)	Goldmine	ASCAP
We Just Couldn't Say Goodbye (R)	Words & Music	ASCAP
What's Good About Goodbye? (R)	Melrose	ASCAP
You're Too Dangerous, Cherie (R)	Harms, Inc.	ASCAP

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks to date	Last Week	This Week	Title	Lic. By
5	1	1	WOODY WOODPECKER... Kay Kyser	Columbia 38197—ASCAP
13	2	2	NATURE BOY... King Cole	Capitol 15054—ASCAP
9	3	3	MY HAPPINESS... J. & S. Steele	Damon D-11133—ASCAP
5	8	4	MY HAPPINESS... Pled Pipers	Capitol 15094—ASCAP
10	4	5	LITTLE WHITE LIES... Dick Haymes	Decca 24280—ASCAP
6	7	6	YOU CAN'T BE TRUE, DEAR... The Sportsmen	Capitol 15077—ASCAP
1	5	7	YOU CAN'T BE TRUE, DEAR... Ken Griffin	Rondo R-128—ASCAP
11	5	8	YOU CAN'T BE TRUE, DEAR... Ken Griffin-Jerry Wayne	Rondo R-228—ASCAP
4	12	9	YOU CAN'T BE TRUE, DEAR... Dick Haymes-Song Spinners	Decca 24439—ASCAP
7	6	10	LOVE SOMEBODY... Doris Day-Buddy Clark	Columbia 38174—ASCAP
3	10	11	WILLIAM TELL OVERTURE... Spike Jones	Victor 20-2861—ASCAP
3	14	12	CONFESS... Patti Page	Mercury 5129—ASCAP
1	—	13	MY HAPPINESS... Ella Fitzgerald	Decca 24446—ASCAP
4	15	14	LITTLE WHITE LIES... Dinah Shore	Columbia 38114—ASCAP
8	—	15	TOOLIE OOLIE DOOLIE... Andrews Sisters	Decca 24380—ASCAP



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

COMING UP! AND UP! AND UP!
"FRIENDLY MOUNTAINS"
BING CROSBY... Decca 24204

BEST SELLERS

- 1 RUN JOE LOUIS JORDAN
All For The Love of Lil Decca 24448
- 2 MAYBE YOU'LL BE THERE GORDON JENKINS
Dark Eyes Decca 24403
- 3 LITTLE WHITE LIES DICK HAYMES
The Treasure of Sierra Madre Decca 24280
- 4 THE WOODY WOODPECKER DANNY KAYE-
PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON ANDREW'S SISTERS
(And Throw 'Em in the Deep Blue Sea) Decca 24462
- 5 I HATE TO LOSE YOU ANDREW'S SISTERS
TOOLIE OOLIE DOOLIE Decca 24380
- 6 MY HAPPINESS ELLA FITZGERALD
TEA LEAVES Decca 24446
- 7 YOU CAN'T BE TRUE, DEAR DICK HAYMES
Nature Boy Decca 24439
- 8 NOW IS THE HOUR BING CROSBY
Silver Threads Among the Gold Decca 24279
- 9 HATIKVOH AL JOLSON
ISRAEL Decca 24456
- 10 IT'S MAGIC DICK HAYMES
It's You or No One Decca 23826

COUNTRY SERIES

- SEAMAN'S BLUES ERNEST TUBB
WAITING FOR A TRAIN Decca 46119
- COOL WATER SONS OF THE PIONEERS
TUMBLING TUMBLEWEEDS Decca 46027
- YOU NEARLY LOSE YOUR MIND ERNEST TUBB
I AIN'T GOIN' HONKY TONKIN' ANYMORE Decca 46125
- MAMA BLUES SALTY HOLMES
JOHN HENRY Decca 46116
- SOMEDAY (You'll Want Me To Want You) HOOSIER HOT SHOTS
THERE'S A TEAR IN MY BEER TONIGHT Decca 46131

SEPIA SERIES

- BEAMS OF HEAVEN SISTER ROSETTA THARPE & MARIE KNIGHT
PRECIOUS MEMORIES with SAM PRICE, Decca 48070
- DIDN'T IT RAIN SISTER ROSETTA THARPE & MARIE KNIGHT
STRETCH OUT with SAM PRICE, Decca 48054
- WHAT COULD I DO MARIE KNIGHT with SAM PRICE
I MUST SEE JESUS Decca 48072
- FAR CRY BUDDY JOHNSON
LI'L DOG Decca 48076
- OH, WHEN I COME SISTER ROSETTA THARPE & MARIE KNIGHT
TO THE END OF MY JOURNEY with SAM PRICE
THIS TRAIN Decca 48043

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

DOUBLE YOUR RECORD SALES

With the Original

"MY HAPPINESS"

By JON and SONDRRA STEELE

Damon D-11133 The Original Tops All Lists

Why accept substitutes?

D-11133 nearing million mark.

Damon Recording Studios, Inc.

1221 BALTIMORE

KANSAS CITY, MO.

Billboard
WAS RIGHT

SCHOENE MAEDEL

(A PRETTY GIRL)

Sung by Don Rodney with
Jimmy Carroll and the
Dana Singing Strings

DANA
2005

IS SELLING BIGGER AND BIGGER EVERY DAY!!

On May 29th TIPS ON TOPS said:

"SHOULD SELL BIG"

AND NO WONDER

This is the first, the original, and the best, and the only record with full orchestral background.

EXTRA

NEW TOMORROW'S HITS PICKED UP
by Billboard's "TIPS ON TOPS" July 3rd

DANA #2018 CUCKOO WALTZ (vocal version)

Backed by new
HOLIDAY POLKA

DANA MUSIC CO., Inc.

286 FIFTH AVENUE

NEW YORK 1, N. Y.

Wisconsin 7-9093

The
Billboard

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
July 2

TRADE
SERVICE
FEATURE

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION		
Weeks to date	Last Week	This Week
6	1	1. WOODY WOODPECKER...Kay Kyser.....Columbia 38197 <i>When Veronica Plays the Harmonica</i>
1	2	2. YOU CAN'T BE TRUE, DEARKen GriffinRondo R-128 <i>The Cuckoo Waltz</i>
12	3	3. NATURE BOYKing Cole.....Capitol 15054 <i>Lost April</i>
14	4	4. LITTLE WHITE LIES.....Dick Haymes.....Decca 24280 <i>The Treasure of Sierra Madre</i>
9	5	5. MY HAPPINESSJ. & S. Steele.....Damon D-11133 <i>They All Recorded to Beat the Ban</i>
7	6	6. WILLIAM TELL OVERTURESpike Jones.....Victor 20-2861 <i>The Man on the Flying Trapeze</i>
6	8	7. MY HAPPINESSPied Pipers.....Capitol 15094 <i>Highway to Love</i>
14	2	8. YOU CAN'T BE TRUE, DEARKen Griffin-Jerry Wayne.....Rondo R-228 <i>Doodle Doo Doo</i>
6	9	9. LOVE SOMEBODYDoris Day-Buddy Clark.....Columbia 38174 <i>Confess</i>
12	7	9. TOOLIE OOLIE DOOLIE... Andrews Sisters.....Decca 24380 <i>I Hate to Lose You</i>
3	13	11. TWELFTH STREET RAG... Pee Wee Hunt.....Capitol 15105 <i>Somebody Else, Not Me</i> (N. Simmons, Rego 1016; M. Herth Trio, Decca 24450)
6	10	12. YOU CAN'T BE TRUE, DEARDick Haymes-Song Spinners.....Decca 24439 <i>Nature Boy</i>
4	12	13. MY HAPPINESSElla FitzgeraldDecca 24446 <i>Tea Leaves</i>
3	18	14. YOU CALL EVERYBODY DARLINGAl TraceRegent 117 <i>Linger Awhile</i> <i>Duluth M-L-Double-N</i> (A. Vincent, Mercury 5155; B. Hayes, De Luxe 1178)
6	11	15. YOU CAN'T BE TRUE, DEARThe Sportsmen.....Capitol 15077 <i>Toolie Oolie Doolie</i>
4	17	16. MAYBE YOU'LL BE THEREGordon Jenkins Ork....Decca 24403 <i>Dark Eyes</i>
10	13	17. THE DICKEY-BIRD SONG (F)Freddy Martin.....Victor 20-2617 <i>If Winter Comes</i>
13	15	18. ST. LOUIS BLUES MARCH, Tex BenekeVictor 20-2722 <i>Cherokee Canyon</i>
2	22	19. YOU CAN'T BE TRUE, DEARDick James.....Victor 20-2944 <i>Nature Boy</i>
2	26	20. BLUEBIRD OF HAPPINESS, Art Mooney.....MGM 10207 <i>Sunset to Sunrise</i>
1	—	20. CONFESSPatti Page.....Mercury 5129 <i>Twelve o'Clock Flight</i> (D. Day-B. Clark, Columbia 38174; J. Dorsey, MGM 10194; The Four Tunes, Manor 1131; T. Martin-Lyttle Sisters, Victor 20-2812; Mills Brothers, Decca 24409)
3	22	20. THE MAHARAJAH OF MAGADORVaughn Monroe.....Victor 20-2851 <i>Give a Broken Heart a Break</i>
6	21	23. YOU CAN'T BE TRUE, DEARVera Lynn.....London 202 <i>Once Upon a Wintertime</i>
6	—	24. JUST BECAUSEFrankie Yankovic and His Yanks <i>A Night in May</i> (A. George Ork, Master 101; A. George Ork, Signature 18207; Penn-Jersey String Band, Metropolitan 20-01; J. Gumin, Chord 664; E. Howard, Majestic 1231; Lone Star Cowboys, Victor 20-2941; Sheriff T. Owens and His Cowboys, Mercury 8086; T. Parker's 4 Jacks, Palda 1002; Embassy P-1003; D. Stabile Ork, Decca 25376; F. Zajc Polkateers, Continental C-1328)
8	16	25. TELL ME A STORY.....Sammy Kaye.....Victor 20-2761 <i>I Wouldn't Be Surprised</i> (Ames Brothers, Decca 24329; V. Damone, Mercury 5126; King Gulon Ork, Majestic 1238; B. Houston, MGM 10144)
18	24	26. BECAUSEPerry Como.....Victor 20-2653 <i>If You Had All the World and Its Gold</i> (D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112; R. Stevens-D. King Ork, Columbia 4515-M; Hal Winters, Apollo 1068; L. Warren, Victor 10-1408)
2	—	27. CONFESSDoris Day-Buddy Clark.....Columbia 38072 <i>Love Somebody</i>
23	—	28. NOW IS THE HOUR.....Bing Crosby.....Decca 24279 <i>Silver Threads Among the Gold</i>
5	20	28. TOOLIE OOLIE DOOLIE... The Sportsmen.....Capitol 15077 <i>You Can't Be True, Dear</i>

Billboard

MUSIC POPULARITY

PART IV

Retail Record Sales

Week Ending July 2



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.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
5	2	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Capitol DAS-80	Capitol DAS-80
5	1	2	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig....Capitol BBX-34	Capitol BBX-34
5	3	3	BUGS BUNNY (Three Records) Mel Blanc.....Capitol CC-64	Capitol CC-64
4	8	4	BOZO AND HIS ROCKET SHIP (Two Records) Billy May-Vance "Pinto" Colvig.....Capitol BBX-65	Capitol BBX-65
4	—	5	RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston-Henry Blair.....Capitol BC-35	Capitol BC-35
2	8	6	SPARKY AND THE TALKING TRAIN (Two Records) Henry Blair.....Capitol BC-66	Capitol BC-66
4	—	6	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....Capitol CC-40	Capitol CC-40
2	—	8	NUTCRACKER SUITE (One Record) Fred Waring.....Decca 90622	Decca 90622
2	7	9	WINNIE THE POOH AND CHRISTOPHER (One Record) Frank Luther.....Decca CU-109	Decca CU-109
4	—	9	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....Decca CU-102	Decca CU-102

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
142	1	1	Clair de Lune Jose Iturbi.....Victor 11-8851	Victor 11-8851
110	—	2	Jalousie Boston Pops; Arthur Fiedler, conductor.....Victor 12160	Victor 12160
24	—	2	Bluebird of Happiness Jan Peerce.....Victor 11-9007	Victor 11-9007
4	4	4	Fiddle Faddle Boston Pops.....Victor 10-1397	Victor 10-1397
19	2	4	Khachaturian: Gayne Ballet Suite—Sabre Dance Philharmonic Symphony of New York; Efrem Kurtz, conductor.....Columbia 12498	Columbia 12498

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
8	1	1	Tchaikovsky: The Sleeping Beauty (Six Records) Leopold Stokowski and His Symphony Ork....Victor DM-1205	Victor DM-1205
82	—	2	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann.....Victor 1075	Victor 1075
9	—	2	Khachaturian: Masquerade (Symphonic Suite) Album Boston Pops Ork, A. Fiedler, director.....Victor DM-1166	Victor DM-1166
2	—	2	Khachaturian: Violin Concerto (Five Records) David Oistrakh.....Mercury DM-10	Mercury DM-10
32	3	5	Khachaturian: Gayne—Ballet Suite (Three Records) New York Symphony Ork, Efrem Kurtz, conductor.....Columbia MM-864	Columbia MM-864

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
8	1	1	Stan Kenton—A Presentation of Progressive Jazz Album (Four Records) Stan Kenton.....Capitol CD-79	Capitol CD-79
1	—	2	Al Jolson Volume III Album (Four Records) Al Jolson.....Decca A-649	Decca A-649
9	2	3	Songs of Our Time (1932) Album (Four Records) Carmen Cavallaro.....Decca 1932	Decca 1932
10	3	4	Busy Fingers (Four Records) Three Suns.....Victor P-206	Victor P-206
1	—	5	Songs of Our Times (1935) Album (Four Records) N. Brandwynne Ork.....Decca A-1935	Decca A-1935



ANOTHER NUGGET!
ARTHUR GODFREY SINGS

"TURKISH DELIGHT"

"THE TRAIL OF THE LONESOME PINE"

with The Mariners

Orchestra under the direction of Archie Bleyer

Columbia 38246

COLUMBIA'S TUNE TIPSTER

BEST BETS

Kay Kyser

and his Orchestra

SURE FIRE

"Woody Wood-Pecker"

Vocal by Gloria Wood

"When Veronica Plays The Harmonica"

Kay Kyser's Campus Cowboys

Columbia 38197

Toni Harper

with Eddie Beal and his Sextet

COMING UP FAST

"Candy Store Blues"

"Dolly's Lullaby"

Columbia 38229

Woody Herman

and his Orchestra

WATCH THIS ONE

"Keen and Peachy"

"I've Got News For You"

Vocal by Woody Herman

Columbia 38213

HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA RECORDS

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Lee-Barbour Sued On "Manana" Tune

HOLLYWOOD, July 3.—Tune clefters Sterling Sherwin and Harry K. McClintock filed a \$1,000,000 suit in U. S. District Court against Peggy Lee and hubby Dave Barbour, alleging the Lee-Barbour hit, *Manana*, to be a note-for-note infringement of a previously published tune, *Midnight on the Ocean*.

Co-defendants in the court action with Miss Lee and Barbour were Barbour-Lee Music Corporation, Capitol Songs (*Manana* publishers), Capitol Records, RCA Victor, Decca, Columbia, Bandwagon and London Records, plus 10 John Doe corporations. Plaintiffs' attorneys are Pedder, Ferguson, & Pedder, San Francisco.

No. 2 Invasion Of Midwest Wax Field by Racks

CHICAGO, July 3.—Second serious invasion of the record retailing field by a rack service in the Midwest is taking place here in a 191-rack operation, headed by two ex-G.I.'s, Ira Greenblatt and Jerry Feldman, who started in business a year ago.

The twosome utilize a 10-section rack, into which they put from three to six versions of the top 10 as selected by *The Billboard*. In addition, boys have 35 Picture-Tone seven-inch kiddie disk racks. They are working thru 150 drugstores with the remaining outlets being appliance shops which don't want to take the full step into the record section. As yet, the boys report that independent label distributors are giving them full cooperation, but they have not been able to secure the big four franchises. They are able to secure major label platters thru other sources than the distributorships, they reported.

In addition to the racks, the duo take orders from their locations, which they guarantee to fulfill within a week. Only a few weeks ago in Detroit, radio musical director Phil Brestoff had announced a similar rack project for disks, worked thru a Midwest drug chain.

Dambman Quits BM Helm After 40 Years

LONDON, July 3.—Frederick Dambman, general secretary of the British Musicians' Union, has handed in his resignation. He will continue in his post until his successor takes over, probably not later than September 4.

Dambman has been associated with the union for 46 years, and in an executive position for nearly 40 years. Dambman, who is 68, has been contemplating his resignation for over a year. The retiring age for an official is 65, but the executive committee had requested he stay on.

CHI'S SAVOY SHUTTERS

CHICAGO, July 3.—Savoy Ballroom, South Side Negro dancery, was turned over this week to the U. S. Department of Labor on a long-term lease for use as office and headquarters space. Bob Mackey, president of Union Amusement Company, which operated the terperery the past 20 years, blamed the shuttering on competition from too many ballrooms in the Negro section. McKie Fitzhugh, disk jockey and manager of the Savoy, will move his dance promotion activities to the Pershing Ballroom. Other ballrooms operating on a part-time basis in this section are the Rose Bowl, White City and the Parkway.

"Darlin'" Wax Competes

CHICAGO, July 3.—Ben Selvin's waxing of *You Darlin'*, unearthed two months ago and set for Columbia release, gets its first competition from another resurrected master when Savoy's Herman Lubinsky, who bought into Regent recently, releases a Lang Thompson platter of the same ditty, made in 1940 for Eli Oberstein's ill-fated Varsity label, on Regent.

Lubinsky, who purchased the master two months ago from a source he would not divulge, says he has 27 other Varsity masters, one of which, Billy, will be utilized for the backing.

The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

Week Ending July 2

PART V

TRADE SERVICE FEATURE

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	Last Week	This Week	Record	Label
5	2	1	WOODY WOODPECKER... DEAR	Kay Kyser... Columbia 35197
1	1	2	YOU CAN'T BE TRUE, DEAR	Ken Griffin... Rondo R-128
9	3	3	NATURE BOY	King Cole... Capitol 15054
9	4	4	MY HAPPINESS	J. & S. Steele... Damon D-11133
9	5	5	LITTLE WHITE LIES	Dick Haymes... Decca 24280
5	7	6	MY HAPPINESS	Pied Pipers... Capitol 15094
13	6	6	TOOLIE OOLIE DOOLIE	Andrews Sisters... Decca 24380
13	1	8	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne... Rondo R-228
3	13	9	MY HAPPINESS	Ella Fitzgerald... Decca 24446
7	—	10	TELL ME A STORY	Sammy Kaye... Victor 20-2761 (Ames Brothers, Decca 24329; V. Damone, Mercury 5120; King Gulon Ork, Majestic 1238; B. Houston, MGM 10144)
6	9	11	YOU CAN'T BE TRUE, DEAR	Dick Haymes-Song Spinners... Decca 24439
4	12	12	YOU CALL EVERYBODY DARLING	Al Trace... Regent 117 (A. Vincent, Mercury 5155; B. Hayes, De Luxe 1178)
10	10	13	JUST BECAUSE	Frank Yankovic and His Yanks... Columbia 38072
4	28	14	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys... Victor 20-2806 (J. Wakely, Capitol Americana 40107)
7	15	15	YOU CAN'T BE TRUE, DEAR	The Sportsmen... Capitol 15077
15	16	16	BABY FACE	Art Mooney... MGM 10156
3	19	17	WILLIAM TELL OVERTURE	Spike Jones... Victor 20-2861
3	—	18	TOOLIE OOLIE DOOLIE	The Sportsmen... Capitol 15077
2	28	18	TOMORROW NIGHT	Lonnie Johnson... Paradise 110 (S. Kaye, Victor 20-3025; E. Kirk, Capitol 40127; P. Page, Mercury 5153)
7	23	20	BABY FACE	Sammy Kaye... Victor 20-2879
1	—	20	CARAMBA! IT'S THE SAMBA	Peggy Lee... Capitol 15090 (P. Martin, Victor 20-2867)
21	11	20	NOW IS THE HOUR	Bing Crosby... Decca 24279
21	—	23	NOW IS THE HOUR	Gracie Fields... London 110
1	—	23	TEA LEAVES	Jack Smith-Clark Sisters... Capitol 15102 (Emile Cote Serenaders, Bob Evans, Dir., Aigene 1933; E. Cote Serenaders-B. Evans, Dir., Columbia 38230; A. Dale, Signature 15206; Ella Fitzgerald, Decca 24446; J. Laurenz, Mercury 5148; A. Sidroe-R. Davis, Palda P-1005)
1	—	23	YOU CAN'T BE TRUE, DEAR	Dick James... Victor 20-2944
4	—	23	YOU CAN'T BE TRUE, DEAR	Vera Lynn... London 202
2	25	27	RUN, JOE	Louis Jordan... Decca 24448
1	—	28	ADIOS	Glenn Miller... Victor 20-2942 (The Philharmonica Trio, Capitol 503)
7	—	28	THE DICKEY-BIRD SONG (F)	Freddy Martin... Victor 20-2617

Brown Seeking 5G Damages Vs. Dreyer Pubbery

HOLLYWOOD, July 3.—Dave Dreyer, Dreyer Music Topper, was named defendant in a damage suit filed June 25 by Songwriters' Publishing Corporation over handling of the ditty, *I Never Loved Anyone*. Tune was clefted by George Brown, prexy of Songwriters' pubbery and turned over to Dreyer for exploitation last fall. Brown's court action, filed in Los Angeles Superior Court, asked for \$5,000 damages, an accounting of profits, and for declaratory rights under the contract.

Brown charged Dreyer with having failed to make the ditty the firm's No. 1 plug as promised. Claim was also made that Dreyer violated contract by not issuing monthly statements, plus advance royalties as promised under their deal. Recording firms were notified to withhold royalty payments until a court decision is handed down.

According to Dreyer, presently on

Cap's Canadian Deal Still Hung

HOLLYWOOD, July 3.—Capitol's deal with Al Seigel, Wurlitzer's Canadian distributor, for pressing and distributing the Cap product north of the border is still up in the air pending final outcome of negotiations with other Canadian reps. (*The Billboard*, July 3.) This was learned when Floyd Bittaker, Cap veepee in charge of sales, returned to his Hollywood headquarters.

Bittaker had huddled with Seigel along with numerous other potential Canadian reps. One thing was definite: Capitol intends to invade the Canadian market soon.

the Coast, his firm lived up to all contractual obligations and gave tune full exploitation as top plug property. Despite this, song was a flop all the way. He denied having committed himself to monthly statements, stating that recording statements are currently being prepared to be given to Brown next week, as called for under the contract.

DYNAMITE ON WAX!
UP AND COMING KING HITS!

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PARTS 1 and 2
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The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending July 2



BEST SELLING RETAIL RACE RECORDS

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.

Weeks to date	Last week	This Week	Record	Label
8	3	1.	LONG GONE	Sonny ThompsonMiracle M-126
8	1	2.	TOMORROW NIGHT	Lonnie JohnsonKing 4201
8	2	3.	GOOD ROCKIN' TONIGHT	Wynonie HarrisKing 4210
8	5	4.	MESSIN' AROUND	Memphis SlimMiracle 125
2	9	5.	SEND FOR ME IF YOU NEED ME	The RavensNational 9045
3	7	6.	RUN, JOE	Louis JordanDecca 24448
8	10	7.	KING SIZE PAPA	Julia Lee and Her Boy FriendsCapitol Americana 40082
8	6	8.	ALL MY LOVE BELONGS TO YOU	Bull Moose JacksonKing 4189
4	—	9.	MY HEART BELONGS TO YOU	Arbee StidhamVictor 20-2672
6	4	10.	PRETTY MAMA BLUES	Ivory Joe HunterPacific 637
8	8	11.	NATURE BOY	King ColeCapitol 15054
3	—	12.	I WANT A BOWLEGGED WOMAN	Bull Moose JacksonKing 4189
1	—	13.	WALKIN' AND TALKIN'	Dinah WashingtonMercury 8079
3	—	14.	I LOVE YOU, YES I DO	Bull Moose JacksonKing 4181
5	—	14.	35-30	Paul WilliamsSavoy 661

MOST-PLAYED JUKE BOX RACE RECORDS

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.

Weeks to date	Last week	This Week	Record	Label
3	5	1.	RUN, JOE	Louis JordanDecca 24448
11	1	2.	GOOD ROCKIN' TONIGHT	Wynonie HarrisKing 4210
8	3	3.	LONG GONE	Sonny ThompsonMiracle M-126
5	11	4.	MESSIN' AROUND	Memphis SlimMiracle 125
15	14	5.	FINE BROWN FRAME	Nellie LutcherCapitol 15032
21	11	6.	KING SIZE PAPA	Julia Lee and Her Boy FriendsCapitol Americana 40082
1	—	7.	SWEET GEORGIA BROWN	Joe Liggins "Honeydrippers"Exclusive 271
19	2	8.	TOMORROW NIGHT	Lonnie JohnsonKing 4201
5	4	9.	PRETTY MAMA BLUES	Ivory Joe HunterPacific 637
2	9	10.	SEND FOR ME IF YOU NEED ME	The RavensNational 9045
5	9	10.	DON'T FALL IN LOVE WITH ME	Ivory Joe HunterKing 4220
16	—	12.	ALL MY LOVE BELONGS TO YOU	Bull Moose JacksonKing 4189
1	—	13.	MY HEART BELONGS TO YOU	Arbee StidhamVictor 20-2572
9	7	14.	NATURE BOY	King ColeCapitol 15054
1	—	15.	GONE AGAIN	Lionel HamptonDecca 24248
1	—	15.	YOU DON'T LOVE ME ANYMORE?	Camille HowardSpecialty SP-307

ADVANCE RACE RECORD RELEASES

Am I Asking Too Much D. Washington (I Sold) Mercury 8095	Married Woman Blues Brownie McGhee (My Fault) Savoy 5551
Backwater Blues Leadbelly (Irene) Capitol Americana 40130	Money Is Honey S. Gibson (Give Me) Mercury 8093
Bye, Bye, Baby Blues The Ravens (Once and) King 4234	My Blue Heaven Delta Rhythm Boys (I Can't) Victor 20-3007
Fat Meat J. Wynn Groove Masters (Put Me) Specialty SP 312	My Fault Brownie McGhee (Married Woman) Savoy 5551
Give Me Time S. Gibson (Money Is) Mercury 8093	Once and For All The Ravens (Bye, Bye) King 4234
Harlem on Parade "Wild" B. Moore (We're Gonna) Savoy 666	Put Me Down Blues J. Wynn Groove Masters (Fat Meat) Specialty SP 312
Hogan's Alley C. Gant (Why?) King 4231	Reaming and Rambling Tampa Red (I Know) Victor 20-2008
I Can't Tell a Lie to Myself Delta Rhythm Boys (My Blue) Victor 20-3007	Take the U Car L. Jones Five Joes (Why Do) Atlas 155
I Know My Baby Loves Me Tampa Red (Roaming and) Victor 20-2008	Tell Me, Daddy J. Lee and Her Boy Friends (Until the) Capitol 15144
I Sold My Heart to the Junk Man D. Washington (Am I) Mercury 8095	The Code Song (I Love You) Ivory J. Hunter (What Did) King 4232
Irene Leadbelly (Backwater Blues) Capitol Americana 40130	We're Gonna Reck "Wild" B. Moore (Harlem on) Savoy 666
It Will Have to Do! Until the Real Thing Comes Along J. Lee and Her Boy Friends (Tell Me) Capitol 15144	What Did You Do to Me Ivory J. Hunter (The Code) King 4232
	Why? C. Gant (Hogan's Alley) King 4231
	Why Do I Get Those Blues L. Jones Five Joes (Take the) Atlas 155

Ivory Joe Hunter PRETTY MAMA BLUES

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KING 4226
LOLLIPOP MAMA
BACKED BY
BLOW YOUR BRAINS OUT
WYNONIE HARRIS

ORDER NOW FROM YOUR NEAREST A/W/C BRANCH

KING 1540 BREWSTER AVE. CINCINNATI 7, OHIO

HERE'S A HONEY!
ANOTHER TOWER "FIRST"
JACK OWENS
AND HIS LITTLE DAUGHTER
MARY ANN
"WILL YOU BE MY DARLIN' "
with
EDDIE BALLANTINE'S ORCHESTRA
TOWER RECORD NO. 1288
ORDER FROM YOUR DISTRIBUTOR NOW!
OR WIRE:
TOWER RECORDS, 540 No. MICHIGAN
CHICAGO 11, ILLINOIS

THANKS
WALT KAY
WJW CLEVELAND

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and VINCE DI MAGGIO

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22 NORTH WACKER, CHICAGO

anita boyer and the men of tempo sing "talkin' to the river" —and how!

(See Billboard—Issue of July 24th)

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VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GAB . . . Dick Dudley, who began his *Rockabye Dudley* (original poetry readings with recorded music background) on WABC two weeks ago, has had such favorable response that he's going three times weekly starting Wednesday (7). . . . Visiting firemen Gil Newsome, KWK, St. Louis, and Cactus Jim Whittaker, WWVA, Wheeling, W. Va., here on combined business and pleasure trips.

WESTERN WAX WHIRL . . . For 17 years a guitar strummer, Slim Jim, WDGY (Minneapolis) Western favorite, now doing an early a.m. deejay stint featuring folk and international platters. . . . WDGY has also inaugurated a Jewish disk show, turntable by M. A. Weitzman Fridays at 7 p.m. . . . Bernie Enterline, WMMJ, Peoria, Ill., voted the favorite deejay in the area in a recent poll. . . . Comedian Gil Lamb and slicker producer Ed Lilley to guest operate WCSI's *Bandstand* show Saturday (10), spinning disks and answering phone calls from listeners. . . . Cactus Cliff Owens, pilot of the *Sagebrush Party* over KOPP, Ogden, Utah, has double show's airtime from one to two hours Monday thru Thursday. . . . Ed (Jack the Bellboy) McKenzie, WJBK, Detroit, currently in the limelight with an appearance in *True Story* magazine in connection with a story on Vaughn Monroe, and his picture on the jacket of a special edition of *Toolie Oolie Doolie* for distribution in the Detroit area. . . . Cincinnati's WKRC and local juke box operators in a joint exploitation deal: Operators select a "top number of the month," making it top platter in each juke box. Listing on outside of box is in different color from other selections, and says, "Hear this on WKRC also." Jocks in turn play the tune daily and make spot announcements asking audience to listen to it in their neighborhood juke.

TUNE TOUTING . . . Robert Snyder, WPTR, Albany, N. Y., heading a group of area jocks in promotion of Mellin Music's plug tune, *Chillicothe*, Ohio. Snyder, Martin Ross and Bill Van Steenburg, of WPTR; Glen Walrath, WCBA; George Cole, WABY; and Garry Stevens, WROW, want to see if they can start the bandwagon moving on what they believe will be a hit. In addition to some 50 air plugs weekly, Snyder is arranging for numerous dealer displays thruout the area. . . . Alix Blake, WENT, Gloversville, N. Y., opines: "Kay Kyser's *Woody Woodpecker* still going strong, getting stiff competitish, tho, from Sammy Kaye's *Penny Arcade*, with Laura Leslie and Don Cornell romancin'. Red Ingle's latest, *Get Up Off'n the Floor*, Hannah, looks big!" . . . Graeme Zimmer, WCSI, Columbus, Ind., communicates: "Buddy Johnson's brilliant Decca platter of *Far Cry*, the first movement of his own *Piano Concerto*, won record-of-the-month honors on my *Music Makers Club*. Sam Donohue's Capitol record of *Saxa-Boogie* took place, and T.D.'s Victor revival of *Let Me Call You Sweetheart* got show money."

DIXIE DATA . . . Jack Lowe, WWDC, Washington, is starting a new deejay show featuring a battle of sweet and swing music, with listeners asked to judge. Willis Conover, same wattery, preeming a platter show to be heard every Saturday. . . . Marvin Ellin, WCAO, Baltimore, left Thursday (1) on a British Overseas Airway plane for Bermuda with a crew of station engineers and a tape recorder to transcribe a disk show 20,000 feet over the Atlantic. Show will be played back over WCAO, with the airline footing the bill. . . . Ed Prendergast, WTPS, New Orleans, recently conducted a *Nature Boy* poll, with Nat Cole, Frank Sinatra and Dick Haymes placing in that order. . . . Jack Williams started 11:15-3 a.m. platter show (from Vagabond Room of Clover Club) over WGBS, Miami, filling gap left by Barry Gray's exit as a result of Copacabana fire.

EAST COAST CLIPPINGS . . . Chain of 65 grocery stores has signed with WCCM, Lawrence, Mass., for a daily recorded Bing Crosby show. The 15-minute seg is skedded to run for one year. . . . Philadelphia's WCAU-TV running a jockey program with lyrics flashed on receiver screens to encourage home audience singing.

CONNECTICUTTINGS . . . WCCC, Hartford, has added a daily *Crooner's Corner* program featuring a different top singer's records each day. . . . WONS, Hartford, has shifted broadcast time of two disk jockeys, with Art Ashley's *Alarm Clock* now on daily from 6 to 7 a.m., and *Duncan Time*, with Don Duncan, daily from 7 to 8 a.m.

FOLK TALENT AND TUNES

By Johnny Sippel

Philadelphia's *Hayloft Hoedown*, the WFIL-American Broadcasting Company (ABC) show, was televised for the first time June 5 via WFIL-TV and ABC, the tele net carrying the show to Boston, New York, Baltimore and Washington, according to Richard T. Goldhahn. So successful was the show that it is now a regular Saturday night feature over the TV net. The opening show featured Dick Thomas, folk singer of Decca Records.

Eddie Reed and His Ramblin' Cowboys have inaugurated Saturday night barn dances at the Golden Horse Ranch, Hartford, Conn. . . . Guy Bowman, the Brother Bill of the *Hillbilly Hit Parade* on WJBK, Detroit, was married June 19 to Elizabeth Ann Bowman, non-pro. . . . The Carolina Tar Heels are alternating with Tommy Mason's *Dude Rangers* at the Ole's Dude Ranch, Marlton, N. J. . . . The Sons of the Range are working Steve Brodie's, Philadelphia nitery. . . . The Town Tavern, Belair, N. J., is using Jackie Moran and his Capitol platters gang currently.

Rod Brasfield, comedian on the NBC seg of the *Opry*, and His Blue Seal Pals, will work seven Southern States in the next month. He stopped at his home town, Hohenwald, Tenn., July 2, and Roy Acuff's Dunbar Cave, Clarksville, Tenn., July 5. Rod and his wife, Eleanor, have adopted a son, James David. . . . Ed S. Swartz, who operated Clown Park, Harrisburg, Pa., from 1939 to 1944, and then switched

(Continued on page 30)

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Week Ending July 2

MOST-PLAYED JUKE BOX FOLK RECORDS

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	POSITION		Record	Artist	Label
	Last Week	This Week			
7	2	1.	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Playboys	Victor 20-2806
17	3	2.	ANYTIME	Eddy Arnold and His Tennessee Playboys	Victor 20-2700
9	1	3.	TEXARKANA BABY	Eddy Arnold and His Tennessee Playboys	Victor 20-2806
11	6	4.	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2686
8	7	5.	SUSPICION	Tex Williams Western Caravan	Capitol Americana 40109
24	4	6.	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
5	9	7.	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
7	—	8.	TENNESSEE WALTZ	Cowboy Copas	King 696
18	5	9.	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Playboys	Victor 20-2700
1	—	10.	ROCK AND RYE	Tex Ritter	Capitol 15119
1	—	10.	MY HEART ECHOES	J. Osborne	King 715
4	10	12.	BANJO POLKA	Tex Williams	Capitol Americana 15101
1	—	13.	DECK OF CARDS	Tex Ritter	Capitol Americana 40114
5	10	13.	SIGNED, SEALED AND DELIVERED	Jimmy Wakely	Capitol Americana 40088
20	—	15.	SIGNED, SEALED AND DELIVERED	Cowboy Copas	King 658

BEST SELLING RETAIL FOLK RECORDS

Records listed are hillbilly 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.

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
9	1	1.	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Playboys	Victor 20-2806
1	—	2.	ANYTIME	Eddy Arnold and His Tennessee Playboys	Victor 20-2700
9	2	3.	TEXARKANA BABY	Eddy Arnold and His Tennessee Playboys	Victor 20-2806
9	4	4.	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
9	5	5.	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2686
1	—	6.	WHO? ME?	Tex Williams Western Caravan	Capitol 15113
2	11	7.	TENNESSEE MOON	Cowboy Copas	King 714
9	7	8.	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
5	3	9.	TENNESSEE WALTZ	Cowboy Copas	King 696
9	8	10.	SUSPICION	Tex Williams Western Caravan	Capitol Americana 40109
9	6	10.	DECK OF CARDS	T. Tex Tyler	4 Star 1228
1	—	12.	ROCK AND RYE	Tex Ritter	Capitol 15119
7	—	13.	I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Playboys	Victor 20-2332
7	9	14.	SEAMAN BLUES	Ernest Tubbs	Decca 46119
1	—	15.	I LOVE YOU SO MUCH, IT HURTS	Floyd Tillman	Columbia 20430

ADVANCE FOLK RECORD RELEASES

Cab Driver's Blues E. Miller & His Oklahomans (No Stars) Blue Bonnet 141	It's a Bloody War Homer and Jethro (Glow Worm) King 721
Crazy Boogie M. Travis (I'm a) Capitol 15143	I've Only Myself To Blame C. Story (Everybody Wants) Blue Bonnet 143
Dixie Strings C. Atkins and His Colorado Mountain Boys (I'm Gonna) Victor 20-3006	Jessie Polka B. Brush & His Tune Ramblers (When My) Blue Bonnet 130
Dog House Boogie Hawshaw Hawkins (I Can't) King 720	Listen to the Mocking Bird Sleepy McDaniel & His Radio Playboys (Have I) DC 8028
Easy Payment Blues Z. Manners Band (I'm a) Victor 20-3005	Love Me Or Leave Me Alone W. Fowler and His Georgia Clodhoppers (I'm Sending) Capitol Americana 40129
Everybody Wants To Be My Baby C. Story (I've Only) Blue Bonnet 143	No Stars in My Heaven E. Miller & His Oklahomans (Cab Driver's) Blue Bonnet 141
Glow Worm Homer and Jethro (It's a) King 721	Oh, Brother! G. Bernard (To Our) Blue Bonnet 142
Have I Told You Lately That I Love You? Sleepy McDaniel & His Radio Playboys (Listen To) DC 8029	*Sleepy Time in Caroline E. Dean (How Can) Decca 46135
*How Can You Say You Love Me? E. Dean (Sleepy Time) Decca 46135	Sweet Anita York Bros. (It Ain't) King 723
I Can't Tell My Broken Heart a Lie Hawshaw Hawkins (Dog House) King 720	The Forks of the Road J. E. Malner's Mountaineers (I'm Not) King 724
I'm a Natural Born Gambler Man M. Travis (Crazy Boogie) Capitol 15143	The Girl I Love Is an Oakie C. Zetar & His Oklahomans (To Be) Milton 5201
I'm a Tired Cowboy Z. Manners Band (Easy Payment) Victor 20-3005	The Maple on the Hill B. Dean & His Southern Serenaders (I'm Shedding) DC 8049
I'm Gonna Get Tight C. Atkins and His Colorado Mountain Boys (Dixie Strings) Victor 20-3006	To Be or Not To Be C. Zetar & His Oklahomans (The Girl) Milton 5201
I'm Not Turning Backward J. E. Malner's Mountaineers (The Forks) King 724	To Our Fate, Surrender G. Bernard (Oh, Brother!) Blue Bonnet 142
I'm Sending You Red Roses W. Fowler and His Georgia Clodhoppers (Love Me) Capitol Americana 40129	Wait a Minute Moon Mullican (What My) King 722
I'm Shedding Tears Over You B. Dean & His Southern Serenaders (The Maple) DC 8049	What My Eyes See My Heart Believes Moon Mullican (Wait a) King 722
It Ain't No Good York Bros. (Sweet Anita) King 723	

Happy Birthday

BOB NOLAN and the

SONS OF THE PIONEERS

ON TOUR 15TH YEAR



THE PRESS SAYS...

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King Features Syndicate

"Their wonderful harmony has grown better by the year."

JIMMY FIDLER
McNaught Syndicate

"... like the great outdoors, the Sons of the Pioneers and their music are thoroughly invigorating."

EDWIN SCHALLERT
Los Angeles Times

"... I only wish I had them under contract so that they could sing for me when I'm blue!"

HEDDA HOPPER
Chicago Tribune - N.Y. News Syndicate

"... these are the boys who put western music on the concert stage."

ERSKINE JOHNSON
N.E.A. Service

"... they are the vocal good-will ambassadors of the Golden West... good luck boys!"

JIMMY STARR
Los Angeles Herald-Express

"... Bob and the Pioneers have added the spirit of the West to the pattern set by Stephen Foster..."

HARRY CROCKER
Los Angeles Examiner

Thanks

Our heartfelt gratitude to every one in the professional world and our many friends who have helped us along the way. And a special thanks to our buddy, Roy Rogers. Good luck to you, Roy, and your new singing group in your future pictures and radio show!

BOB NOLAN and the SONS OF THE PIONEERS

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CABLE ADDRESS "TELEWAYS"
June 17, 1948

CARL F. KEARSE
PRESIDENT
CHAS. A. KENNEDY
VICE-PRESIDENT - DIRECTOR OF SALES

Mr. Bob Nolan
Sons of the Pioneers
Post Office Box 990
Hollywood 28, California

Dear Bob:

Congratulations on the Sons of the Pioneers' fifteenth anniversary. For the past fifteen years the Pioneers have been offering the people of America the finest of Western and folk songs, and we at TELEWAYS are indeed happy to be associated with your fine group as EXCLUSIVE DISTRIBUTORS of your NEW TRANSCRIBED fifteen-minute radio series.

Your background of fifteen years before the microphone is one of the reasons your new transcribed radio show is getting such high Hooper-ratings and large mail pulls throughout America. In the past year and a half, TELEWAYS has sold your transcribed programs to well over two hundred radio stations in the United States and Canada! Reports from listeners, sponsors and station managers assure us, as exclusive distributors of this transcribed show, that your popularity as America's favorite Western singers is greater today than ever.

The personal appearance tour which you are now starting will afford your millions of fans throughout America the welcome opportunity of seeing you and the boys in person after hearing and enjoying your fine group on network shows, in motion pictures, as Victor Recording artists, and now on your own TRANSCRIBED programs.

Every success to you on this trip and be sure and get back to California safely.

kindest personal regards,

Sincerely,

TELEWAYS RADIO PRODUCTIONS, INC.

Charles A. Kennedy
Charles A. Kennedy
Vice President
Director of Sales

REPUBLIC PICTURES CORPORATION

EXECUTIVE OFFICES

4700 BROADWAY - NEW YORK 18, N.Y.
TELEPHONE COLUMBIA 2-2900

June 9, 1948.

OFFICE OF THE PRESIDENT

Mr. Bob Nolan
Sons of the Pioneers
Hollywood, California.

Dear Bob:

In this fast-moving and high-pressure business of ours, the only pleasant and compensating factor to me is the fine personal friends and business associates I have made.

It gives me great pleasure Bob to congratulate you and the Sons of the Pioneers on your Fifteenth Anniversary. I am proud to say that for over ten years you and your boys have filled the twin bill of being both loyal friends and outstanding Republic Studio Artists.

Since you were organized, The Sons of the Pioneers deserve great applause for their unselfish and untiring efforts in bringing enjoyment and contentment to countless persons and groups less fortunate than ourselves.

As gentlemen, friends and artists, I join with the entertainment world in wishing you and your boys continued success and good fortune.

Sincerely,

Roy Rogers
Roy Rogers

ROY ROGERS

To Bob Nolan and the Sons of the Pioneers
Hollywood, California

Dear Gang:

After fifteen years of close association with you guys, I'm mighty proud to add my congratulations and best wishes to each and every dawg one of you on your fifteenth anniversary!

If I have my way, Roy Rogers and the Sons of the Pioneers will be still riding the range together fifteen years from today.

Good luck to you on your tour and say "hello" to our friends all over the country.

Happy Trails to all of you!

Sincerely,

Roy Rogers
Roy Rogers

P.S. Good luck to you rambling Sons of the Pioneers!

Me too

Bill Evans
Bill Evans

FOLK TALENT AND TUNES

(Continued from page 28)

to Indian Echo Cave Park, Hummelstown, Pa., reports that his folk music park will not operate until possibly 1950. Since acquiring the new park, Swartz, has been making improvements. . . . Buddy Starcher, WPDJ, Clarksburg, W. Va., opened his Baker's Park, Falls Mills, W. Va., July 4. Buddy is working with the Davis Twins and their All-Star Show, featuring Honey and Sonny Davis, Sleepy Jeffers and others, plus Cherokee Sue and Her West Virginia Hill Folks, including Little John, Jackie Osborne, Smiling Mary, Oscar August Quiddlemurp and the Gospel Quartet. Buddy is busy doing booking for these acts, plus a regular station announcing chore, newscasting and disk jockeying. He just signed a three-year contract with American Music, Inc.

Jack Stapp, program director at WSM, Nashville, and director of the five-hour Grand Ole Opry show, married Shirley Lyn Farrow, non-pro, June 28 at the Presbyterian Church, Houston. They are honeymooning at a Georgia beach resort. . . . Eddy Arnold's mother was operated on at Protestant Hospital, Nashville, June 26, and is reported doing okay. Eddy, with Roy Wiggins, Annie Lou and Dannie and Gabe Tucker, played New Holland Park, New Holland, Pa., July 3, with Sunset Park, near Oxford, Pa., the July 4 date. . . . Ernest Tubb's hillbilly and Western platter shop, operated by his wife, Elaine, reports that counter sales and mail orders showed a good increase in June over May. . . . Mercury Record's Carl Story and the Rambling Mountaineers and the label's Bonny Lou and Buster Moore and the Dixie Pals, all from WNOX, Knoxville, played Pikeville, Tenn., July 4, and Oneida, Tenn., 5. Story's waxing of I Heard My Mother Weeping, is moving fast in the South.

Bobby Gregory, MGM label, has written a Broadway musical called Hillbilly, which he expects to produce this fall with a cast of leading folk music talent. . . . The Foggy River Boys, Luther Higginbotham and Smiley Smith, are in New York appearing on television and doing theater dates. . . . The Rustic Cabin, Palisades, N. Y., is holding its Sunday afternoon rustic shows again, with Gabe Drake and the Herdsmen and Shorty Warren and the Western Rangers, plus gueststars. . . . Eddie McMullen and the Sleepy Valley Boys, Penguin record artists, and Sally Clark, are working in Middletown, N. Y. . . . Chuck Palmer and his boys are still at the Oval Club, Hoboken, N. J. . . . Eddie Sosby, leader of the Radio Rangers at KFAB, Lincoln, Neb., reports that he was married in April. Action at KFAB has been heavy, with the station adding the Melody Masters, harmony foursome from Birmingham, who are heard twice daily. The boys are also on White Church records. . . . Roy Faulkner has left KFAB and is at KMMJ, Grand Island, Neb.

Mrs. Rose E. Palmer is operating Ravine Park, Blairsville, Pa., on an all-day Sunday and every night policy. The folk music park, which has been operating 12 years, is booked thru Gene Johnston, of WWVA, Wheeling, W. Va. . . . Slim Bryants and His Wildcats, featured on Majestic, are now doing nine shows weekly over KDKA, Pittsburgh. . . . Tex Terry, the Republic pic star, is operating Cowboy Park, a folk music park 20 miles out of Hollywood in the San Fernando Valley. . . . The Blue Sky Boys, Bill and Earl Bolick, are located at WNAO, Raleigh, N. C., after leaving WGST, Atlanta. The Victor singing duo have two shows daily over the new ABC station. . . . Biggest h.b. and Western disk jockey is probably Texas (Tiny) Cherry, 26-year-old Texan, who tips the beam at 600 pounds and is heard over KGER, Long Beach.

George Lee Marks, former CBS producer in Chicago, who had been associated with Tex Ritter for the past two years, is now personal manager for Jimmy Wakely. Wakely started a month of personal appearances July 3 at Amarillo, Tex., jumping later to the East Coast for a string of park and Warner Bros. theater dates. Wakely just finished Silver Trails for Monogram, with Fred Edwards, the KRLD, Dallas, platter pilot, in the role of villain.

The Billboard
MUSIC POPULARITY CHARTS
PART IX
Record Possibilities
Week Ending July 2

THE BILLBOARD PICKS:

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

SMILING THRU THE TEARS.....Walter Scheff & Ray Carter Trio..... Republic 117A

A baby company, Republic, has one stand-outer in a slew of recent sides. Not so notable for vocal, altho Scheff is certainly adequate, this disk wins succor from the trio's light, simple and pleasant backing. More important is the song, a strong, retentive melody (reminiscent of the "Giannina Mia" piece from "The Firefly") confined to a typical pop pattern.

EVERY DAY I LOVE YOU.....Dick Haymes with Vic Schoen's Ork..... Decca 24457

Haymes, now riding high with "Little White Lies," does an extremely engaging job with a Julie Styne and Sammy Cahn tune (possibly one of the last they'll write together) from a forthcoming flick tabbed "Two Guys From Texas." Arrangement gives Dick enough push to make the rendition sparkle. Musicraft Records has a fine rendition of the same ditty by Mindy Carson, with Glenn Osser's ork supporting.

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. HOW HIGH THE MOON?.....Stan Kenton.....Capitol 15117
2. MEADOWLANDS.....Tex Beneke.....Victor 20-2898
3. A TREE IN THE MEADOW.....Margaret Whiting.....Capitol 15122
4. YOU CAME A LONG WAY FROM ST. LOUIS.....Ray McKinley.....Victor 20-2913
5. WHERE THE APPLE BLOSSOMS FALL.....Buddy Clark.....Columbia 38241
6. COOL WATER.....Vaughn Monroe-Sons of the Pioneers.....Victor 20-2923
7. RAMBLING ROSE.....Tony Pastor.....Columbia 38207
8. CANDY STORE BLUES.....Toni Harper-E. Beal Sextet.....Columbia 38229
9. BUBBLE LOO, BUBBLE LOO.....Peggy Lee.....Capitol 15116

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:

1. A TREE IN THE MEADOW.....Margaret Whiting.....Capitol 15122
2. JUST FOR NOW.....Frank Sinatra.....Columbia 38225
3. RAMBLING ROSE.....Perry Como-The Satisfiers.....Victor 20-2947
4. COOL WATER.....Vaughn Monroe-Sons of the Pioneers.....Victor 20-2923
5. FRIENDLY MOUNTAINS.....Sammy Kaye.....Victor 20-2922
6. YOU CAME A LONG WAY FROM ST. LOUIS.....Ray McKinley.....Victor 20-2913

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. JUST LIKE THAT.....Johnny Long.....Decca 28382
2. DON'T BLAME ME.....King Cole Trio.....Capitol 15110
3. COOL WATER.....Vaughn Monroe-Sons of the Pioneers.....Victor 20-2923
4. LITTLE GIRL.....Guy Lombardo.....Decca 24440

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The Billboard MUSIC POPULARITY CHARTS PART VIII

Record Reviews

Week Ending (July 2)



RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined: Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated.

The Categories: 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'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

Main record review table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, OPERATORS, RETAILERS). Includes entries for JAN GARBER, DICK "TWO TON" BAKER, DICK HAYMES, ROSE MARIE, BRUCE HAYS, NANCY DONOVAN, AL CLOTHIER ORK, DAY DREAMERS, BARCLAY ALLEN, ANN VINCENT.

The Billboard MUSIC POPULARITY CHARTS PART XI

Album Reviews

Week Ending (July 2)



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

THE RATINGS (100 points—the maximum) 90-100 ... tops, 80-89 ... excellent, 70-79 ... good, 40-69 ... satisfactory, 0-39 ... poor

MILHAUD: SYMPHONY No. 1 (4-12") 73. Columbia Broadcasting Symphony conducted by Darius Milhaud. (Columbia MM-704) This is a first recording of the first symphony written by the prolific composer. Milhaud, currently a resident of the U. S., wrote the work in 1939 on commission from the Chicago Symphony. The first and fourth movements are charming "pastorales" and sandwich a dramatic second movement and a melodic third. It's fairly simple and easy-to-take music with apparent tinges of the composer's modern conception in orchestration and sound. This version must be accepted as the authentic with the composer at the helm of a capable orchestra. Recording generally is good and surfaces are wonderfully noiseless for shellac. Eighth side is filled with Milhaud's "In Memoriam," a rather dramatic short work. JUKES Not suitable. JOCKS Longhair and FM shows should try this package.

HAWAIIAN SONGS FOR DANCING (3-10") 80. Guy Lombardo (Don Rodney-The Lombardo Trio-Tony Craig-Skip Nelson) (Decca A-650) Hawaiian War Chant (Ta-Hu-Wa-Hu-Wai); Oahu; My Little Grass Shack in Kealakekua, Hawaii; Aloha Nui Loa; The Moon of Manakoa; Hawaiian Paradise. Lombardo's Royal Canadians turn Hawaiian in this Decca album and the result is a dreamy dancey visit to the land of the palm trees. Disks are all treated to the trademarked Lombardo bounce plus the usual licky muted effects, including the "Hawaiian War Chant." The vocal chores are handled by a variety of Lombardo chanters, all turning in acceptable jobs. Package adds up as tasty and soothing, both to the ears and the feet. JUKES The well known tunes might catch some play. JOCKS Good for solid or change of pace programing.

PETER KREUDER (3-10") 50. Peter Kreuder (Continental Elite CE-301) Peter Kreuder Plays Ralph Benatzky; Peter Kreuder Plays George Gershwin; Peter Kreuder Plays Franz Lehár. Kreuder, a European cocktail style pianist, has a coterie following here among devotees of Mitteleuropa gemutlichkeit. Few others will see much in this rather arbitrarily chosen collection—two sides each of medleys by Gershwin, Lehár and Benatzky. Vaguely accompanied by orchestra, Kreuder segues from tune to tune with careless aplomb and no regard for continuity. His technique is adequate, but he lacks in feeling, and a wooden drummer has either infected him with a joggling, spiritless beat or himself caught it from Kreuder. JUKES Maybe for salons—with one "o." JOCKS FM's on a Continental type seg might try this.

TRINIDAD STEEL BAND (2-10") 45. Casablanca Steel Band (Disc 719) Bandy Legs; Calypso Rumba; Medley; Jive. This four-sided (two vocals and two instrumentals) calypso album is the first sampling available here of the new steel bands that emerged in Trinidad during the war. Because of the lack of orthodox musical instruments, Trinidadians improvised their own out of tire irons, oil drums, steel pipes, and the like. It's not surprising that the resultant music is discordant and off pitch—but it is surprising to hear occasional connected melodies coming thru from these foundry by-products. Rumba rhythms are excellent here also. For cultist and intellectual market, being much too strange and dissonant for general public. Well-written liner notes explain this calypso "spasm band" phenomenon in detail. JUKES Not suitable. JOCKS Usable in calypso programing.

NELSON EDDY IN SONGS OF STEPHEN FOSTER (4-12") Nelson Eddy (Robert Armstrong Ork) Come Where My Love Lies Dreaming; Merry, Merry Month of May; Old Joe; My Brudder Gum; Oh, Boys, Come Me 'Long; De Campdown Races; Sweet She Sleeps; My Alice Fair; Uncle Ned; Old Kentucky Home; Dolly Day; Open Lattice; Love; Fairy Belle; Oh! Susan; I Will Be True To Thee; Jenny; Jeanie With the Light Brown Hair; The No Such Girl as Mine. Sure-fire middle brow package is mating of Nelson Eddy with the songs of Stephen Foster. Selections include m Foster faves but also is spiced with a less familiar fare. Eddy sings competently and is accompanied by an adequate and chorus conducted by Robert Armstrong. JUKES Not suitable. JOCKS FM, pop and hair spinners should make of these sides.

THE KING'S MEN (4-10") The King's Men (MGM 18) My Grandfather's Clock; Blue Tail A Roundup Lullaby; Cindy; Old Tucker; Red River Valley; Skip to Lou; Oh, My Darling Clementine. The King's Men of Fibber McGee show fame have taken a group of traditional oldies well suited for their bar shop style of harmony. Guys vary delivery from tear-jerk style on "River Valley" to snappy pacing of "to My Lou" and even combining both, mulas in rendering "Blue Tail." Whether fast or slow, the group sticks the close harmony format, and since selections are well chosen, the result is a fly leaf blurb written by Fibber McGee introduce the King's Men packs a chuckles. JUKES In the bars where they sing as they guzzle beer these might get some play. JOCKS Okay for change of pace and bring back "good old days."

RHYTHMS FROM LATIN AMERICA (4-10") Freddy Martin (Stuart Wade-The Martin Men-Ba Allen) (Victor P-215) One, Two, Three, Kick; The Girl Came From Peru; La Cucaracha; Cum Misirlou; Jalousie; It Began in Havana; Copacabana. The Martin ork shows its versatility in collection of Latin-American rhythms which range from the conga to the rumba and tango, handling each with equal facility. Included here are two recent tin offerings, "It Began in Havana" and "The Girl Who Came From Peru," stacked up as fine etchings, with a postcard being the haunting "Misirlou" with Barclay Allen doing a less flashy August at the piano. JUKES Where the coin droppers go for L-A music. JOCKS Great for solid intermittent programing.

TANGOS BY MANTOVANI (3-10") Mantovani Ork (London LA-17) Chiquita Mia; Amor Taigano; Tell Me Forgiven; Tango Placato; Tango D'Amor; El Choclo. Concert renditions of a group of melodies make for attractive listening dancing. Clean ork performance there's nothing startling in the class. Some of the selections are not often heard and may aid in merchandising this album to lovers of the tango. JUKES Some sides may spin well in quiet, class locations. JOCKS For medium spinners make class locations.

(Continued on page 104)

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- 140 BE I BUMBLEBEE OR NOT
- 138 WRITE ME A LETTER
- 135 OL' MAN RIVER
- 142 THERE'S NO YOU
- 139 SEARCHING FOR LOVE

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- 117 ECKSTINE—Bronze Balladeer With the Golden Voice
- 114 COTTAGE FOR SALE—I LOVE THE RHYTHM IN A RIFF
- 116 I'M IN THE MOOD FOR LOVE—LONG, LONG JOURNEY
- 117 PRISONER OF LOVE—ALL I SING IS BLUES

CHARLIE VENTURA & his Great Combo
 129 MOON NOCTURNE, Parts 1 and 2
 143 ELEVEN SIXTY—SOOTHE ME
 Ventura & Lilyann Carol on

- 115 HOW HIGH THE MOON—PLEASE BE KIND
- 113 EITHER IT'S LOVE OR IT ISN'T—MISERLOU

BUDDY BOYLAN
 117 SIMPLE THINGS—EV'RY NIGHT

JACK CARROLL
 133 MAYBE YOU'LL BE THERE—STELLA BY STARLIGHT

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The **Billboard** MUSIC POPULARITY CHARTS
Advance Information
 Week Ending July 2



ADVANCE RECORD RELEASES

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

POPULAR

- A Woman Always Understands
 Tex Beneke (At the) Victor 20-3001
- Ah, But It Happens
 T. Martin (This Is) Victor 20-2958
- Ah, But It Happens
 F. Laine (Hold Me) Mercury 5158
- At the Flying "W"
 Tex Beneke (A Woman) Victor 20-3001
- Barclay's Boogie
 B. Allen (Green Eyes) Capitol 15141
- Be Mine
 A. Shelton (Time Out) London 239
- Carinhoso
 C. Cavallaro (Rhumba Maria) Decca 24468
- Classics in Modern Album (3-10")
 F. DeVol Ork . . . Capitol CC-88
- If You Are But a Dream . . . Capitol 16138
- Moon Love . . . Capitol 10140
- On the Isle of May . . . Capitol 10140
- Our Love . . . Capitol 10139
- The Breeze and I . . . Capitol 10139
- The Lamp Is Low . . . Capitol 10138
- Coo Coo Jug Jug (Song of the Birds)
 The Cap-Tans (You'll Always) DC 8034
- Crime Doesn't Pay!
 T. Weems (Go See) Mercury 5159
- Dardanella Boogie
 J. Pina Ork (Maybe You'll) Mercury 5160
- Don't Smoke in Bed
 P. Lee (Everybody Loves) Capitol 15151
- Dolores
 T. Ryan (I'd Give) Mercury 5157
- Dude Ranch Serenade
 V. O'Brien (Wrong Train) Decca 24304
- *Early in the Morning
 F. Martin (Mama's Gone) Victor 20-3004
- Everybody Loves Somebody
 P. Lee (Don't Smoke) Capitol 15151
- Ev'ry Day I Love You (Just a Little Bit More)
 J. Stafford (This Is) Capitol 15139
- Ella Fitzgerald Sings With Mills Brothers,
 Louis Jordan, Louis Armstrong, Delta
 Rhythm Boys Album (4-10")
- E. Fitzgerald . . . Decca A-662
- Big Boy Blue . . . Mills Brothers . . . Decca 25361
- (I'm Gonna) Hurry You Out of My Mind and Cry You Out of My Heart . . . Delta Rhythm Boys . . . Decca 23425
- Dedicated to You . . . Mills Brothers . . . Decca 25361
- It's Only a Paper Moon . . . Delta Rhythm Boys . . . Decca 23425
- Pelooie Pie . . . L. Jordan . . . Decca 23546
- Stone Cold Dead in the Market (He Had It Coming) . . . L. Jordan . . . Decca 23546
- The Frim Fram Sauce . . . L. Armstrong . . . Decca 23496
- You Won't Be Satisfied (Until You Break My Heart) L. Armstrong . . . Decca 23496
- For You
 A. Wayne (Tony's Place) Capitol 15140
- Go See Seattle
 T. Weems (Crime Doesn't) Mercury 5159
- Goodbye Romance
 The Pied Pipers (With All) Capitol 15142
- Green Eyes
 B. Allen (Barclay's Boogie) Capitol 15141
- Hold Me
 F. Laine (Ah, But) Mercury 5158
- How Did He Look?
 J. Merrill (Cuckoo Bird) Victor 23-3062
- I Wish I Were in Love Again
 J. Garland (Nothing But) Decca 24469
- I'd Give a Million Tomorrows
 T. Ryan (Dolores) Mercury 5157
- If I Could Be the Sweetheart of a Girl Like You
 V. Monroe (It's My) Victor 20-3000
- In Time to Come
 S. Browne (Snuggled On) London 235
- It's My Lazy Day
 V. Monroe (If I) Victor 20-3000
- Just a Girl That Men Forget
 D. Reid (Love Is) National 9050
- Keep a Knockin'
 G. Austin-L. Paul (My Blue) Universal U-100
- Little Girl
 O. Tucker Ork (The Moon) Mercury 5165
- Love Is a Dangerous Game
 D. Reid (Just a) National 9050
- Lullaby of the Leaves
 M. Small (My Home) Apollo 1125
- *Mama's Gone Goodbye
 F. Martin (Early in) Victor 20-3004
- Maybe You'll Be There
 J. Pina Ork (Dardanella Boogie) Mercury 5160
- Moonlight in Vermont
 F. Laine (Roses of) Atlas 156
- My Blue Heaven
 G. Austin-L. Paul (Keep a) Universal U-100
- My Home, My Home
 M. Small (Lullaby of) Apollo 1125
- Never Trust a Gypsy With Your Heart
 K. Carroll-CHIT's Hollan-Airs (Sleep My) Miltone 1301
- Nothing But You
 J. Garland (I Wish) Decca 24469
- O Pedro
 C. Stapleton Ork (The Chowder) London 233
- October Twilight
 A. Shelton (On the) London 236
- On the Painted Desert
 A. Shelton (October Twilight) London 236
- Cole Porter Suite Album (2-12")
 L. Levy Ork . . . London LA-19
- Begin the Beguine . . . London B-12004
- I've Got You Under My Skin; Don't Fence Me In; Anything Goes . . . London B-12005
- My Heart Belongs to Daddy; In the Still of the Night; Let's Do It . . . London B-12005
- Night and Day; I Get a Kick Out of You . . . London B-12004
- Ready, Set, Go!
 Count Basie (Seventh Avenue) Victor 20-3093
- Rhumba Maria
 C. Cavallaro (Carinhoso) Decca 24468
- Roses of Picardy
 F. Laine (Moonlight in) Atlas 156
- Satchel Mouth Baby
 The Cap-Tans (Yes) DC 8048
- Seventh Avenue Express
 Count Basie (Ready, Set) Victor 20-3093
- Sheemaker's Serenade
 The Squadronaires (You're Driving) London 231
- Side by Side
 P. Scala's Banjo and Accordion Ork-The Keynotes (Underneath the) London 238
- Sleep, My Child
 K. Carroll-CHIT's Hollan-Airs (Never Trust) Miltone 1301
- Snuggled on Your Shoulder
 S. Browne (In Time) London 235
- Songs of Our Times (1919) Album (4-10")
 T. Stratter Ork . . . Decca A-1919
- 1. How 'Ya Gonna Keep 'Em Down on the Farm?; 2. Tell Me; 3. Chong . . . Decca 24610
- 1. I Might Be Your "Once-in-a-While"; 2. Tulip Time; 3. Irene . . . Decca 24011
- 1. Mammy o' Mine; 2. Just Like a Gypsy; 3. Dardanella . . . Decca 24008
- 1. Mandy; 2. Swanee; 3. Nobody Knows . . . Decca 24010
- 1. Oh! What a Pal Was Mary; 2. I'm Forever Blowing Bubbles; 3. On Miami Shore . . . Decca 24008
- 1. Smilin' Through; 2. Your Eyes Have Told Me So; 3. Let the Rest of the World Go By . . . Decca 24009
- 1. You Are Free; 2. Alice Blue Gown . . . Decca 24011
- 1. You're a Million Miles From Nowhere; 2. My Isle of Golden Dreams; 3. Chinese Lullaby . . . Decca 24009
- Souvenir Album (4-10")
 M. Dietrich . . . Decca A-675
- Falling in Love Again . . . Decca 23141
- I've Been in Love Before . . . Decca 23139
- Lili Marlene . . . Decca 23456
- Symphonic . . . Decca 23456
- The Boys in the Back Room . . . Decca 23141
- You Do Something to Me . . . Decca 23139
- You Go To My Head . . . Decca 23140
- You've Got That Look (That Leaves Me Weak) . . . Decca 23140
- Take It Away
 E. Ros Rumba Ork (The Laughing) London 230
- The American Banjo Album (2-10")
 N. Shilkret Ork-J.C. Schapp . . . Victor P-218
- Banjo Concerto . . . Victor 20-2938
- Down South . . . Victor 20-2936
- Holiday for Strings . . . Victor 20-2937
- Old Black Joe . . . Victor 20-2935
- Sand Dance . . . Victor 20-2937
- Serenade Rhapsodic . . . Victor 20-2938
- The Chowder Social
 C. Stapleton Ork (O Pedro) London 233
- The Laughing Samba
 E. Ros Rumba Ork (Take It) London 230
- The Moon Is Always Bigger on Saturday Night
 O. Tucker Ork (Little Girl) Mercury 5165
- The Old Gal's Got That New Look
 H. Roy Ork (You Made) London 234

(Continued on page 112)

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AGVA'S NUTCRACKING CHORE

MCA Pitches High & Hard For Fall Biz

Leads Off in Philly

NEW YORK, July 3.—Music Corporation of America (MCA) is putting on pressure to get the business for next fall, with heavy concentration in the cafe department. For the past year or so, Philly's Latin Casino, for example, has been strictly a William Morris spot, with MCA seldom being able to get an act in. To beat this, MCA started putting its smaller attractions in competitive cafes in town, but with only fair success.

But starting this fall, it will have the Latin Casino for at least three shows and will open with its big guns. Lena Horne, for example, goes into the spot right after she finishes at the Copa. Martha Tilton and Harvey Stone are set for November. Jan Murray and Rose Marie follow, and other deals are pending. Dean Martin and Jerry Lewis, a non-MCA property, are due in September.

New York Next?

The same kind of competition may develop in New York. Abbott and Costello, due at Lou Walters' Latin Quarter next January, are an MCA property, getting \$12,500. Nat Harris's Harem, due to reopen in the fall, is also anxious to get big names. Monte Prosser's Copa isn't a slacker when big names are offered. The Copa, however, meets resistance because of its three-shows-a-day policy. But in all cases MCA is making a heavy pitch to get the business and is now romancing its big name properties on the West Coast to get them out.

Theater department is also in there pitching. Its recent deal for the new airer, *Stop the Music*, set for the Capitol, is only one curve in its repertoire. With new houses opening up all over the country, MCA is trying to get attractions which will permit them to run more than spot shows.

How the Morris office, General Artists Corporation (GAC) or the others will take this increased competition isn't known. But whatever happens, the boys who sell 'em are now out trying to cook up the deals which they hope will pay off next fall.

Three A. C. Spots Get Into Full Swing

ATLANTIC CITY, July 3.—Three of the resort's top rooms get into full swing with the July 4 holiday. Bath and Turf, a class room once featuring the top floor names, started lightly for the season, opening with the Di Castro Sisters, Jackie Small, Marian Callahan, Alma Santa and Paul Martell's rumba music.

The emphasis is entirely on the Latin for the Round the World Room of the beachfront Hotel President. It brought in two rumba bands, Sacasas and Argueso, with Los Barrancos and Danny and Inez for the floor goings-on. Hotel Chelsea, while returning Pupi Campo's rumba music, adds a floor show for the first time in Jerry Cooper, the Four Music Makers and Chandra Kaly and his dancers.

Small Fry, Too!

MONTREAL, July 3.—Lili St. Cyr, stripper at the Gayety, has a flack who doesn't ignore any bets. He even goes after the moppets. Last week, the annual soap-box derby was being held on Mount Royal. Miss St. Cyr showed up. The kids promptly forgot all about racing their home-made automobiles. "Take it off!", they screamed. Miss St. Cyr took off—into a car and away from the field.

Philly L. Casino, Balt. Chant'leer Set To Shutter

NEW YORK, July 3.—Two of the better known spots in the East will do a summer folderoo for the first time in their history. The clubs are the Latin Casino, Philadelphia, and the Chanticleer, Baltimore, both booked by the William Morris office. The reasons in both cases is the lack of business induced in part by the sweltering weather. Both spots are major talent buyers, spending anywhere from \$5,000 to \$10,000 weekly. The Latin Casino, which expected to do a big business with the GOP convention, hardly knew it was in town. It hopes it will do better when the Democrats huddle. In any case, however, it plans to close July 19.

The Chanticleer has had air-conditioning trouble for some time, and with biz strictly on the negative side, has decided to darken. Acts booked ahead will either be set back or some adjustment will be made.

AGVA To Nix Booking Pillars

NEW YORK, July 3.—The booking of newspaper columnists as emcees has the American Guild of Variety Artists (AGVA) all ready to crack down. Action, however, will not be taken against the typewriter pounders, except indirectly. The leveling will be against the agents who book them.

Last week Ed Sullivan, of *The New York Daily News*, was bought to emcee a show in the Catskills. The same spot, the Concord, has a deal for Earl Wilson and other lads of similar stature. AGVA's position is that the guys who make with the words are taking work away from actors. It will have no objection to them, it says, if they join the union. But if they're not AGVA members, AGVA will not permit AGVA members to work with them.

The union says that it's up to franchised agents to see that people they book are members. Any agent who disregards this rule (Rule B) is flirting with his franchise, AGVA said.

B&K Chops Loop Prices

CHICAGO, July 3.—In an effort to hypo sagging box-office figures, Balaban & Katz lowered prices at all Loop houses. Prices are now scaled at 50 cents until 1 p.m., 65 cents until 6 p.m., and 98 cents evenings, except at the Garrick, which is 85 cents. The price cut applies to the Chicago Theater, only Loop B & K vaude outlet, and six other outlets now utilizing straight film.

Union Tackles Two Problems

They're "policy of house" contracts and unauthorized submission of acts

By Bill Smith

NEW YORK, July 3.—Two of the toughest nuts the American Guild of Variety Artists (AGVA) finds itself called upon to crack are "policy of the house" contracts and the unauthorized and indiscriminate submission of acts by agents.

Altho "policy of the house" pacts are theoretically taboo, the rule is honored in the breach rather than in the observance. Under usual conditions a club signing a minimum basic agreement (MBA) with AGVA specifies the number of shows it will do nightly and the number of nights it runs regularly. But when employment contracts are issued the little phrase, "... policy of the house," sneaks in.

Small Clubs Worst

The most flagrant offenders are the small clubs using acts around the \$100-\$200 level. Some of these spots are in either small towns or on the outskirts of resort towns. In some cases flagrant abuses of this rule occur in major cities, e.g., Miami, New Orleans and Chicago. Such cafes buy an act and have an agent issue a contract which is stamped by the branch regional AGVA rep before it becomes operative. The rep, who may or may not be familiar with AGVA's Rule B, usually concerns himself with two things. Has the joint put up its bond and has the actor paid up his dues? If both are satisfactory, the contract is stamped.

Actors, however, complain that while the agents told them they'd do three or maybe four shows, when they start working they find that "policy of the house" calls for five, six or maybe seven shows a night. Frequently, say actors, they don't (See AGVA TACKLES on page 37)

Sophie's Policy

LONDON, July 3.— Sophie Tucker, who is setting a record at the London Casino, lunched at the House of Commons with John Mack, member of Parliament, and was introduced to Minister of National Insurance James Griffiths. She promptly told him this story about insurance:

Her mother was an insurance addict and insured little Sophie at 10 cents a week. She became converted to the idea, took over the insurance, put in an accident clause and increased her premiums until they amounted to several thousand dollars.

For 40 years she paid and never put in a claim until she broke a bone in her foot a few months ago. "Aha," she said, "this is where they pay off." But she found that she was classed as a "bartender or waitress," and was paid \$30 a week, when he layoff was costing her \$3,000 a week.

"Insurance is wonderful," she told Griffiths.

O Promissory Me

NEW YORK, July 3.—A booker sold a harmonica player to a wedding party on the lower East Side for \$50, giving the guy a \$15 check, with the rest of the dough to be paid after the wedding. But before the harmonica player could do the job, the check bounced, and he ran up to AGVA to complain.

Dave Fox, New York AGVA topper, sent Nat Renard after the agent who was at the wedding.

"Get the dough or stop the wedding," were his orders. He got the dough.

Miami Niteries Lay Plans for Next Season

MIAMI, July 3.—It might be a little early for the Miami ops to think about next season, but at least one spot has its big attraction booked for next February. The Miami Beach Latin Quarter will have Abbott and Costello on or about February 6, right out of the New York Latin Quarter.

The Beachcomber has Sophie Tucker to open around January 1 and that about winds up current deals for the big names. The destruction of the Copa has led to all sorts of stories, mostly unconfirmed. One story has Murray Weinger collecting about \$125,000 insurance for the recent fire. Another has the insurance payable to mortgage holders. Its six of one and half a dozen of another.

Weinger is now floating a stock issue to get the dough to rebuild the Copa. The amount of stock for sale was undisclosed, but it is understood to consist of two classes. The one offered for sale will have no voting power, will sell for \$100, pay 6 per cent, and if called in holders will get \$110 a share.

Gambling Spots

But if the nitery situation on the beach is one of ifs and buts, there is little doubt about the gambling places. The word is already out that the Colonial Inn will not get an okay. Ops of this spot are apparently so certain that the casino will not run, that the room is now up for sale. There is a possibility that the Brook Club will run but strictly on the hush-hush side.

Local police are quite tough on the observance of various building regulations. The Beachcomber had to put in extra fire doors. The Five O'Clock had to remove dressing room cubicles, and other old and projected cafes are faced with a new batch of fire, health and police regulations that has them going in circles.

Insiders claim that most of the current heat will be lifted by the time the season opens. Meanwhile, however, it's all confusion and second guessing.

Good Odds

PHILADELPHIA, July 3.— Trying to figure out the prospects when the Democrats get to town next week, the proprietor of the Venice Grill, in the downtown sector, said ruefully: "I gave \$250 to bring the Republican party to this city. Only one delegate came in here all week. He spent 40 cents."

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New York:

Stem Stacks Socko 485G; MH 152, Roxy 125, Cap 118

NEW YORK, July 3.—Except for the Strand Theater's poor opener, biz for the Stem took a sensational jump last week, the five-house total being \$485,000 against the previous week's figure of \$368,731. Theaters were helped by the fact that three new shows came in and the rainy weather cancelling the fight sent customers to Broadway houses. Capitol, Roxy and Radio City Music Hall were the theaters racking up the grosses.

Radio City Music Hall (6,200 seats; average, \$115,000) did almost as well for its second week as its first with \$152,000, only \$9,000 less than the \$161,000 week before. Ted and Flo Vallet, Helene and Howard and The Emperor Waltz were the draw.

Roxy (6,000 seats; average, \$89,000) soared upward with a fat \$125,000 pulled in by the combination ice show and regular stage show for its first week. The bill has Carol Lynne, and Andrews Sisters, Dean Martin and

Jerry Lewis and Give My Regards to Broadway.

Capitol (4,627 seats; average, \$66,000) almost doubled its average gross with a solid 118G for its first week. Strong stage show and a good film were responsible for the good biz. The bill is Skinnay Ennis's ork, Lena Horne, Paul Winchell and Fort Apache.

Paramount (3,654 seats; average, \$76,000) slumped to \$55,000 for its second and last week of the old bill with Phil Spitalny, Sibyl Bowan and Dream Girl. The new show, reviewed this issue, has the Lane Brothers, Georgie Kaye, Sam Donohue and his ork, Jo Stafford and A Foreign Affair.

Strand (2,700 seats; average, \$40,000) had one of its worst weeks for a new bill, \$35,000. The show has Bob Crosby's ork, Paul Regan, Toy and Wing, the Youman Brothers and Frances and Romance on the High Seas.

IN SHORT

New York:

Larry Funk out of McConkey Music and into small band department at MCA. . . . Jerry Rosen has Norman Weisberg handling club dates. Marty Baum does his radio and television. . . . Eddie Schaeffer cleaned out Lindy's the other night. He had something in his eye and went over to Polyclinic and half the actors in the joint went along to see the "operation."

Joe E. Ross, working at Club Charles, Baltimore, dropped in at the rival Chanticleer. "See, if you'd worked here we'd have brought you back in four weeks," said one of the Chanticleer ops. "You can still do it," argued Ross hurriedly. "Nobody saw me at the Charles."

In review of Hipp, Baltimore (May 29), instrumentation of Metronomes was listed incorrectly. It should have said guitar, vibraharp and bass. . . . Deal on the fire for Gene Autry to go into Oriental, Chi, for \$12,500 plus a split on takes over 50G. . . . Alan McPaige outfit, which did 11 months at the Warwick's Raleigh Room, moved to the Island Club, Severn, Md. . . . Johnny (MCA) Greenhut in Mt. Sinai Hospital.

After 12 years with MCA, Mario and Floria have left the office. . . . Elissa Jayne, who closed at the Harem recently, goes into the Latin Quarter in January. . . . Dewey Barto, who has been saying openly he has no desire to be AGVA's head, has confided to intimates that he's interested.

Joe Marsala just joined Columbia Artists Bureau. . . . Copsey and Ayres go back to the Copa. . . . China Doll on the verge of summer shutdown. . . . Ruban Bleu, slated to close for hot weather months, will stay open.

S. Jay Kaufman denies that he is angling for the job of commissioner of licenses. He was approached by a "group of citizens" and asked if he would be interested. . . . The Troupers, made up of wives of guys in showbiz, had their first cocktail party the other night. Milton Berle's mother did a Hildegarde that had the girls biting their nails to the elbows.

West Coast:

Dinah Shore and hubby, George Montgomery, will trek to England for a date at London Palladium late in August if air show commitments allow. . . . Kenny Baker, currently returned to active work after a long hiatus, is set for lead in two musicals at Texas State Fair, Dallas, late this month. . . . The Silhouettes have secured release from Frederick Bros. Agency and pacted with Jolly Joyce office, Philly. . . . Ben Yost's Coleens, first girl group organized by a choral director, will return west for a date at the Last Frontier Hotel, Las Vegas, Nev.

Patti Moore and Ben Lessy will invade New York again this month, bringing with them a flock of new tunes clefted by Sid Kuller and Hal Bourne.

Cincinnati:

Jimmy Brink, owner of the Lookout House, Covington, Ky., is recuperating at his stock farm on Dixie Highway, Edgewood, Ky., following an emergency appendectomy at Good Samaritan Hospital here.

Here and There:

Newest club to bow in Pittsburgh is Club Society. It has a 125 seating capacity, with approximate budget of \$500. Vic Powell has the house band. First show was set by George Claire and had Jackie Farrell, Cecelia Alca and Jean March.

Vauders in Sydney claim that biz is as dead as a dodo and are leaving it as fast as they can get outside jobs. Pamela Ross said she belonged to one of the best acts seen in Sydney. She is now an usherette in a pic theater and her partner is working on the wharves. Marlene Star, an Oriental dancer, is now a typist because she cannot get work in vaude, and Betty Dreble, a specialty dancer, is training to be an air hostess. Actors and Announcers' Equity booking office manager, Thomas McNamara, says that scores of talented performers are looking for jobs of any sort to keep them going.

Mich. Agents Set Stag Show Rules With Cop Censor

DETROIT, July 3.—A series of new rules to govern strip dancers and stag shows was adopted by the Michigan Theatrical Booking Agents' Association, in a move to regulate and expand opportunities for this branch of the business. The initiative came from the association after Lieut. Herbert W. Case, police censor, made informal complaints in connection with operation of stag shows which he considered objectionable.

Under the new set-up, the rules have been approved by the censor, whose full co-operation is written into them, and everyone, including talent, knows just how far they are permitted to go. Agents feel that they will have a chance to bring in a better type of performer, hitherto unwilling to take the risk of doing a stag because of uncertainty over what was to be permitted.

Rules adopted are:

1. Every entertainer is to have a written contract in his or her possession or in the possession of the booking agent on the premises.

2. It is not advisable to have more than two exotic dancers used in any one stag show. If there are more than two exotic dancers, the censor bureau of the Detroit Police Department shall be notified in advance, allowing sufficient time for the censor to send a representative to view the show if he deems it advisable.

3. In no event shall any exotic dancer remove wearing apparel beyond nets.

4. Performers shall be properly clothed in street attire at all times other than at time of performance.

5. There shall be no mingling of entertainers with the audience at any time.

6. If any Michigan licensed agent learns of any violation of these rules and regulations, it shall be mandatory to advise the censor bureau of the Detroit Police Department.

The rules will still allow a show to use a dozen strippers if desired, but due notice must be given the police, and it is anticipated that trouble will be avoided.

Case is seeking the co-operation of municipal authorities in suburban and up-State communities to adopt a uniform system of regulation, which will apply beyond the metropolitan limits.

Agents, meanwhile, are preparing to make an open bid for stag business in the city, hitherto conducted on the quiet, by sending notification of the new rules to all hotels and public halls. Both groups have been unwilling to book stags for years, with rare exceptions, because of the risk of a raid. It is felt the new co-operative effort will induce them to welcome back this business, which has been driven into hideaways in the suburbs for the most part.

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VAUDEVILLE REVIEWS

Paramount, New York (Wednesday, June 30)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Number of shows, four daily. House booker, Larry Levine. Show played by band on bill.

This will prove a strong show for Jo Stafford fans but for others the 45-minute presentation won't hold so well. Surprisingly enough, the supporting acts—the Lane Brothers and Georgie Kaye—came thru with performances that pulled big hands but weren't strong enough by themselves to carry the whole show.

After a three-year absence from this theater, Miss Stafford, gorgeously gowned in green, showed she still doesn't project strongly enough on stage. Her lack of ease gives an impression that she's on a recording date rather than working to a live audience. Her last number, the Red Ingle jazzed-up version of *Timtashun*, was her best and won her the biggest hand. Her *Gentleman is a Dope* was another crowd pleaser. She could have eliminated one of her two ballads, of which *Haunted Heart* was the most favorably received.

The Lane Brothers do a clean-cut acro-terping job that rates with the best. Their three acro versions of rope skipping drew gasps from the audience. The first is where one stands on the other's calves and they jump; the second has the topper back to back with his partner and then he jumps; the third, and most spectacular, has the understander jump rope while on his back with his feet in the air supporting his partner.

Comic Georgie Kaye doesn't get the big boffs but has enough on the ball to keep the audience laughing constantly. His material shows imagination. He does a version of a nutty psychiatrist interviewing a patient that got yocks. Kaye has a nice flair for eccentric motion that he uses in this bit. He also gets plenty of laughs with his interpretation of a Frenchman imitating Jolson singing *April Showers*.

Sam Donohue's 16-piece ork doesn't get too much of a chance to show. His *Little Gypsy Sweetheart* is a bit too much on the brassy side. Bill Lockwood, his vocalist, does a fair job on *Flamingo*, the show's opener. Basically the ork is on stage for a show cutting job and does that capably.

Pic, *Foreign Affair*.

Leon Morse.

Gayety, Montreal (Monday, June 28)

Capacity, 1,500. Admission, 30 cents to \$2. Number of shows, two daily; three Saturdays; none Sunday. Booker, house Manager Tom Conway thru A. & B. Dow in New York. Show played by Len Howard ork in pit.

Stripper Lili St. Cyr is back at this two-a-day vaude house, which means sock biz for as long as she stays. The Miss St. Cyr's dancing (and she does dance) is climaxed by the inevitable take-it-off routine, she points up plenty of ability, showmanship and class in her routines. Matter of fact, even what she does currently (her *Salome*, e.g.) could easily be turned into a smart nitery turn with the necessary pruning. Besides, she's a looker—and how! On the night show caught, she tied the show up and the mob howled.

The rest of the parlay suffers by comparison, the most of the acts showed up to good advantage and gained nice mitting. Benny Ross, with cigar and a drawing, take-it-easy style, sparked the show well, but he could have done better in his own spot with more substantial material. His gag-selling was smooth and brought steady laughs.

Upside Down Emanuel clicked in his standard balancing and juggling turn, which could use a little more. (See *Gayety, Montreal*, on page 37)

Chicago, Chicago (Friday, July 2)

Capacity, 4,200. Prices, 50 to 98 cents. Five shows weekdays and six shows week-ends. House booker, Harry Levine. Show played by Henry Brandon's house band.

If last week's show hit its reported \$68,000, this package should net \$20,000 more, for it's one of the times when the house combines a red-hot headliner with an all-star supporting cast.

Peggy Lee, already a favorite locally with a string of Capitol hits, should build more fans during her two-weeker. Gal comes on in a smart beige gown against a hazy blue background that envelopes all but her and hubby-guitarist Dave Barbour. While light is good for opening, it's kept on all during her stint and makes for bad background as it irritates the eyes. She got right in the groove with *Good Day*, followed with a medley of her toppers, a rendition of *Trouble Is a Man* and closed with *Manana*. The ex-BG chirp sold all the way and got terrific support from Barbour's fivesome that includes Bill Exiner, drums; Danny Polo, clary; Joe Schulman, bass; Barry Galbraith, guitar, and the leader's amplified box. Her closer netted her a return which she filled nicely with a chorus of special thank you lyrics to *Manana*.

Jack Carter hits trouble immediately, coming on after a fine, dreamy version of *You Can't Be True, Dear* that won heavy mitt, but doesn't put the ducat holders in a mood for laffs. It took the curly-headed kid five minutes, but after that he was in. Comes thru fast with plenty of fresh gags, with his impreshees garnering the biggest response. His song lament about how his new face can't dent the solid line of old headliner faces in showbiz is smart closer. Could temper some of his anti-Truman lines for there are plenty of Democrats in Chi who don't go for those cracks.

Two other acts are standard locally, having built a big following with stops in clubs and theaters. Sensationalists, who opened the show, rated mitting almost continuously with their roller-skate precision duo and thrill work and the slim lad's amazing whirls. The Four

Oriental, Chicago (Thursday, July 1)

Capacity, 3,200. Price, 95 cents straight. Five shows weekdays; six on week-ends. Exclusive booker, Charley Hogan. Shows played by Carl Sands's house band.

This four-act bill is fast and geared to the Fourth holiday crowds. Carl Sands, house batoner, has come up with a cute and talented amateur, Marilyn Shaughnessey, who topped a field of 1,100 competing for a 10-week contract at the theater. The Irish chirp sparkled in a George M. Cohan medley of patriotic tunes.

The Fontaines boast a gal who does some bottom man stuff in trio balancing that equals anything a male can turn out. Gal displays surprising strength in holding two men off the ground in original stands. Act is smartly garbed, getting good attention, and the gal also offers unusual contortionistics, such as her full back bend to the floor.

The Sportsmen, Jack Benny's harmonizers, got off to a bad start, with Sands introing Vic Hyde by mistake, but after one number they hit their mark. Four handsome youngsters, the team showed plenty of stage savvy in addition to fine vocal blends. They got chuckles consistently, either with special lyrics or with bits of visual comedy, like their clowning thru *Adobe Hacienda*. Won a well-deserved call back.

Vic Hyde, back from Europe, went thru his standard one-man trumpet section bits to warm the pewsitters for his new closer, piano and trumpet played simultaneously. Hyde works one to four trumpets. His walkoff, blowing four bugles while twirling a baton, easily won him the callback for the piano and horn stuff. He has so many good horn novelties that act runs long and he might scissor some wornout lines.

Three Stooges closed with approximately the same routine they used in the past. The slapstick trio still insert occasional crudities that hurt them. Substitution of more mechanical props, with which they've built a movie rep, would help. Trio still smacks hardest with eye-arresting comedy. Their talk takes second place as laugh-grabbing material.

Johnny Sippel.

Step Brothers got the same kind of attention and applause for their precision and solo cleating.

Johnny Sippel.

Names and Agents Do a Burn at Sullivan's Tactics To Snag Stars

NEW YORK, July 3.—Performers and agents are doing a slow burn at the methods they claim are used by Ed Sullivan in getting name acts to appear on his Sunday night *Toast of the Town* telecast from the Maxine Elliott Theater via WCBS-TV. Trade circles allege that because of Sullivan's weight (his *Daily News* and syndicated column) it is difficult to turn him down regardless of the price he offers acts.

Sullivan's deal is with Blaine-Thompson Advertising Agency. He is reported to be working on a \$2,200 budget for the show. For his past two shows Sullivan got some cafe and vaude names, paying a \$100 top for the Ink Spots, down to \$50 for singles of equal or greater name value. All performers get a mimeographed contract called *Television Single Engagement Employment Agreement*, which calls for rehearsals of varying periods prior to the show. The contract also calls for publicity and advertising.

The performers are not unwilling to go on this show, they argue that in doing so they often kill their chances of getting a commercial video shot where the money is a lot better.

Booking and management agencies, in turn, tho they complain that such dates queer pending deals, claim that

performers are contacted direct and despite the instructions of the office, are afraid to turn down the requests.

The Vagabonds, currently at the Riviera, were approached by Sullivan reps who were referred to the Music Corporation of America (MCA) which handles them. Bill Miller, Riviera op, asked MCA to let the boys do the shot. The agency pointed out that the lads had a commercial to do for the Texaco program and also were slated to go on for *We, the People*. The latter was to pay them \$650. The Sullivan dough was alleged to be \$100.

A similar deal involved a name singer under contract to a film company. The singer refused, and Sullivan or one of his reps phoned the singer's film boss on the Coast and was told if the singer agreed it was okay with the studio. The same singer had just refused a \$750 video shot. The result is that Sullivan may be able to buy the singer for about \$75.

Both the American Federation of Radio Artists (AFRA) and American Guild of Variety Artists (AGVA) are incensed at the pressure tactics alleged to have been used. Both unions, however, are now in the midst of television negotiations in-

Follow-Up Reviews

COPACABANA, NEW YORK: Monica Lewis, who followed Lisa Kirk here, doesn't stand up too well. The room is noisy; it always is, here, until the comic comes on. But allowing a noisy room to be responsible for a dull singing job is a poor excuse. The gal started okay with *Lucky in Love* but after the first few bars, the whispers gained volume and from then on Miss Lewis was just in there filling time. The little ash-blonde canary can warble; she's proved it time and again in person and on her Decca disks. But one can't coast on a rep in this business. Every time a girl gets on she has to sell and phrase. On night (23) caught she did neither.

Somebody ought to take Jerry Lewis, of Martin and Lewis, aside and tell him that comedy which depends on vulgarities, obscenities, and mountain accents can be offensive as often as it can be funny. And any comic who takes such a 50-50 chance is plain crazy, particularly when he doesn't need it. Dean Martin and Jerry Lewis are up in the big dough now. Only a short time ago Lewis's single record act couldn't get \$250, and Martin's warbling was good for about \$750. They're getting \$2,500 at the Copa and \$4,500 at the Roxy where they're doubling. They got where they are on funny material, youthfulness and spontaneity. Obviously they want to stay on top and go even higher. They'll have enough headaches to cope with without borrowing any.

Bill Smith.

GLASS HAT, NEW YORK: The Mack Triplets who opened here Thursday (17) did one of the best jobs this reviewer has caught of them. Their act was well routinized with their songs, all in three-part harmony, getting top results all the way. The fact that they got almost inspired backing from the Eddy Stone ork didn't hurt either.

The gals, all fresh, youthful and well costumed, did equally well with ballads, rhythms and novelties. However, they stressed the novelties for their comic effect. Material was good, tho at times their overselling of it was a little too ripe. Mugging, for example, could stand toning down. On second show of their opening the three gals did five songs, and judging from the hands, could have done more.

volving the setting up of scales applicable to video, and admit that until they get this out of the way the policing of TV shows will have to wait.

Evelyn

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LOU COHAN, 203 N. Wabash, Chicago

Beachcomber, Miami Beach, Fla.

(Thursday, June 24)

Capacity, 550. Price policy, \$1 minimum after 10. Owner, Ned Schuyler. Manager, Jack Castleman. Maitre, Martini. Booking, Boots McKenna. Publicity, Les Simmonds.

For the first time since pre-war days a couple can spend an evening at the Beachcomber for six bucks plus tax and tip. Ned Schuyler, with hotel op Bill Liebow as summer partner, has pegged the cost-price spiral with an impressive hour-long show (low budget, undisclosed figure) and a dinner package, which includes a cocktail. The crowd was peak on opening night, and if this new policy works out its effect on Miami Beach nitery biz will be far reaching. Even during the dull summer tabs have been high the last few years.

Headliners in the fast-moving bill are Ruth Clayton and Guy Rennie. Miss Clayton did six or seven numbers, mostly hit tunes from Oklahoma. Rennie emceed and then took over 15 minutes at the tag end for his bit. His imitations of Chevalier, Richman and Jolson hit the bell. The last was heightened by a spotlight switch in the last chorus which suddenly revealed black light make-up a la the mammy singer.

Don Dennis throws his big voice around to good advantage, tho Come Back to Sorrento didn't seem to fit into the contour of the show, but the audience ate it up. The Wayne Marlin acrobatic trio merits a nod for its artistry. Too bad it drew the first spot in the long bill, which found it overshadowed by the rest of the cast. Little Serina Hall did a good straight terp and her vocals were easy to take.

Surprise hit was Rosanne, sock acrobatic hooper. The gal, who has talent up to her ears, won mitt after mitt as the customers forgot their dinners. Producer McKenna (this is his 10th show for Bill Liebow) deserves a hand for giving her a break. Her work is smooth, slick and saucy. Frank Linale's ork (7) handled backgrounds pleasantly and offered okay dance music.

James Lyons.

NIGHT CLUB REVIEWS

Starlight Roof, St. Louis

(Tuesday, June 29)

Capacity, 600. Price policy, \$1.50 cover. Shows at 8:30 and 11:30. Manager, Harold Koplak. Booking policy, non-exclusive. Publicity, Jeanne Dunaway. Estimated budget this show, \$5,800.

The opening of the Chase Hotel's Starlight Roof is always a gala event here, and this year's preem show is one of the best presented for a summer opener.

Barclay Allen, new ork leader, formerly with the Freddy Martin band, emsees the show in unassuming manner. He presents his own piano work and the stylings of his band in New Moon and Cumana. The lad revealed unusual artistry at the keyboard and gives promise of becoming one of the names in the future.

The dance team of Edwards and Diane opened with the theme song, Diane. Edwards talked the lyrics, while the girl did some graceful stepping. The team then did routines to Meditation from Thias, Darktown Strutters' Ball, Tico Tico and a Viennese waltz number. The couple also used an audience participation number asking patrons to keep time by tapping on their glasses.

Alan Simms, Vocal

Alan Simms, male vocalist with the Allen band, did a couple of numbers, followed by Delores Crane, gal singer of the Allen crew, who did Zing Went the Strings of My Heart, It Had To Be You and Blue Skies. The Crane girl is easy to look at and sings a nice song.

Headliner Frankie Laine closed the bill with his inimitable and personable song stylings that have made him one of the top singing attractions on the road today. He opened with By the River St. Marie, and kept punching right on thru the songs associated with the Laine style. He did That's My Desire, Black and Blue, Baby, That Ain't Right and others. The guy is a fine showman and a good song seller.

The Allen ork cut the show in nice fashion and offered exceptional dance music. Abie L. Morris.

Vine Gardens, Chicago

(Thursday, July 1)

Capacity, 200. Price policy, minimum weekends, \$2.50. Shows at 8:30, 11:30 and 1:30. Exclusive booker, Paul Marr. Publicity, Helen Weiss. Budget this show, \$2,500.

Joey Bishop has stretched his second visit locally into 16 weeks here and there's no telling when Jimmy Pappas will release him. The curly-haired funster fits beautifully into this smart nabe bistro, giving the clientele just what makes for return visits. While his material and routines are astonishingly new and clean all the way, it's his casual ad libbing with the diners that makes him a winner. On three different occasions Bishop worked on situations aroused by hecklers. Started strong with a dozen short, punchy warm-up gags, then did his impreshees of off-done personalities, but carrying his own particular trade-mark. Bishop works between acts and opens and closes the show in addition to his own solo stint, scoring at each try.

Mary Frances Kincaide, making her first jump from the top lounges into a standard nitery, fares extremely well, netting a pair of encores for her chirping done to her own 88-ing. Gal was ruffled at first, like Bishop, by a table of hecklers, but she cleverly quieted them. While she does very well with standards and pops, ranging from novelty to love ballads, it's her risque special material that puts her in the nitery class. Stuff like her Old Village Clock Struck One and Tall Gal With No Shortcomings carries sophistication enough to

Tic Toc, Montreal

(Sunday, June 20)

Capacity, 200. Price policy, \$2 minimum after 10 p.m. Operator, Jerry Taylor. Continuous entertainment. Booking policy, exclusive May Johnson Associates. Estimated budget this show, \$1,500.

Record business on the part of the Tic Toc since its reopening with a floor show points up one undisputed fact: The other top bistros in town (El Morocco, Normandie Roof, Samovar) will have to do some plenty fast thinking and super-selling to meet the new competition.

On the night the show was caught, Sunday, which is usually the deadeast of dead nights for local niteries, the Tic Toc had the rope up and the spot was populated by customers who usually can be seen ringsiding at the other spots. Since the Tic Toc before the war enjoyed the reputation of being the smartest cafe around and playing the biggest names, it is smart operation on the part of Jerry Taylor to try to bring in the better type of customer that used to frequent the spot. And, on the basis of evidence, it seems he's succeeding, even rehiring the same doorman who used to receive the carriage trade.

Appearance-wise, the leather-upholstered room flanked by mirrors is now about the prettiest in town and the service is impeccable, the food good. Add to this some sock entertainment and you have the reason why the ropes are up.

Benny Rubin

Benny Rubin is the headliner and May Johnson couldn't have picked a better entertainer to open the room. Despite his years in the business, he's fresh and there's hardly a line of his dialect stories or one of his ad libs that doesn't get a yock.

Warbler Monica Boyer, in appearance and personality, is a great salesman. Not everything she does gets sock reaction, but she does have a good sense of commerciability and gets off the floor to a warm mitt.

Helene Arthur, whose broad a's are as attractive as her appearance, emsee the show with true continental flavor and plays a variation of pop and longhair tunes on the 88 during the band's relief period.

Another entertainer comes on every hour on the hour, which makes for smooth operation. Nick Martin, who is a graduate of Buddy Clarke's band, cuts a fine show with his five-piece combo and mixes up the pop and Latin American tunes to bring plenty customers on the floor.

On Sunday nights, the club has inaugurated showcasing of four new acts as an added attraction, and the investment pays off in biz.

Charles J. Lazarus.

put it over even with the conservative crowd here. Her constant smile and by-play with onlookers enriches her stint.

Therese Rudolph is a good opener. Shapely terper can do a variety of dance steps to fill out the show. Started with toework, switched to straight dance brogans for a comedy ballet bit and a whirling ballerina closer.

Gray and Diane need plenty of rehearsal to subdue the awkward slapstick comedy which dominates their act. They need more subtle and original approach to hokey ballroom dancing, as their work now is just a mess of clumsy lifts and blunt shoves that need polishing. Showed they have inherent talent with a minute of straight dancing at the close that made up in part for their beginning.

Mel Cole's band is okay but the drummer should cut down his volume. Johnny Sippel.

Slapsy Maxie's Hollywood

(Wednesday, June 30)

Capacity, 550. Price policy, \$3-\$4 minimum. Shows at 9 and 12. Owners, Sy and Charles Devore. Booking policy, non-exclusive; publicity, Marie Dyches. Estimated budget this show, \$4,500. Estimated budget last show, \$4,000.

Except for eye-catching terp work of Paul Draper, current layout lacks the usual luster. Acts did okay for the most part, but there was an atmosphere of listlessness hanging over the show and made reaction so-so.

Draper, in the headline spot, was a solid winner. Working without orchestrations, he was backed by brilliant 88 work of John Colman and seemed none the worse for it. His dancing artistry sold itself, but it's the salesmanship and personality which put Draper across. He displayed talent for smart comedy and patter, delivered in good taste and with zest. He introed his numbers, explaining routines and otherwise making ringsiders feel they were part of the act. Routines ranged from 18th Century minuets in tap to modern jive numbers, each well timed and routined. Altho more recently identified with concert work, Draper proved conclusively that his work can sell equally well in sophisticated bistros.

Standout supporting act was the Mickey Katz Quintet, a group of zany musicians who murdered music. An ex-Spike Jones sideman-writer, Katz displayed solid comedy potential. Much of his material was along lines pioneered by Jones and Red Ingle, but Katz managed to toss enough originality into each number to give it a trademark. The new group still has a few kinks to iron out. This accomplished, the lads should become sock nitery fare.

Thrush Frances Wayne held down the vocal slot adequately. The lass has a strong, well-trained voice and knows how to sell, but numbers were poorly routined and torch-heavy. Particularly ill-chosen was the opening ditty, a dragged out, over-arranged version of No Greater Love.

Trixie, cute blond juggler, was fine in the opening slot. Bag of tricks was about par, and the cutie earned a big mitt.

Dick Stabile's ork cut for dancing and handled show chores in top form.

Alan Fischler.

Columbia Niteries Thrive

COLUMBIA, S. C., July 3.—Ops of four principal niteries here report biz good despite slight nationwide recession in the field. Mrs. Pearl Carroll, who recently reopened the old Lookout Club under a new name, Carroll's Skyline, has Al Raymond's Trio entertaining nightly except Sunday; capacity 250, minimum charge \$1. Biz is looking up at Arden Supper Club, managed by Mrs. W. L. Sandifer. Big play is on food, with Bolick's band Saturdays. Largest of the current crop, Henry's, with a capacity of 500, has Edwin Jackson's band nightly except Sunday.

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Magic

By Bill Sachs

THE GREAT FONTAINE and the Mysterious Mr. Wong (Harry Marrie) have combined forces to launch a two-hour show to tour the northwestern States this fall and winter under the direction of Ralph Seeman. Fontaine and Wong are present in Phoenix, Ariz., prepping their magic and equipment for an early bow. They plan to play two weeks of break-in dates in Arizona August, and around September 1 are skedded to begin on a trek that will take them thru New Mexico, Wyoming, Colorado, Nevada, Utah, Montana, Idaho, Oregon, Washington and California. Seeman is slated to leave Phoenix July 14 for a brief vacation at his home in Ravenna, O., before starting out on his advance duties. . . . Currently appearing in Venezuela are Carver the Magician, representing his *1,000 and 1 Nights* at Caracas's Coney Island, and Professor Bass, who is keeping busy at schools, clubs and private parties. . . . Berne Taylor, Hollywood magic manufacturer, was guest of honor at reception and dinner tendered recently by the Wand Wavers' Magic Club at the Chinese Oriental Gardens, Detroit. . . . Marquis the Magician writes from Lawrenceburg, Tenn., under date of June 28: "During the depression the Marquis show prospered; during the war, when all business was good, we did badly. Now that the lush war-boom days are over we are again gaining momentum and are knocking off solid box-office takes in this sector. At the 630-seat Dixie Theater at Lewisburg, Tenn., recently, we packed in 740 people at single performance. Buddy Throne, my former stage manager, is en route from San Francisco to rejoin the show."

TIM SHERMAN, Chi magic maker and trixster, reports that Edgar Bergen, after playing the month of June at the Tivoli Theater, Sweden, opened July 5 at the Paladium in London for two weeks, after which he returns to Sweden and from there to America. One of the highlights of Bergen's visit to Sweden was his attendance at a reception held in honor of King Gustav's 90th birthday. Bergen has taken a moving picture outfit with him and in recent weeks has been taking location shots in the most picturesque parts of Sweden, Sherman says. . . . Mandrake, now under the direction of Herschell Johnston, has been enjoying marked success in Michigan theaters in recent weeks. Theo Claffin, assistant to Mandrake, recently suffered the loss of his own truck in a highway collision. Some of Mandrake's equipment was messed up in the same crash. . . . Leeston the Magician is on tour with the Jack Hoxie Tent Show in Michigan. . . . Francill, veteran exponent of operating automobiles by remote control, is playing Ohio theaters with blindfold knife-throwing act and death-ray demonstration, assisted by Miss Josephine. . . . The June issue of *The Sphinx* carries a lengthy article by Tommy Windsor, called *Tent Show Trickery*, wherein Tommy relates of his experiences on various tent rep troupes of the past. . . . Chanda the Magician and Princess Zeella, mentalist, are set until late August on theater, park and celebration dates in the East. En route to Pennsylvania recently, Chanda and Zeella met up with Virgil the Magician and John Calvert in Virginia, and say they both have solid shows. . . . Rev. John Nichols Booth of Evanston, Ill., was entertained by members of the Hawaii Magicians' Society at a Chinese dinner at the Good Earth Restaurant in Honolulu June 17 upon his arrival there on the first leg of a round-the-world tour for his Unitarian Church that will take him about a year to complete.

AGVA Tackles Two Problems

(Continued from page 33)

get out of the joint until 6 a.m. When they complain, they are shown their contracts.

AGVA takes a serious view of these broad definitions of Rule B and is now preparing instructions to be sent to all reps to scrutinize all contracts. "Policy of the house" deals, says AGVA, will be out. A spot signing an MBA will have to specify the number of shows and the time. This specification will be posted in all dressing rooms in big type so actors will know what shows they are required to work and at what time. If ops require performers to work more shows, they will have to pay pro rata.

Unauthorized Submissions

The wholesale submission of acts by various agents is a more serious concern of AGVA and concerns the Artists Representatives' Association (ARA) and other agent orgs. According to AGVA rules, only agents holding exclusive contracts on performers may submit them for jobs. When acts are not under such a contract they can specify in writing the agent they want to represent them and decide on the length of time the agreement will be in force.

This, say actors, is constantly being violated by agents. Agent upon agent submits the same act, all at varying prices, with the result that the act doesn't get the job, or may find himself forced to take it for a lot less because he needs eating money.

The situation is particularly bad in Miami. An act which hits town is promptly submitted by every agent in town. Each agent offers to get the act for an op at a lower figure than another agent. The op frequently finds the varying prices too confusing and either tells the act to forget it or get him at a cut-rate figure. Condition has been aggravated by the lack of business in recent months, with resultant increase in competition among agents.

AGVA's solution is to ask members who suffer from such tactics to write the offending agents a registered letter warning them not to submit them. A copy of such letter is to be sent to AGVA. If an agent persists in such a practice, AGVA said it will start proceedings to revoke his license.

GAYETY, MONTREAL

(Continued from page 35)

flash. The Marcos, a man and a gal, are a well-costumed duo whose hand-balancing turn got across to good effect. The music dragged the act somewhat, but general salesmanship and good routines brought okay results.

Gardoni on Squeezebox

Accordionist Fredo Gardoni, one of the flock of other-side variety turns currently on this side, tied up the show with some socko playing of commercial numbers. That European showmanship hits the jackpot.

Myers and Walker, Negro variety act, mixed up some clowning, hoofing and a vibraphone rendition to bring a beg-off mitt.

Ann Bebee is an okay warbler whose chief drawback is that most of her stuff lacks bounce. The pipes are easy to listen to. Michele Sandry, French songstress, clicked mainly because all her stuff was in French, which is perfect for this house. A looker, she showed a clicko personality which should go over in other vauders or cafes with more English thrown in.

Ballroom terpers Lowell and Maielle registered for a warm palm with some nicely executed spins and tricks. The duo showed class and sold everything solidly.

Len Howard's ork does a fine job in the show cutting.

Charles J. Lazarus.

Burlesque

By UNO

JIMMY PINTO'S contract has been extended another seven weeks by Mickey Owens for the 19th Hole nitery, Manhattan, where Jack Shaw opened July 2. . . . Babe Fenton has left the Burbank, Los Angeles, to join the show at the Beretania, Honolulu, where she is doubling in specialties and in the line. Accompanying her were Leddy Chatterton and Rita Scott. Sharing feature billing in the show are Allan Dix and Jean Starr. Other performers are Nancy Breen, Baltimore; Mickey McGargle, Buffalo, and the team of Bobby Green and Helene Rose. . . . The Howard, Boston, closes for the summer July 10. Fred Stone, drummer in the Howard ork, and his wife, Billie Lee, are driving to the Coast to visit Bud and Betty Abbott and to celebrate a wedding anniversary August 3. . . . Montgomeryettes at the Globe summer stock, Atlantic City, include Betty Brozek, captain; Barbara and Bettmae Swanson, Elsie Guidos, Barbara Faye Foster, Ronnie Russell, Mary Di Marine, Rose Mary Kanya, Ann Boyle, Helen McPhail, Muriel Winn, Cecila McMillan, Lois Brown, Kitty Evans, Dottie Lewis, Irma Bowman, Vickie Reynolds, Irene Eadie, Rosalie Partyka, Peggy Sturms and Kitty Lynn.

MELODY DuPREE, booked by Eddie Kaplan, is in her 19th week at the Cliquot Club, Atlantic City, and is set to remain until September. . . . Marjel is the new feature at Club 26, Milwaukee. Co-starring is Margo, who will soon play Wisconsin resorts thru Nick Williams. . . . Eddie Lloyd and I. B. Hamp open at the Casino, Boston, July 12. . . . Joe Freyberg is hospitalized in Greeley, Pa. . . . Jack Howard is signed up for one of two of Mike Todd's shows to start rehearsing in August. . . . Slim and Bert Dale, who were the Marks Brothers vocal duo during the old Columbia Wheel days, have concluded a year's engagement at Club 66, Greenwich Village, Manhattan. . . . Edith Beck (Mrs. Bert Dale), former chorine with old-time burly wheel shows run by Al Reeves, Sim Williams, Ed Lee Wrothe and others, is recovering at home from a broken leg, sustained in a fall. . . . Hank Henry is co-featured with Anita Marie at the Lamplighter Club, Fall River, Mass. Also on the bill are Al Golden, Bobby Todd, Devoris Brothers and Argo and Young. . . . Ann Corio is headlined in *Sailor, Beware*, touring summer theaters. . . . Los Angeles has Monkey Kirkland, Kaye Drew and Roxie in Sidney Pink's new show at the Mayan; Charlie Crafts, Harry Arnie and Anita Hernandez at the El Rancho Club, and Nona Carver, Stanley Montfort and Lavada at the Burbank. . . . Sheila Ryan has closed at the Cat and Fiddle, Cincinnati, and opened in Baltimore thru Eddie Kaplan.

Gets His Mickey

MONTREAL, July 3.—Montreal-born pianist and entertainer Leslie R. Davidson, 29, was hanged in Toronto Tuesday (29) for the murder of his sweetheart, Margaret (Mickey) Meredith, last March 1. Davidson shot the girl as she worked in a Toronto restaurant. She died 10 days later. When police arrested him a few hours after the shooting in a West End club, Davidson was seated at the piano playing "Mickey, Pretty Mickey."

Holiday Inks Levy As Personal Mgr.

NEW YORK, July 3.—Billie Holiday's new personal manager is John Levy, operator of the Ebony Club, where she recently worked. The gal will continue to be booked by the Joe Glaser office.

Part of Levy's deal with Miss Holiday is that she comes back into his room, now shuttered for the summer, when he reopens September 3. Also, starting the opening date, the Ebony will have a disk jockey working out of the room, the air time and station has not been bought yet. Meanwhile, however, Nat Lorman, ex-Apollo Records, has been hired to do the platter chatter.

Mrs. Bunny Berigan To Op Philly's Surf Club Nitery

PHILADELPHIA, July 3.—Mrs. Bunny Berigan, widow of the late trumpet ace and maestro, is locating here for a fling at nitery operations. Joining with another fem, said to be the wife of a local piano player, Mrs. Berigan took over the dark Surf Club in the downtown district. The room was operated last year by Jack Taylor, nitery op from Wildwood, N. J., but given up as a bad guess after several months.

The room is being freshened up for an early reopening as the Club Campaign. According to the owner of the property, the new op plunked down a full year's rent in advance in order to get the keys to the spot.

Goldstein Buys Iceland, Pays 50G Plus the Debts

NEW YORK, July 3.—The Iceland Restaurant has become the sole property of Abe Goldstein, with Goldstein paying his partner, Stella Shaw, about 50G in cash and assuming obligations to bring the cost to him to about \$117,000. The deal was set June 15. The place was bought for 135G several years ago by the partners, so this deal brings its valuation up to \$234,000.

Goldstein plans no change in the price policy, but does expect to bring several radio shows and a tele program into the room. It now has a matinee radio seg, the Johnny Olson show. Goldstein has recently employed Oscar Schimmernan, the former general manager of the Riviera, to major domo for him.

BERRY LONG TO KOA

DENVER, July 3.—L. Berry Long Jr., last week was named sales manager of KOA, Denver, effective July 1. Long succeeds James R. McPherson, retired.

Long has been with KOA since 1937. His most recent post was account executive.





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OUT-OF-TOWN CRITICS' TAB

Gaffney Hub's No. 1; Philly: Sensenderfer

23 Shows Are Scored

(Continued from page 3)

it flops and his judgment is thereby vindicated, his accuracy average takes a boost. Obviously, no tryout which fails to reach Broadway is included in the tally, which eliminated consideration of such Boston items as *Paris Sings Again*, *Legend of Lou*, *The Stars Weep* and *My Romance*, and the Philly opening of *Bonanza Bound*.

23 Shows Included

Final Hub averages are based on critics' judgements of 23 productions. Of these Gaffney sat in on 19 and was wrong 4 times for his top score of 78.9. In Philly, the experts are rated on the basis of 19 preems. Topper, Sensenderfer, caught 17 of them with four errors chalked against him to ring up a percentage of 76.9. Gaffney's win is a complete reversal of form over his record last year when he batted a poor sixth in the 1946-'47 season. Sensenderfer finished second in the same season on the three man Philly line-up.

There have been other radical changes in Hub standings this year, altho Leslie Sloper, drama pooh-bah for *The Monitor*, again takes second slot with a total of 68.8 per cent. Sloper saw 16 shows and was wrong on five of them. *Herald's* Elinor Hughes and *Post's* Elliot Norton tied for third spot with averages of 65 per cent. Each caught 20 shows and erred seven times. A second tie finish for fourth place was made by Cyrus Durgin (*Globe*) and Helen Eager (*Traveler*). Eight errors out of a possible 21 were charged to each for a score of 61.9. *American's* fem expert, Peggy Doyle, slipped badly from last year's third slot to bring up the field with a 57.1 average, based on nine wrong guesses out of 21 tries.

Melvin Does Okay

Edwin Melvin, who shares the drama chores for *The Monitor* with Sloper, unfortunately saw only six productions over the past season and hence cannot be included in the tally. However, Melvin was wrong only once out of his six chances at bat and racked up a fine average of 83 per cent.

This appears to be a banner year for critical ties. In Philly, *News* pundit Jerry Gaghan and the *Inquirer's* Edwin Schloss contributed the season's third even finish for Quaker aggregation's second slot with averages of 72.2 per cent. Both caught 18 out of a possible 19 shows and were wrong on five of them.

Australia Backs Legit

MELBOURNE, July 3.—A new move in the scheme to establish a strong dramatic theater in Australia was made this week when an advisory panel was appointed by the Adult Council of Education. Premier Holloway said that the panel would advise the government on methods of financing a professional traveling theater for the encouragement of drama on a firm basis. This body will also seek the advice and assistance of the British Council in its preliminary planning.

Out-of-Town Critics' Accuracy Averages

(June 1, 1947, to April 30, 1948)

	Shows Caught	Right	Wrong	Accuracy Average
Boston				
Leo Gaffney (<i>Record</i>).....	19	15	4	78.9
Leslie Sloper (<i>Monitor</i>).....	16	11	5	68.8
Elinor Hughes (<i>Herald</i>).....	20	13	7	65
Elliot Norton (<i>Post</i>).....	20	13	7	65
Cyrus Durgin (<i>Globe</i>).....	21	13	8	61.9
Helen Eager (<i>Traveler</i>).....	21	13	8	61.9
Peggy Doyle (<i>American</i>).....	21	12	9	57.1
Philadelphia				
R. E. P. Sensenderfer (<i>Bulletin</i>).....	17	13	4	76.5
Jerry Gaghan (<i>News</i>).....	18	13	5	72.2
Edwin Schloss (<i>Inquirer</i>).....	18	13	5	72.2

Note: Not included in the tabulation are plays with fixed or limited runs of fewer than 100 performances. Also not included are plays which have preemed too recently on Broadway to be counted in success or failure columns.

Out-of-Town Opening

20TH CENTURY

(Opened Monday, June 28)

SHUBERT-LAFAYETTE THEATER, DETROIT

A comedy by Ben Hecht and Charles McArthur, based on a script by Charles Millholland. Produced by Robert Fryer, associated with Sandy Comora and J. Finlay. Staged by John Holden. Settings by Robert Davison. Company manager, Chandos Sweet.

Pullman Conductor.....	Maurice Yenn
Matthew Clark.....	Harry Southern
Max Jacobs.....	Don Irwin
Porter.....	General B. MacDuffee Jr.
Lily Garland.....	Halla Stoddard
Oscar Jaffee.....	Mischa Auer
Owen O'Malley.....	Allen Nourse
Oliver Webb.....	Howard Wendell
Dr. Johnson.....	Grace Hayle
George Smith.....	Michael Harvey
Grover Lockwood.....	Harry Worth
Anita Highland.....	Christine Ayres
Sadie.....	Hilda Bruce
Conductor.....	Joseph H. Lester
Secretary.....	George Lambrose
Plannegan.....	David Lebenbom
Second Beard.....	Branislaus Gimple
First Beard.....	Carl Dumas
Walter.....	John Banks
Reporter.....	Errol Fortin
Press Photographer.....	William Hawley

Passengers: Patricia Brown, Dorothy King, Rosalind Jeffreys and Errol Fortin. Red Caps: James Lawrence, Gilbert Maddox, Nimrod Carney and John Banks.

This production, aimed for a summer theater tour, has the almost foolproof Hecht-MacArthur script for insurance, with occasional new touches. The tale is of the efforts of a self-acknowledged Broadway producer-genius to win fame via a new contract from his ex-star and mistress, a sock Oscar-winning nitwit. Necessary complications are merely accessory to this harmless plot, which has a gorgeously hammy finale as each tries to grab the photographer's limelight, with the genius arriving at Grand Central on a stretcher which he discards.

Both Mischa Auer and Halla Stoddard overact deliberately to the point of sheer absurdity and fun, but some of la Stoddard's scenes, especially with her unconvincing present manager-lover, played by Michael Harvey, are a fairly accurate version of off-stage life. Nuances, niceties of characterization, good dialog have no part in this production, which is worked out in the broadest of strikes. The over-all is tremendously helped

Equity Rules Travel Time Pay for Thesps On Coast-to-Coast

NEW YORK, July 3.—Producers will have to pay actors for all their traveling time on coast-to-coast tours. Actors' Equity has revoked a rule allowing troupes journeying to and from the Coast to lose half a week's salary during the round trip which it had previously made as a concession to managers.

When the company went west of a line drawn from Winnipeg to Austin, Tex., on a round trip the producer could deduct half of a week's salary from each actor. However, as of August 16, 1948, the concession is cancelled.

by use of the three-room set used thruout.

The show has been brought up to date, partly by awkward topicalities—perhaps awkward in the handling because of last-minute changes as a reference to the Dewey nomination. Another was a far-fetched reference to "the good book—and I don't mean the Kinsey report," in questionable taste—as was some of the business about the Bible, such as its use as a pillow.

The assemblage of minor characters couldn't happen in a crazyhouse, but it makes the farce entertaining. Some were distinctly inadequate in their roles, but, all in all, it's a very acceptable piece of summer theater for pure entertainment, with the to-be-expected tightening up of loose spots. Allen Nourse as the press agent does a very convincing, strangely subdued role for the play, somehow matched by Howard Wendell as the dipsomaniac secretary.

Haviland Reves.

ROUTES Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.
 Carousel (International Cinema) Vancouver, B. C., Can.
 For Love or Money (Selwyn) Chicago.
 Harvey (National) Washington.
 High Button Shoes (Great Northern) Chicago.
 John Loves Mary (Harris) Chicago.
 Oklahoma (Russ Auditorium) San Diego, Calif.
 Oklahoma (Boston O. H.) Boston.
 Private Lives, with Tallulah Bankhead (Biltmore) Los Angeles.
 Sweethearts (Philharmonic Auditorium) Los Angeles.
 Winslow Boy (Geary) San Francisco.

Chartok Troupe To Try Again

NEW YORK, July 3.—The recently closed S. M. Chartok Gilbert and Sullivan troupe will reopen its national road tour late in August and spend the rest of the 1948-'49 season in the sticks. According to insiders, the troupe was having trouble getting theater dates thru the United Booking Office, which handles the D'Oyly Carte Company. The fall tour will be played in fraternal clubhouses, armories and pic houses.

In spite of a good press, Chartok took it on the nose during his engagements in Philadelphia, Baltimore and Atlantic City and had to close, even tho he wanted to play thru the summer. His theaters weren't air conditioned and biz was really bad. Included in the company are Morton Bowe, Ralph Riggs, Gean Greenwell and Kathleen Roche. The manager figures he can play 800 towns for between 1,600 and 2,000 performances.

Trenton Strawhat Robbed

TRENTON, N. J., July 3.—Last Saturday (26) the Contemporary Theater, local strawhat, was robbed of \$480 in certified checks, \$50 in cash and a flock of season subscription tickets. The barn theater is managed by Jack Barry and Dan McCullough. Barry is the moderator and originator of radio's *Juvenile Jury* and makes his stage debut here in *Skylark* the week of July 13.

BROADWAY SHOWLOG		
Performances Thru July 3, 1948		
Dramas		
	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	245
Born Yesterday (Lyceum)	2-4, '46	1,016
Command Decision (Fulton)	10-1, '47	317
Harvey (48th Street)	11-1, '44	1,550
Helens, The (Biltmore)	9-29, '47	321
Me and Molly (Belasco)	2-26, '48	148
Mister Roberts (Alvin)	2-18, '48	157
Play's the Thing, The (Booth)	4-28, '48	77
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	5-16, '48	127
Strange Bedfellows (Morosco)	1-14, '48	197
Musicals		
Allegro (Majestic)	10-10, '47	307
Angel in the Wings (Cort)	12-11, '47	235
Annie, Get Your Gun (Imperial)	5-16, '46	892
Ballet Ballads (Music Box)	5-18, '48	55
Brigadoon (Ziegfeld)	2-13, '47	548
Finian's Rainbow (46th Street Theater)	1-10, '47	637
High Button Shoes (Century)	10-9, '47	308
Inside U.S.A. (Century)	4-30, '48	75
Look, Ma, I'm Dancin' (Broadhurst)	1-29, '48	190
Make Mine Manhattan (Broadhurst)	1-15, '48	27
ICE SHOWS		
Howdy Mr. Ice (Center)	6-22, '48	14
CLOSED		
Jay to the World (Plymouth)	5-18, '48	124
Saturday (3)		

N. Y. Theaters, AE Mull Wages

NEW YORK, July 3.—Negotiations between Actors' Equity and the League of New York Theaters for a new pact have passed the preliminary stage, with the next meeting, Tuesday, scheduled to go into the union's wage demands. The most heartening sign about the dickering is that the producers seem to show a disposition to talk turkey without putting up a complete barrier to any contract changes.

However, there has been no acceptance or rejection of the demands already discussed, because the managers are waiting for the entire contract proposals before trying to work out a package deal. The new higher minimums, vacations for actors after a year's work and a six-day week rest of Chicago head the list of union proposals.

Meanwhile, Equity is getting itself ready just in case the negotiating should break down. It held a meeting with its deputies Friday (2), and formed them of the progress of the dickering. The same kind of meeting was held by Chorus Equity with its deputies. The idea is to get both unions set for fireworks if a breakdown should occur with the league.

Decision's Not Set On Sub for Dullzell

NEW YORK, July 3.—The scramble for the executive secretary's position and the leadership of Actors' Equity hasn't been settled, and the chances are it will be at least six months before the union will have a new leader. Meanwhile, carrying on Paul Dullzell's place are Angus Duncan and Alfred Elting. Duncan is the assistant executive secretary, and Elting was Dullzell's secretary for many years.

However, Dullzell still retains the unpaid position of union treasurer until June 1, 1949. He has also told the Equity Council that he will be available at all times for consultation. This means that no important decision affecting the union will likely be made without first getting his views. In effect, he has rid himself of the mass detail work that must be done by the executive secretary, but still will have his influence when major decisions must be made.

The council has also appointed a committee headed by Raymond Massey to find a successor to Dullzell. This committee won't even begin to act before August, and then will have a job on its hands. Equity pays Dullzell salaries that make it tough to find a first-class labor executive. Dullzell's claim that Dullzell was getting at least one-third less salary than the position should have commanded.

Qualities Needed

Also, the position calls for a man who is not only a labor leader but one who really knows legit, and such a man is hard to come by. It is a biz that from Equity's point of view can only be learned by years of work. Some in the trade feel that the injection of new blood may prove the hypothesis that Equity out of its lethargy and get organizing new fields.

The leading contender still is Angus Duncan, and if he can come up with a good contract in the current negotiations with the League of New York Theaters, it may prove just the shove needed to get him the job. Walter Greaza has also been mentioned. Greaza was brought in several years ago as Dullzell's successor but returned because he couldn't work at the salary he was getting.

Silo Circuit

Frances Starr returns to Ogunquit (Me.) Playhouse Monday (5) after a nine-season absence, to guest-star in *The Corn Is Green*. Rhys Williams will revive the role he created in the original Broadway version. Also in support are Harry Bannister, Oliver Thorndike, Daisy Atherton and Leora Dana.

Tom McDermott, recently of Barter Theater rep troupe, has the original William Gillette role in *Secret Service*, season opener at Putnam County (Mahopac, N. Y.) Playhouse Tuesday (6).

Gabriel Heatter's daughter-in-law, Gloria McGhee, has the lead in *Personal Appearance*, opening Tuesday (6) at the Lakeside (Lake Hopatcong, N. J.) Theater.

Katherine Bard, Sarah Burton and Richard Kendrick will support Dennis King's stint in *The Second Man* at Cape (Dennis, Mass.) Playhouse, Monday (5).

Helene Ambrose and Walter Greaza are featured for week beginning Tuesday (6) in *Arms and the Man* at the Cragmoor (N. Y.) Theater.

Bar Harbor (Me.) Playhouse opens its season Monday (5) with tryout of a newie by Maurice Dolbier, *Word to the Wise*. Alexis Luce and Theodore Leavitt head the cast.

Eve Arden guest-stars at La Jolla (Calif.) Playhouse Tuesday (6) in *Road to Rome*. Norman Lloyd has directed, and the cast includes Wendell Corey, Beulah Bondi and Kenneth Tobey.

Starlight (Dallas, Tex.) Operetta preems first silo production of *One Touch of Venus* for week of Monday (5). Kenny Baker, who won a Donaldson Award for his supporting performance in the original production back in 1944, again plays the hero. Vivian Blaine plays the Venus created by Mary Martin.

Hazel Dawn and daughter, Hazel Dawn Jr., are featured in *Years Ago* at Cape (Cape May, N. J.) Theater Monday (5).

Years Ago also gets a play Monday (5) at Mountain Park (Holyoke, Mass.) Casino. Joseph Foley, Helen Harrelso and Jean Guild are featured.

Wareham (Mass.) Summer Theater opens Monday (5) with Freddie Bartholomew starred in *Berkeley Square*.

Papermill (Milburn, N. J.) Playhouse goes into final two-week run of *Vagabond King* Monday (5). Arthur Maxwell, Rose Inghram, Clarence Nordstrom, Elizabeth Houston and Albert Carroll are featured.

Canada and Europe Plan Artist Swaps

MONTREAL, July 3.—A scheme which would send Canadian artists to Europe, in reciprocity for European artists performing here, is being worked out by Canadian Concerts & Artists (CC&A), longhair booking agency.

The topper of the agency, whose New York office is American-Canadian Artists, is Nicholas Koudriatzeff, who some time ago returned from Europe with the idea. His purpose for the overseas jaunt was to secure talent for the Canadian and U. S. markets, but while there he discussed the reciprocity idea with talent biggies. The scheme would involve what amounts to a trade agreement with European talent brokers, in which CC&A would sponsor overseas talent

FWA Ponders Belasco Bids

WASHINGTON, July 3.—Federal Works Agency (FWA) lawyers are puzzling over the bids of American National Theater and Academy (ANTA) and Joseph H. Curtis for lease of the Belasco Theater, with indications that it will be a week before it is decided which, if either, will get the lease. Bids were opened by FWA Thursday (1).

Curtis, son of Columbia Pictures' Harry Cohn, offered \$250,000 for a 10-year lease, while ANTA's bid was only \$120,000. However, both offers, made in bids unsealed this week, contain what FWA officials called "gimmicks" which make determination difficult.

Estimating that it would take up to \$400,000 to renovate the old building, ANTA wants to pay off Uncle Sam out of 50 per cent of the net after the repairs are paid for. ANTA figured it would take some three and one-half years to pay for renovations out of an estimated net of \$100,000 a year. Part of the expenses would be for installation of a heating plant.

Curtis said he would dicker with Uncle Sam for service from the central heating plant and so avoid putting in a new furnace. However, he wanted to pay the government only \$100 monthly until renovations have been completed. He also put in a condition that he would be reimbursed for unamortized expenses if the government should cancel the lease at the end of five years, as it has the right to do.

Altho ANTA stated that it would operate the Belasco as a legitimate playhouse, Curtis mentioned only it would be "operated as a theater," which could mean films.

The possibility that the government will take back the theater for a treasury annex at the end of a five-year period evidently scared out other prospective bidders, including the Washington Art Center Association, which had indicated interest.

here in return for which Canadian talent would get a chance to show their stuff overseas.

The plan is still in the formative stage, but Koudriatzeff claims his contracts in Europe would ensure steady work for Canadians.

If the idea clicks, it will be extended to South America. These details of the plan are definite: Any artist going over to Europe under the plan would have to be managed by CC&A. In other words, everybody would have to join the stable. While in Europe the agency would be completely responsible for hotel accommodations, working conditions, etc. The term of management contract would be for the duration of the tour.

Canada has in recent months been flooded with performers, mostly from France, who have decided to show their wares in Canada before trying to sell their stuff to tougher New York audiences. Since the longhair and semi-longhair market is limited, many of the performers who got top coin at home are forced to work in small cafes and theaters for a fraction of their regular salaries.

Off-Broadway

THE INFERNAL MACHINE

(Opened June 15)

PROVINCETOWN PLAYHOUSE

A play by Jean Cocteau. English translation by Carl Wildman. Directed by Alexis Solomos. Scenery and lighting by Steve Brodie, Charles Hyman, Bill Sherman. Costumes by Maurice Beaton. Stage manager, Michael Michelas. Press, Merle Debuskey. Presented by Interplayers.

The Statue.....Henry Colman
The Young Soldier.....Michael Michelas
The Soldier.....John Denney
The Chief, Their Captain.....
.....Harold Vincent Guardino
Jocasta, the Queen, Widow of Laius.....
.....Trescott Ripley
Tiresias, a Soothsayer, Nearly Blind.....
.....Fred Porcelli
The Phantom of Laius, the Dead King.....
.....Eddie Frost
The Sphinx.....Nancy Jane Stiber
Anubis, Egyptian God of the Dead, Oliver Reed
The Theban Matron.....Anna Berger
A Little Boy.....Carol Binder
Oedipus, Son of Laius.....Louis Criss
Jocasta's Women, Sylvia Baraz, Janet Shannon
The Messenger From Corinth, Joseph Krauskopf
Creon, Brother of Jocasta.....Gene Dow
The Old Shepherd of Laius.....Joe Stacey
Antigone, Daughter of Oedipus, Kari Homestead

People learn to swim before venturing into deep water, but many acting groups blithely tackle the toughest kinds of plays with the most limited of resources. Thus it comes about that the Interplayers are doing Jean Cocteau's *Infernal Machine*. Obviously, they are doing neither themselves nor the play any service.

Machine makes production and acting demands that can only be satisfied by money and great talent. The group has little money, and whatever its talent, it is far from the point where it can carry such a play.

Machine is a Gallic satiric work-over of the Oedipus theme. Oedipus here is a brash young man who reminds one more of the quarterback on the local high school eleven than a man of classic stature. His Jocasta is a frustrated weary woman. His victory over a god is revealed as hollow, because it is handed to him on a platter.

Attempt To Act

The playing frequently reminds this reporter of little boys and girls trying to be actors and actresses.

Louis Criss takes it upon himself to portray Oedipus but only manages a performance in the self-blinding finale. Criss evidently is thrilled by the sound of his own voice, but the sound and fury doesn't hold over into his acting. Nancy Jane Stiber is nice to look at but her portrait of a goddess demands a slower pace and a lower voice register. Oliver Reed's Anubis, the Egyptian god of the dead, is supposed to be threatening but is far from convincing.

On the credit side, Trescott Ripley gives a fine interpretation of Jocasta and should be a natural for many roles uptown. Anna Berger, Harold Vincent Guardino, John Denney, Kari Homestead, Gene Dow and Fred Porcelli help bolster many production deficiencies.

Alexis Solomos's direction is still strictly out of the book. The script gives him many chances to show imagination which he doesn't capitalize on.

The Interplayers should keep one eye on the ground when star-gazing.
Leon Morse.

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Memories of Rep Trouping In Indian Territory Days

By Will H. Locke

MY LITTLE STORIES on this page bring me many letters that are a pleasure to me. They come from old friends—some I hadn't heard of for years—and from people I never knew. Of the many repertoire companies touring the Midwest in bygone years, I try to mention some I knew intimately and some I knew only in passing. We often met on the road for brief moments, like ships that pass in the night—never to meet again, for such is the saga of transient trouper life.

The Fulton Bros.' Stock was headed by Jess Fulton and his wife, Enid Mae Jackson. Henry was business manager and Putt acted and painted scenery. Enid was a beautiful young woman and a clever actress. During those days we met nearly every season and always had a great visit.

I recall an amusing incident that happened in a Kansas town. We finished our week's engagement Saturday night and the Fultons were to open the next Monday night for a week. They arrived Sunday just before dinner. The hotels in those days had a custom of segregating guests. In the dining room the "traveling man's" table always was marked by a tall glass stand with oranges on it. The tables for actors and ordinary guests were not given that inviting insignia of distinction.

For Appearance Only

When dinner was called, the troupers entered the dining room. Jess, Enid and one or two others happened to sit down at the traveling man's table. While being waited on, Enid reached over and took an orange. The landlady, who happened to be standing by, quickly snatched the orange from Enid's hand, replaced it on the glass stand then took it away out of

reach. When the grossly insolent action registered on Jess's comprehension, he jumped up and said, "Come on, folks, we're getting out of here." Hurriedly scrambling for their luggage, they left and came to the hotel where we were staying. We had a good laugh.

The last time we met was at Kansas City, Kan., where the Fultons were playing an indefinite stock engagement. We had a fine visit and a banquet on the stage. On the table was a conspicuous tall glass stand with some oranges on it, and Enid had to stand for a lot of kidding. A few years later Jess's health failed and he passed on. I don't know what became of Henry but I heard that Putt was with a scenic studio in Hollywood. The last I heard of Enid, she was leading woman with the Knickerbocker Stock in Philadelphia. The Fultons were a prominent family in their home town, Beatrice, Neb., and their father was an eminent physician.

There also was the Reeves Players, headed by Clifford and Dorothy Lowe Reeves. They were clever, likeable troupers noted for clean, well-produced plays. They had many friends. Clifford and Dorothy are dead, but they live in the memory of friends.

There used to be a good rep show known as the Pond-Berlin Company, with Frank Pond and Lulu Berlin, two clever young players whose pleasing personalities won them many friends. The last time I met them was at Auburn, Neb., during the early 1900's. I trust they are still among those present and being well taken care of.

Curtiss an Old-Timer

Many old-timers will remember the Curtiss Comedy Company, with Spence M. Curtiss. I joined the show in Texas and remained for nearly two years, sticking to it thru thick and thin—thick occasionally and often very thin! During that period actors came and went, for the show, like many others, seemed to get into bad territory and had a hard struggle for sustenance, causing that important feature, salaries, to be habitually bashful. Curtiss was a sterling actor and director, and an amiable fellow. I knew him well. We were roommates and pressed our pants under

Rep Ripples

THE FAWCETTES, Adrian and Charles, have bought the pic outfit of Barney Nelligan and will ship it from Boston to Central Maine to open the season. . . . W. J. Snow, who has a film show in the Bennington, Vt., area will soon move into the resort section of Northern New York. . . . Carol Players will play fairs and celebrations with a Plantation Show, after which they will go to Tallahassee, Fla., to ready for the winter. They are operating around Biloxi, Miss. . . . Creter's Pic and Vaude Show reports good returns around Logan, Utah. . . . Cinfell and Dunn have been showing religious pix the past six months in Essex County, Massachusetts.

the mattress or under the marble top of washstands or dressers. Adversity brings fellows like we were closely together.

Our leading lady, Freddy Slemmons, was a lovely Southern girl, refined, educated and talented. She was equally at home in a romping sourette or an emotional lead. I can't recall the names of the actors who were with us, off-and-on-again-gone-again, but we managed to always have enough of a cast to play *Kathleen Mavourneen*, *East Lynne* or *Over the Hills to the Poor House*, a most prophetic title for the show.

Destiny steered us from Texas into Indian Territory, now Oklahoma. Shawnee was a new town of 1,800 population. It had no hall or opera house. People lived in tents and all kinds of make-shift abodes. Curtiss was a resourceful promoter and secured an empty store room. We built a stage with borrowed lumber and laid the boards across old Choctaw beer kegs. Seats for the audience were fashioned likewise. A few yards of cheap calico made a front curtain to slide, "school house style," on wire. Some borrowed screens made scenery and borrowed lamps made light. We played to a big week's business.

Against the back end of the building was a flimsy lean-to in which lived a family with a flock of kids. One night during the performance we heard an unusual commotion back there, some groans of agony, then several whacks that sounded like a kid getting spanked. Then came a feeble, wailing cry. Later, we learned that the stork had brought a boy to join our neighbor's family.

Change in 16 Years

Sixteen years later I played Shawnee again. I was with a one-nighter booked over the Klaw-Erlanger time and we played in a beautiful \$60,000 theater. It had grown to a nice little city. People who had owned seemingly worthless land went to bed at night poor and awoke in the morning rich. Such is the magic of oil.

Spence Curtiss finally drifted out to the West Coast and was with that excellent organization, the Hart Stock, permanently located for years at Anaheim, Calif., where he was stricken ill and answered the final curtain call "in harness."

Freddy Slemmons married my old friend, Charles (Buddy) Ruble, of the Ruble-Kreyer Dramatic Company which featured Jack C. Taylor, beloved Texas actor. She wrote *The Sweetest Girl in Dixie* and with Harry Minter playing the lead, she and Buddy made a successful tour with the piece. I recently received a letter from her. She is the Fredericka Slemmons playing a character part in the big New York production of *Show Boat*. In my book of memoirs I have set down many reminiscent incidents of my long engagement with the Curtiss Comedy Company.

One of the finest repertoire organizations that ever went out of Chicago during the old days was the Eunice Goodrich Company, headed by Miss

Tom Letters Rec a Marilyn Miller's E

CINCINNATI, July 3.—"I feel nostalgic tug while reading about long-deserved praise bestowed upon Tommers by Harry Birdoff, author of *The World's Greatest Hit*, at the recent Hall of Fame meeting at New York University," writes Saul Hibler of Brooklyn.

"James N. Harcourt, too, in identifying the Tom show companies which the movie stars had originally appeared, certainly hit the nail on the head in each instance. However, overlooked Marilyn Miller.

"I recall her as Little Eva. Her parents played under a tent in Indiana with a troupe known as the Excelsior Uncle Tom Company. Her father had left vaudeville to enter Uncle Tom and tide the family over the slow season. At Rushville, Ill., treasurer absconded with the funds. They set bloodhounds of the show after him and trailed him to Crawfordville, but he fed the dogs and started a new Tom troupe with them, so the Millers went back to vaudeville."

Grant Sportservice Rep

TERRE HAUTE, Ind., July 3.—Grant, who spent the winter in Tucson, Ariz., for Sportservice, is now on the road for that firm as supervisor of concessions in drive-in theaters. Grant is well known in the tent repertoire biz, having for years traveled the field for various prize-camper firms. He is accompanied on his present road jaunt by Mrs. Grant. They visited their daughter, Rose (Baby Dumplin') Mack, feature of *Follies of 1948* on the Johnny J. Jones Exposition, during that org's recent engagement at Erie, Pa.

Burlington Drive-In Bows

BURLINGTON, Vt., July 3.—Sunset Drive-In Auto Theater Corporation, Burlington, has opened a drive-in theater here. Running the project are George Brown, Burlington; John Gardner, Schenectady, N. Y., and Claude Watkins, Watervliet, N. Y.

Goodrich. The personnel include some of the real actor folk of the time. There were Al Fremont (a *Convict 99* fame), David Rivers, Jack Rull, DeWitt Clinton, Edith Mason, Paul and Blossom Boardman, Bertha Rohn (pianist) and others. My old pal, John (Jack) Ellis, joined the show at the Park Theater, Oakland, Calif., and remained with it for four years on an extended tour of the Midwest and Pacific Coast.

Yes, those were the days when actors and actresses learned their trade in the college of hard knocks and experience—when amateurs were not glorified and made stars over night.

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THE FINAL CURTAIN

BELL—Charles H. (Red), 69, veteran trouper and ride operator, in Theresa's Hospital, Waukegan, Ill., June 29 of a heart ailment. At the time of death he was operating the Mayland Penny Arcade on the Turner Bros.' Shows. Survived by his widow, Martha; son, Billy, with the American Beauty Shows, and a daughter, Mrs. Jack Vinson, with the W. G. Wade Unit Shows. Burial in Showmen's Rest, Memorial Park, St. Louis, July 2. (For details see Carnival Department.)

BERETTA—J. K., 86, Texas banker and former part-owner of Stations WAB, Laredo, Tex., and KAIR (M), June 21 in San Antonio.

BONIA—Helen, wife of Edward Bonia, general sales manager of Index Radio & Television, June 27 in Gloucester, Mass. Besides her husband, two daughters survive. Burial in the family plot in Gloucester.

BOTSFORD — Mack, well-known

pitchman, recently. Survived by his widow, Florence. Burial in St. Louis June 24.

BRUSH—Louis H., 76, Ohio publisher, June 23 in Philadelphia. Besides heading numerous newspapers, he also operated stations WHBC, Canton, O., and WPAY, Portsmouth, O., and was head of the Ohio Broadcasting Company.

CHAPMAN—Allen, 47, musician, June 24 in San Antonio. He had played with bands in San Antonio vicinity for 29 years and was recently a pianist with Pat Miller's band in Helotes, Tex.

COOK—Grover C., 63, Allegan, Mich., business man and civic leader and member of the Allegan County Fair Association and the Jean Allen Tent (CFA), June 29 at his home in that city. Survivors include a daughter, Mrs. S. C. Snow, and his mother, Mrs. Agnes Cook. Burial in Oakwood Cemetery, Allegan, July 2.

FOLDES—Mrs. Susan, 26, Cincinnati Zoo Opera ballet dancer, June 25 in Cincinnati when struck by a truck. Mrs. Foldes was soloist in the State Opera in Hungary before coming to Cincinnati. Survived by her husband, Dr. Paul Foldes, Hungarian physician, now in Cuba; her mother, Mrs. Bertha Newman, Cincinnati, and two sisters, Lisa Timar, Cincinnati, and Mrs. Eva Arato, Los Angeles. Services in Cincinnati June 28.

HILL—Roy V., 50, circus clown and blackface comedian, in St. Louis recently. Survived by two sons, William and Robert; a brother, Paul, and a sister, Mrs. Lora Garrison. Burial in Oakland City, Ind.

HOPKINS—Charles H., 49, semi-professional magician and past president of the Society of American Magicians and a member of the International Brotherhood of Magicians, June 22 at Pennsylvania Hospital, Philadelphia. Hopkins was also president of a printing firm in Philadelphia bearing his name. Survived by his widow, Emma; a son, Howard, both of Philadelphia, and a brother, Benjamin, of Indianapolis. Burial in Roosevelt Cemetery, Philadelphia.

MacLEAN—R. D., 89, former stage actor, in Hollywood June 27 after a long illness. His stage career began in 1886 and he attained wide fame as a Shakespearean actor. He was leading man for Helena Modjeska and appeared with William Faversham, Mrs. Leslie Carter and others. He went to Hollywood in 1920 and four years later portrayed the role of Father Junipero Serra in the San Gabriel Mission Play, a role he portrayed every year for the next 13. He was granted a Doctor of Literature degree from the University of Southern California a few years ago for his work with student drama groups and his portrayal of Shakespearean characters. Burial in Hollywood June 30.

MARUCA—Joseph, 51, musician, June 23 in Norwalk, Conn. He began his career in 1908, and played in the Garibaldi Band and the American Band. In 1915 he began playing at the Stamford Theater, Stamford, Conn., which led him to New York theater work, playing in musical comedies and vaude theaters. Maruca's first chore as a musical director was in 1931, with the show, *The Crooner*, followed in 1933 with the *Jollities of '33*. Other shows in which he worked as musical director were *The Derelict*, *Manhattan Varieties*, *Nina Roas*, *Saluta* and *George White's Scandals*. Maruca also at one time played with the Paul Whiteman orchestra and later organized his own Riviera Band which played many of the New York spots including the Park Central Hotel. At the time of his death he was operating a musical instrument repair shop on Broadway. His parents, three brothers and three sisters survive.

NOLAN—Jess, 67, former brigade manager for the John Robinson Circus and former car manager on the Hagenbeck-Wallace Circus, June 27 at his home in Springfield, O. At the time of death he was employed by the General Outdoor Advertising Company, Dayton, O. Surviving is his widow. Burial in Washington C. H., O.

O'KEEFE—Larry, 56, carnival concessionaire, in a Chicago hospital June 17. Burial June 19 in Show-

Sam Bryant

Sam Bryant, 92, founder of Bryant's Showboat and a river showman for 40 years, died June 30 in Holzer Memorial Hospital, Point Pleasant, W. Va., of complications resulting from pneumonia after a long illness.

Deceased came to this country from England in 1844, and with his wife, Violet; daughter, Florence, and son, Capt. Billy Bryant, also a showboat operator, toured in vaude for a number of years as the Four Bryants. Later they purchased and operated a touring showboat until several years ago.

Surprised by his widow, son and daughter, all of whom reside in Point Pleasant. Burial services were held there July 2.

men's Rest, Woodlawn Cemetery, Chicago.

OPIE—Everett G., 44, radio producer, June 25 in Chicago. He was chief of radio transcriptions for the Treasury Department during World War II. His widow and son survive.

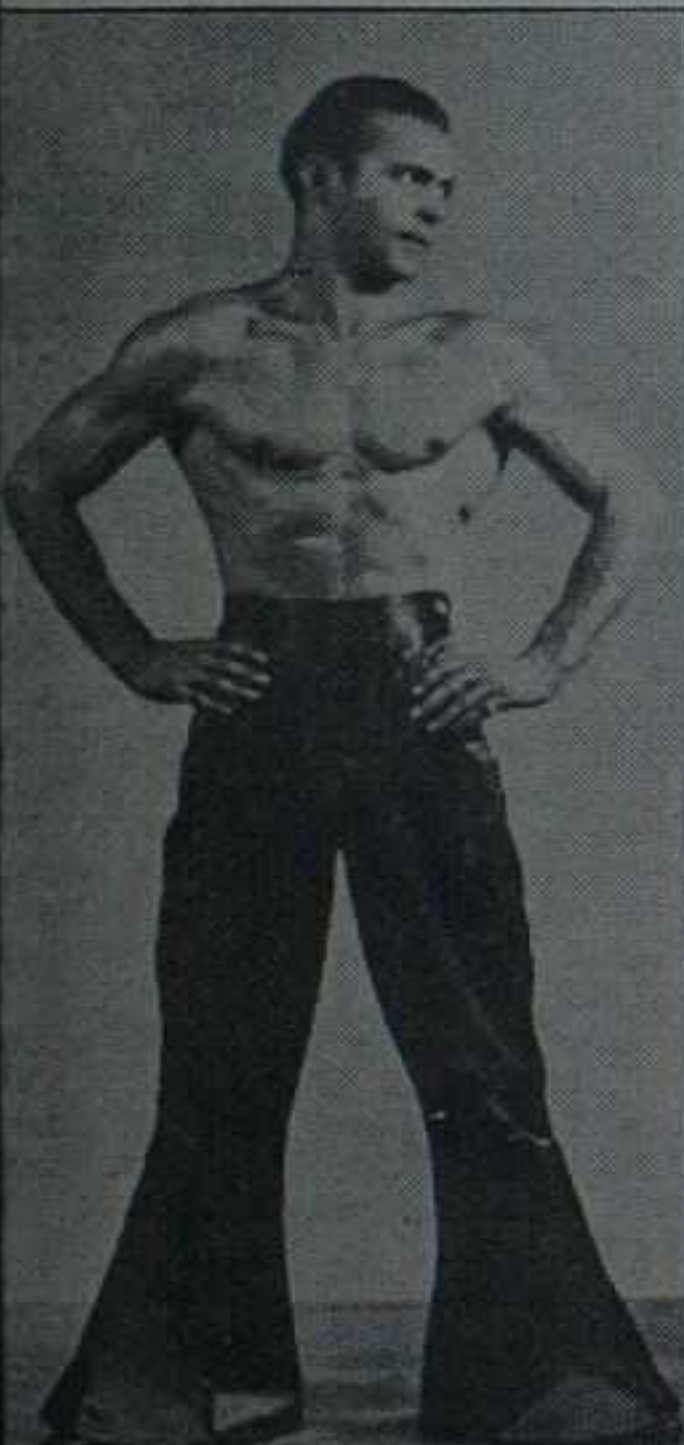
PETTENGILL—Mrs. Samuel, 59, wife of newspaper columnist and American Broadcasting Company commentator Samuel B. Pettengill, June 28 in Tarrytown, N. Y.

RICH—Mrs. Bessie, mother of band leader Buddy Rich, June 27 in Brooklyn.

RICHMOND — Warner, 62, stage and screen actor, in Hollywood June 19. At the time of death he was residing at the Motion Picture Country home. Survived by his widow and son. Services in Hollywood June 22.

SEEL — Leonard, 54, orchestra leader, June 28 in an auto accident at Gladstone, Mich. He was one of the first musicians to appear regularly over WWJ in Detroit over 25 years ago, and had directed numerous hotel bands in the Detroit area. He was heading his own combo at the time of death. Survived by his (See FINAL CURTAIN on page 75)

THE GREAT GREGORESKO



THE GREAT
GREGORESKO
JULY 6, 1947
WE MISS OUR PAL JOE
THE
AERIAL SNYDERS

FREEDMAN—Morris, 54, billed as Little Sampson, the World's Strongest Little Man, who played theater, club and fair dates, June 24 in Chicago hospital after a long illness. Surviving are his widow, three sons and a daughter. Burial June 28 in Chicago.

FREIBURGER—Mrs. J. J., mother of E. M. Freiburger, Dewey, Okla., theater owner and former band leader with the Cole Bros. and Great Patterson circuses, June 24 in Memorial Hospital, Bartlesville, Okla. Burial in Bartlesville.

WILLIAM C. FLEMING

William Carleton Fleming, 70, prominent carnival general agent, died of a coronary thrombosis in his Buffalo home June 26.

Born in Peterboro, Ont., Fleming came to this country when 13. He first took an active interest in show business when he was employed at the Pan-American Exposition at the beginning of the century.

After several years as a Side Show operator-manager, Fleming turned to general agenting, and it was in this capacity that he has been identified in the field thruout most of his career. The past nine years he has been associated with the James E. Strates Shows.

He first served Col. William F. Cody as general agent for Cody's famed Wild West Show. He then entered the carnival field to serve Capt. John M. Sheesley in a similar capacity for six years; the T. A. Wolfe Superior Shows, two years; the Johnny J. Jones Exposition, five years, and the John W. Kline Shows, two years. At one time he was also associated with the Polack Poster Printing Company, Buffalo.

Fleming was well known in the numismatic field as a collector and dealer in rare coins, and he turned what had started as a hobby into a profitable business by exhibiting his personal collection, numbering nearly 20,000 coins, under bank auspices.

Survived by an adopted daughter, Mrs. Margaret Albright; a sister, Mrs. Alec Beattie; a brother, George, and two nephews, William C. and George.

Masonic funeral services were held June 30 in Buffalo, with burial in Elmlawn Cemetery, Tonawanda, N. Y.

THE GREAT GREGORESKO



Booked for Eternity
With Our Great Maker
July 6, 1947
He Has Taken Over
Where We Left Off

Mr. and Mrs.
CHARLES ZEMATER
and SONS
(Muti and Pop)

JULY 6, 1947

I miss you, Joe, so very much;

Miss your smile, your gentle touch.

Until we meet I'll carry on

And do the things you wanted done.

KAYLETTA
(Mrs. Gregoresko)

Communications to 155 No. Clark St., Chicago 1, Ill.

WAGNER SCORES IN TOLEDO

Weather Good For Opening

Cavalcade decides to extend engagement three days — show bows to 3,500 paid

TOLEDO, July 3.—Up to tonight, Al Wagner and his Cavalcade of Amusements personnel were rubbing their hands in glee because this city, formerly the home town of Owner Wagner, was coming thru in fine shape and business was better than brisk.

Opening here Wednesday night, June 30, shows garnered 3,500 paid admissions and spending was good. Org has been lucky on the weather here and, if it holds out over the holiday week-end, this may be the stand that will be talked about all season. Owner Al Wagner announced he was extending the run here thru Saturday night (10), instead of closing Wednesday night (7) as planned.

Fast Run

Move here from Joliet, Ill., unlike the run from Chicago to Joliet, was extra fast and shows were unloading at 3 a.m. Tuesday after leaving Joliet Monday noon. A heavy rain the night before the arrival here gave the work crew plenty of extra work in getting the lot ready for the opening. Loads of cinders and shavings were used and it was in good shape by show time.

J. Raymond Morris, org's billposter, did a great job and had the town heavily billed. The new Mitzi paper, carrying, in large type, "Mitzi is coming," caused plenty of talk. Mitzi, star of the Girl Show, on which Wagner reports he spent \$15,000 for the front, scenery, costumes and lighting, is a Toledo girl. Her father, the late Mickey McGarry, ran a dancing school here for years. The Cavalcade press staff made the most of it.

Bill Naylor, veteran press agent of the Cavalcade of Amusements, scored heavily in the two papers here, *The Blade* and *Times*. Wagner helped the situation by playing host to his many friends and relatives in Toledo. Mitch Woodburn, *Blade* columnist, gave both Wagner and his shows daily mention up to today.

Visitors here included Joe Guitteau. (See Toledo Big for Wagner, page 61)

Beatty Wins 'Battle'

JAMESTOWN, N. D., July 3.—This town of 8,790 (1940 census) persons received a double portion of circuses here within a space of three days.

Bailey Bros. played here June 25. Three days later in came the Clyde Beatty Show.

In the "battle," Beatty came out on top, getting two full houses in comparison to two light houses for Bailey. Beatty had the weather on his side, Monday, June 28, being clear and fairly warm. Bailey, Friday, June 25, bucked a drizzling rain in the afternoon and threatening weather at night.

Jimmy Wilburn in Oskaloosa Crash; Condition Critical

OSKALOOSA, Ia., July 3.—Jimmy Wilburn, veteran auto racing pilot, is in critical condition in a hospital here, suffering from injuries received during the races at the local track Thursday night (1).

Wilburn received a fractured skull and crushed chest when, while trying to pass Emory Collins, his auto skidded off the track and overturned four times. The accident took place on the first lap of the first race.

Declare London Fete Lost 800G; Joe Louis Awaits Pay

LONDON, July 3.—Promoters of the Health and Holiday Exhibition, which had a five-week run here in February and March, today declared the latest check-up reveals the event lost between \$600,000 and \$800,000.

The figures were presented by J. L. Freedman, attorney for the promoters, along with a declaration the promoters would be unable to pay Joe Louis until the end of this month the \$80,000 which the world's heavy-weight boxing champion claims is due him for his three daily appearances at Earls Court.

Close-Ups:

Outdoor Shows? Tommy Thomas Has Handled 'Em All in 30 Years

By Hank Hurley

(This is another of a series on little-known facts about people prominent in outdoor show business.)

THIRTY YEARS in any business is a long time. But it has slipped by quickly for J. C. (Tommy) Thomas, genial traffic manager for Ringling Bros. and Barnum & Bailey Circus, and today finds Tommy still in possession of a pleasing personality, a keen sense of humor and the ability to tackle any and all jobs in show business with the zip and zeal of a guy just breaking in.



TOMMY THOMAS

"I took a job in the Martin Hotel in Sioux City, Ia.," Tommy recalls, "after having worked as a clerk in hotels in Lima and Dover, O. On July 1, 1917, the Barnum & Bailey Circus came to town. At that time the show's feature performer was Bird Millman, America's foremost wire walker. Well, we were introduced and were married in Detroit August 26 of that same year."

Tommy went back to his job as a hotel clerk in Sioux City and his (See OUTDOOR SHOWS on page 46)



RALPH CLAWSON

Near-Capacity for Bailey at Aberdeen

ABERDEEN, S. D., July 3.—Good weather and near-capacity biz greeted Bailey Bros. here June 30.

Only a scant crowd braved threatening weather which turned into a drizzle during the org's stand in Jamestown, N. D. The weather, this time too cool, also hurt biz at New Rockford, N. D.

Brydon Ink One-Year Pact With Clawson

Big Building Program Set

CHICAGO, July 3.—Ray Ma Brydon, who has been in the ne much of late with his branching at amusement parks and fairs, sta today that he had signed Ralph Clawson, veteran general agent for vaous carnivals and circuses, to a o year contract as general director all activities of the Associated Independent Midway Operators, Inc., which Brydon is president.

"Clawson, recognized as one of the ablest men in outdoor show business will be in charge of the six shows the AIMO at the five fairs we ha under contract," Brydon said, "staing with the Michigan State Fa Detroit, September 3-12, and conclu ing with the State Fair of Tex Dallas."

Brydon revealed that headquarters will be set up here in Chicago immediately and building will start soon. The various fronts for the six show the AIMO will present at the fair. The shows, according to Brydon, w be a Water Show, Girl Show, S Show, Globe of Death, Posing Sho and Terrell Jacobs's Wild Anim Show.

"Clawson will be in personal char of the building program," Bryd said, "and when that is complet he will move right into the fair date."

Brydon said he would divide h time between his interests at Rive view, Palisades, and Savin Rock, a his interests at the Canadian National Exhibition and the Lond (Ont.) Fair.

Other fairs on the AIMO schedu in addition to Michigan and Texa are Kansas State Fair, Hutchinsa Mid-South Fair, Memphis, and t Arkansas Livestock Show, Litt Rock.

Dems Name Scott Next N. C. Gov.

RALEIGH, N. C., July 3.—W. Ke Scott, with little party support, r away with the Democratic prima for governor last Saturday (28). T victory is tantamount to election this State.

Scott has been closely identifi with North Carolina fairs for man years and is personally acquainte with many outdoor show folks.

Scott gave up his post as commi sioner of agriculture to run for gover nor against the advice of associat and friends who regarded any at tempt to buck the candidacy Charles M. Johnson, party choice, a political suicide.

Altho changes in nearly every op pointive office in the State govern ment are predicted, since nearly a officials campaigned against Scott, a change in the State fair manager set-up is contemplated this year.



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Sons of Pioneers Open Tour of East July 10 in Columbus

HOLLYWOOD, July 3.—Bob Nolan and the Sons of the Pioneers, well-known radio, movie and recording singing group formerly associated with Roy Rogers, have embarked upon a nationwide tour playing fairs, celebrations, outdoor theaters and parks.

Opening their concert tour at the Redwood Empire Centennial Rodeo Celebration at Eureka, Calif., June 25-27, the group is said to have broken a 10-year attendance record for the event.

Eastern tour of the Nolan contingent will begin Saturday (10) at Columbus, O., in Memorial Hall, with Claysburg, Pa., slated for the next day. There follows a series of one-night stands thru most of the States on the Eastern Seaboard. Group is booked solidly until late in August, it was said. After the eastern tour, the Sons of the Pioneers will swing thru the South, and will meet Roy Rogers in Dallas for the Texas premiere of Walt Disney's *Melody Time*, in which film they are featured.

Ed Gray, of the Monter-Gray Agency, which books the troupe, announced the appointment of Martin Wagner, formerly manager of Jose Iturbi, as tour manager and booker. Wagner will join the group in Columbus and will travel with them for part of the tour.

Baker's Thrill Show Beginning To Click

FRESNO, Calif., July 3.—Satan's Hell Drivers Thrill Show, managed by Promoter Ken Baker, played a successful date at the Airport Speedway here June 23. Other satisfactory business was registered at Madera, June 25, and Sonora, June 27, under sponsorship of the Sonora Lions Club.

Show is to play at the Moana Ball Park, Reno, Nev., July 4-5 under VFW auspices, Baker said, and then will journey to the Peach Bowl at Marysville, Calif., for a performance Friday (9).

Baker's show, which is clicking solidly after fighting the weather jinx in its initial performances, has been booked at the Sacramento County Fair at Galt, July 20-25.

Show drew a paid gate of 5,252 patrons at Hughes Memorial Stadium in Sacramento recently.

Bus Strike Crimps White City Patronage

WORCESTER, Mass., July 3.—The bus strike which has completely tied up transportation here since the drivers walked out Thursday morning (1) has Sam Hamid, owner-manager of White City Park, singing the blues.

Hamid reports business awful and says continuation of the strike over the week-end will ruin business for the three-day Fourth-of-July holiday, which normally would be the park's busiest period of the season.

New Brunswick Ads Plug Fredericton Centennial

FREDERICTON, N. B., July 3.—The New Brunswick Government Bureau of Information is plugging the Fredericton Centennial, the principal events of which will be staged thru-out the week beginning Sunday (25), in its advertising. The ads, plugging New Brunswick as a vacationland and the centennial, are running in nearly all of the metropolitan dailies in the Eastern part of the

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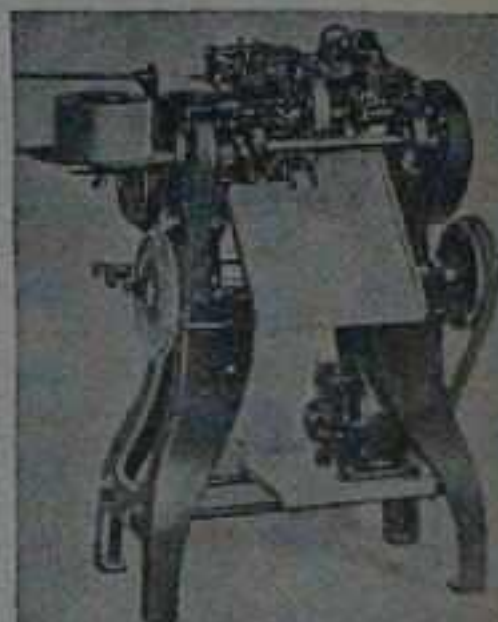
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United States, as well as in major Canadian newspapers.

The tie-in was arranged by Fred H. Phillips, general manager of the centennial celebration. Entertainment features will include a George A. Hamid grandstand show and Bill Lynch's Greater Exposition Shows.

Special Tent Sale

Slightly used surplus waterproof and fire resistant Tent Tops, 20x52, \$95. Used Top only, 30x60, round ends, good condition, two middle pieces, no poles, \$195. Concession Tents all sizes.

1/3 Deposit With Order.

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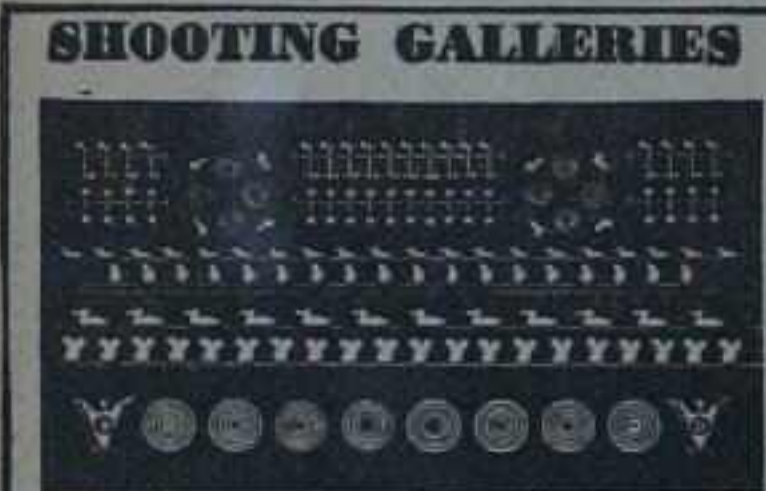
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SPEEDWAY ROUND-UP

Door Prizes Offered

LOWELL, Mass.—Door prizes for patrons are being used by Alec Benoit, manager of the Dracut Speedway, to stimulate attendance at the Monday night programs. Rain has nixed several of the scheduled meets.

Renard Stops Tappet Streak

FREEMONT, L. I.—Henry (Frenchy) Renard stopped the winning streak of Ted Tappet Friday night (25) by finishing first in the midget feature. A crowd-stimulating match race between Tappet and Dutch Shaefer has been skedded for Tuesday night (6).

3,000 at Stafford Springs

STAFFORD SPRINGS, Conn.—Chester Conklin, of Danbury, Conn., won the feature midget auto race at the Speedway Friday night (25) before 3,000 fans.

Rice Wins Avon Feature

HARTFORD, Conn.—George Rice, of Milford, Conn., won the feature at Cherry Park Speedway in suburban Avon Sunday night (27).

Columbia Cuts Admish

COLUMBIA, S. C.—Promoter Buddy Davenport, of the Columbia Speedway, announces a lower admission charge, a flat \$2, for the midget meets. Patrons may sit in the grandstand or view the meets from the infield. Children under 12, accompanied by parents, are admitted free.

San Jose Drivers Star

SACRAMENTO—A pair of San Jose youngsters shut out the ace riders in the motorcycle races at Hughes Stadium here June 24. Bob Chaves took the 25-lap main event, and his fellow townsman, Larry Headrick, nabbed the trophy dash. National champion, Paul Albrecht, and Shorty Tompkins ran second and third in the feature. Don Rossi copped the consolation event.

Van Maanen Triumphs

HUNTINGTON BEACH, Calif.—Bud Van Maanen captured his first hot-rod win at the speedway here Friday, June 25, by wrapping up the 30-lap main event. Dan Tracey and Wayne Tipton were second and third in that order.

Ed Huntington Wins

SACRAMENTO—Ed Huntington won the 25-lap hot-rod main event at Hughes Stadium here Friday,

June 25, with Joe Valente second, and Wayne Seiser, third. Semi-final honors went to Seiser. Carl West won the trophy dash.

Hal Minyard on Top

ROSCOE, Calif.—Hal Minyard missed a clean sweep at the 5-H Speedway here Friday, June 25, when he won the midget auto main event and trophy dash but had to settle for second spot behind Jack Jordan in the semi-main. Speed Boardman was second to Minyard in the trophy event and Jerry Curry chased him home in the feature. One crash occurred during the card but the driver, Bob Standcliff, was only lightly injured.

Randall Seekonk Winner

SEEKONK, R. I.—Bill Randall, Wakefield, Mass., won the 25-lap midget auto race feature at the local track Friday night (25). Chet Gibbons, Paterson, N. J., was second; Jim Florient, Cleveland, third, and Rex Records, Stamford, Conn., fourth.

Gag Race at Candlelight

BRIDGEPORT, Conn.—A novel "hot dog handicap" was presented Monday night (28) at Candlelight Stadium. Race contestants had to run from the pits to the dugout behind home plate, eat a hot dog, drink a container of milk, race two laps around the track on bicycles, and then travel two laps in midget racers. Bert Lundgren was first, Bob Stuart second, and Sy Sanders, third. George Flemke won on the feature, with Buddy Chase second, Johnny Zake third, and Ted Tappett, fourth.

Cross First at Paterson

PATERSON, N. J.—Art Cross won the 50-lap feature midget car race Tuesday night (29) at Hinchcliffe Stadium. Bill Schindler was second, Joe Barzda third, and Mike Nazaruk fourth. The race was interrupted in the 22d lap by a three-car crash, but no one was injured.

Al Sheaffer Wins

MECHANICSBURG, Pa.—Al Sheaffer, Columbus, O., copped the feature midget race at Williams Grove Speedway Friday (25).

23,575 See Horn Cop

MECHANICSBURG, Pa.—Ted Horn, Paterson, N. J., won the feature big-car race at Williams Grove

Speedway here Sunday (27) before 23,575 fans. Horn lapped the tire field with the exception Freddie Carpenter, Albany, N. who finished second.

Albrecht Wins in Debut

GARDENA, Calif.—Paul Albrecht, Sacramento, made his initial motorcycle start at Carrell Speedway here Wednesday, June 23, a winning one when he drove his cycle to victory in the feature event. He finished ahead of Floyd Emde and Bert Brudge. Ray Tanner won the semi-main, and Win Young copped the trophy dash. Albrecht also nabbed the Class B final race.

Pat Patrick Triumphs

ROSCOE, Calif.—Pat Patrick, piloting his hot-rod in the 30-roadster feature at the 5-H Speedway here Wednesday, June 23, copped the event ahead of Ed Poy and George Seegar before 3,700 fans. Bernie Miller took semi-main honors while the trophy dash also went Patrick.

Royal Carroll First

LOS ANGELES—Royal Carroll, Jr., grabbed the honor in a motorcycle feature handicap final Thursday, June 24, at Lincoln Park with Jack Bailey and Peewee Collins coming in for runner-up positions. Collum bagged the semi-final over Jim Gibb and Bob Blum while the amateur finals went Bob MacEachern.

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1000 Cards, heavy white, black back, 5 1/2 x 7 1/2. Duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; cards, 54; 75 cards, \$4.50; 100 cards, \$5.00. All cards from 100 to 3000 @ \$5.00. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Red Heavy Cards, \$3, same weight as #1 Green, Red, Yellow @ \$6 per 100. DOUBLE DS, No. 1 size, 5 1/2 x 14 1/2. 10c each.

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 - Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
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 - Small Thin "Brownie" Bingo Sheets, colors, loose only, no pads. Size 5 1/2 x 7 1/2 1.50
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 - Display Posters, size 24x36. Each board Strip Markers, 10 M for .75
 - Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; piece layout for 15.00
 - Transp. Plastic Markers, 1/4" M 1.00
 - Green Plastic Markers, 1/4" Square, round or scalloped, \$2.50 M; 1/2" the 2.00 M

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House Votes 20G For La. Annual

BATON ROUGE, La., July 3.—The Louisiana State Fair was given an appropriation of \$20,000 by the House of Representatives June 24 when the House passed, with only one dissenting vote, an amendment bill drastically reducing appropriations for North Louisiana fairs and festivals.

The \$20,000 appropriation was a cut of \$5,000 from figures submitted in the original bill.

Other reductions: North Central Fair, Olla, from \$3,000 to \$1,000; North Louisiana State Fair, Ruston, from \$15,000 to \$3,000; Ouachita Valley Fair, West Monroe, from \$15,000 to \$3,000, and Claiborne Parish Fair, Haynesville, from \$1,500 to \$1,000.

The only festival appropriation not reduced is the \$10,000 appropriation for the Sweet Potato Festival at Opelousas, home town of one of the authors of the bill, Rep. Sidney Sylvester.

20 Pa. Communities Act On Amusement Tax Levy

HARRISBURG, Pa., July 3. — Twenty more Pennsylvania communities have either passed or considered passage of amusement taxes within the past month, the State Chamber of Commerce reports.

This brings to 131 the total number of local government units which have taken advantage of the State's local tax enabling law. The amusement tax rate is usually set at 10 per cent.

Steve Bishop Dies in Crash

LUNENBURG, Mass., July 3.—Steve Bishop, 22, of Derry, N. H., midget auto racer, died at Fitchburg General Hospital Friday night (25) an hour after he cracked up at Mohawk Midget Auto Stadium here before 4,000 fans. He failed to make a turn in the third race and turned over several times, causing two other drivers, Archie Provencher, Andover, Mass., and Stan Woods, Nashua, N. H., to crash thru the guard rail. Woods escaped injury and Provencher was slightly injured.

Rocky Wadlow Injured

LOS ANGELES, July 3. — Danny Oakes captured the 60-lap feature midget auto race Thursday, June 24, before 12,000 at Gilmore Stadium. He was trailed by Troy Ruttman and Rod Simms. Rocky Wadlow, Santa Monica, was seriously injured in the time trials when he crashed into the pit gate and suffered a number of broken bones and internal injuries. Allen Heath won the semi-main while Roger Ward copped the trophy dash. Heat winners were Gordon Reid, Don Cameron, Oakes, Perry Grimm.

Springs Rodeo Sets Dates

COLORADO SPRINGS, Colo., July 3.—The local rodeo will be held in the Spencer Penrose Stadium August 10-14, reports Secretary J. D. Ackerman. Show last year played to 36,000 people in four performances. Leo J. Cramer, Big Timber, Mont., again will produce the rodeo for the fifth time. Purses for the Cutting Horse event will be \$750.

Lynwood, Calif., Date Set

LYNWOOD, Calif., July 3.—Ivan Coddington, general chairman, announces the annual community fair will be held here July 21-25. Theme will be an old-fashioned county fair with a midway, 70 industrial exhibits and agricultural displays.

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Simonin of Philadelphia

Outdoor Shows? Tommy Thomas Has Handled 'Em All in 30 Years

(Continued from page 42)

bride continued her work on the show. But Tommy's heart wasn't in the hotel business anymore; it was with the Barnum & Bailey Circus. So ended the hotel career of Tommy Thomas, and so began his career in outdoor show business.

As a starter in circus business, Tommy did all sorts of jobs at first but it wasn't long until he "graduated" to ticket seller with the B & B org. He was with the show thruout the season in 1918 and continued with the show when it combined with Ringling Bros. in 1919.

Tiring of the circus for the moment and desirous of getting into other phases of the outdoor business, Tommy left the Big One at the close of the season in 1921 and went to work for the Wirth-Blumenfeld booking office in New York, with offices in the Strand Theater Building.

The smell of sawdust proved too strong, however, and 1923 found him back on the circus, this time with the Walter L. Main show, then under management of Andrew Downie, in the ticket department. But Tommy had made himself a promise that he would learn all the angles of show business, and he wanted to learn in a hurry.

Joins Carnival

After one year with the Walter L. Main org, he joined a carnival, the Morris & Castle Shows, at that time the largest carnival in the country. Joining the M & C org in 1924, Tommy worked under Robert L. (Bob) Lohmar as second man. This not only was the start of a great friendship with Lohmar but it was, as history records, one of the few cases of teacher replacing the pupil in a job years later. For four years, Lohmar and Thomas worked together on the Morris & Castle Shows until Tommy was engaged as manager of the Wortham Riding Device Company, operators of rides and amusements at State Fair Park, Dallas.

That move by Thomas ended his business association with Lohmar, but

the friendship continued—and still does—and in 1947 when Tommy resigned as general agent of the Royal American Shows to become associated with Ringling-Barnum, he suggested Lohmar as his successor on RAS, a position Lohmar still holds.

Taking over as manager of the Wortham rides in 1928, Tommy stayed with that org until 1934 when he went with the Model Shows of America, under J. C. McCaffery, now general agent of Hennies Bros., and Cavalcade of Amusements, and co-owner of the Imperial Exposition Shows.

Becomes Manager

Walter A. White, manager of the Johnny J. Jones Exposition, and E. Lawrence Phillips, owner, beckoned Thomas in 1935 and he joined that org as second man, a job he held from 1935 thru part of 1938. Midway in 1938 he handled JJJ outfit and stayed on in that capacity thru 1942.

The Rubin & Cherry Shows, in 1943, were looking for a general agent and Carl Sedlmayr and Sam Solomon figured Thomas was their man. He was duly hired and the next year the shows hit the road as the Royal American Shows.

Practically everyone in outdoor show business figured Tommy Thomas would spend his remaining days as general agent for RAS. After all, wasn't it the biggest railroad carnival in the country? What more could a guy get or want? But folks never thought much about Tommy and a circus, because he'd been with the carnival industry so long carnival folks figured Tommy was their property. However, Ringling-Barnum officials reached out and nabbed the RAS general agent and made him traffic manager of the Big One.

Pupil Aids Teacher

While Tommy wouldn't say, it is a known fact in the outdoor amusement industry that he was partly responsible for Lohmar being offered the job as general agent of RAS, which gives the teacher-succeeding-pupil angle to this story.

You'd think after 30 years that at least certain incidents would stand out in Tommy's mind. Not so, however. Tommy sums it up this way:

"So many things have happened in those 30 years that I'd hesitate to point to one or two or three. Sure there's been many a funny incident and some pathetic ones, too. But it's all been fun and—"

With that Tommy was interrupted. He excused himself with, "Sorry, but something's just come up. . . . We've got to keep the Big One on the move, you know."

Born in 1890

For the record, however, Tommy Thomas was born in Findlay, O., September 25, 1890. As an infant, he moved with his parents to what was then known as Canal Dover, O., but which is now known as Dover, O. He spent his childhood and early manhood there. In 1914, at the age of 25, he left his home town to take a job at the Nashville Hotel in Lima, O., after having worked as a hotel clerk in Dover. He spent a year in Lima, then went to the old Kirkwood Hotel in Des Moines and then to the Martin Hotel in Sioux City, where he met Miss Millman and moved into outdoor show business.

Thomas has three sisters, Mrs. James Scriven, Dover, O.; Mrs. T. P. Lewis, New Philadelphia, O.; Mrs. D. J. Downs, Pittsburgh, and one brother, William John Thomas, operator of recreation parlor in Dover, O. Tommy is a member of the Showmen's League of America, Miami Showmen's Association, International Showmen's Association and the Greater Tampa Showmen's Association.

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Harlacker Doings Off To Good Start In New Bedford

NEW BEDFORD, Mass., July 3.—About 9,000 persons packed Sargeant Field Monday night (28) for the preem performance of the J. C. Harlacker-promoted annual Crippled Kiddies' Circus. The show will run thru Monday (5).

Big crowds have continued thru-out the week, with the holiday week-end expected to reach record-breaking proportions. The event was predated one week by the Ringling circus.

Talent presented here included P. J. Ringens, aerialist; the Hedlers, aerialists; Verna Orton, aerialist; Prof. George Keller's trained wild animals, Sylvia Watkins and her trained dogs, Montana Kid and Coley Bay, and the Lang Troupe, teeter-board

Two auto giveaways were skedded, as well as the awarding of numerous other prizes, including radios, washing machines, an electric refrigerator and an outboard motor.

General admission was 60 cents for adults and 25 cents for children. Grandstand seats were an additional 30 cents.

The previous week in Lawrence, Mass., another Harlacker charity circus, drew two capacity houses and two half houses on the week, which included one night of rain and competition with the Louis-Walcott fight.

Acts for both shows were secured thru Al Martin, Boston booker.

Shorter Mad. Sq. Garden Rodeo Cuts Prize \$\$ to 84G

NEW YORK, July 3.—Madison Square Garden's Rodeo manager, Frank Moore, announces that the deadline for the registration of contestants aiming to take part in the 23d annual World's Championship Rodeo, opening September 29, is noon, September 28.

Prize money this year totals \$84,000, plus entrance fees. Total prize money last year was \$138,330, with entrance fees bringing the grand total to \$155,000. Last year's rodeo ran 33 days with 21 matinees, or a total of 54 shows, while this year's rodeo runs only 26 days, with 17 matinees, or a total of 43 performances.

Purses for the five principal contests this year are \$15,120 and for the wild horse race, \$8,400. Last year's purses were \$24,910 for the major contests and \$13,780 for the wild horse race. Entrance fees are the same as last year: Bareback bronk riding, \$20; wild calf roping, \$150; saddle bronk riding, \$33; wild steer wrestling, \$150; wild bull riding, \$30, and wild horse race, \$20.

Frank Buck Donates Bull To Hub's Franklin Park Zoo

BOSTON, July 3.—The Franklin Park Zoo has a new elephant, Beba, donated by Frank Buck, and named thru a newspaper contest conducted by *The Boston American*. The promotion was tied up with the screening here last week of Buck's pic, *Bring 'Em Back Alive*.

The city was disappointed when the expected offer of a baby elephant from Ringling Show failed to materialize when the circus played here due to a misunderstanding which was straightened out, with the Big Show promising the first retired elephant to the zoo.



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Milwaukee Rodeo

Pans Out Success

MILWAUKEE, July 3.—Diamond Horseshoe Rodeo, June 24-29, had a successful run under auspices of the police department for the benefit of the Policemen's Relief Association.

Rodeo staff included Amos Selby, Ennis, Mont., owner-producer; Christina Selby, secretary; Bob Pence, announcer; Eddie Guy, arena director and superintendent of chutes; Mike McShane, superintendent of livestock, and Oscar Calzavara and Ray Doering, pick-up men.

Specialties included Ray and Ann Doering and Earl and Janice Sutton, trick roping; Chauncey Barnes, educated horse and mule; Buck Steele's horses; King Reynolds, tight wire; Rose Steele's canines; Steele's high jumping horses; Roscoe Armstrong, funny Ford; Joe (Pappy) Whetsel, trick mule, clowning; Janice Sutton, horses, and Ray and Ann Doering, Buck and Rose Steele, Maurine Calzavara and Florence Miller, trick riders, and the Aerial Snyders, high pole.

The 1948 line-up includes Amos, Christina and Barbara Selby, Bob Pence, Eddie and Helen Guy, Mike McShane, Oscar Calzavara, Ray and Ann Doering, Earl Sutton and Janice Sutton, Chauncey Barnes, Buck Steele, King Reynolds, Rose Steele, Roscoe Armstrong, Cupley Cox, Jim Crockett, Billy Clay Cox, Earl Armstrong, Joe Whetsel, Maurine Calzavara, Florence Miller, Ben Gage, Florence Barnes, Breezy Miller, Neal Hart, Mickey Contreras, Catfish Davis, Joe Miller, Junior Contreras, Buck Skinner, Coyote Kid, Vernon Jones, Buckie Steele, Gary Steele, Ace Boicourt, Jerry and Mabel Contreras, Gene Snyder, Harvey and Helene Rose, Bob Reed and Billy Harvey.

Once-a-Year Show For Downey, Calif.

DOWNEY, Calif., July 3.—Organization of a non-profit community corporation for staging an "outstanding show once a year" is under way here with the offering of a \$50 prize to the person selecting an appropriate name for the event. First show will be held in connection with Downey's 75th Anniversary Celebration, it was announced.

Tentative plans were outlined when 23 representatives of civic and business groups met recently with the diamond jubilee committee. A committee composed of P. J. Siemonsma, chairman; K. C. Weiss and Lester C. Nielson was named to take necessary steps for formation of the corporation.

Advancing plans for the four-day jubilee scheduled to start September 9, two basic committees were appointed. A budget committee will include M. H. Baker, chairman; Frank J. Beckner, Mrs. Jan Stewart, Dr. Warren S. Spike and Siemonsma. Representatives of five service clubs, Rotary, Kiwanis, Lions, 20-30 and Junior Chamber of Commerce, will make up the ways and means committee.

Joe P. Sims was named chairman of a celebration-naming contest.

Allen Fine Named Director Of Richmond, Calif., Cent.

RICHMOND, Calif., July 3.—Allen Fine, formerly with several carnivals as business manager, has been named general director of the Richmond Centennial Celebration.

Announcement of Fine's selection was made by Robert N. Deschene, secretary of Richmond Lodge No. 550, Loyal Order of Moose, sponsors of the event.

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Race Card Set For Lebanon, O.

CHICAGO, July 3.—National Speedways, Inc. (Al Sweeney-Gaylord White), has contracted with the Warren County Agriculture Society to present big-car auto races, sanctioned by the International Motor Contest Association, on the Lebanon, O., fairgrounds track, Sunday, July 18.

Corwin Nixon, secretary of the fair board, said additional seats will be installed for the championship event and that many improvements to track and fencing would be completed in time for the first big car meet of the season. Big car races, under CSRA sanction, drew a record-breaking crowd at Lebanon last year.

Jimmy Jordan, former Associated Press sports writer and former bureau chief for International News Service at Pittsburgh, has joined the press staff of National Speedways and will handle the Chicago papers in connection with the big car events at Aurora Downs.

Yuba-Sutter Calif. Cent. Cele Dropped

MARYSVILLE, Calif., July 3. — The Yuba-Sutter California centennials celebration committee has suspended operations for the remainder of the year, Jack Feldman, manager, announced.

"There is no use trying to continue with a program with such a meager response from committee members, Feldman said in announcing suspension at the meeting which was attended by only eight persons including newspapermen.

He disclosed he had circulated a letter outlining plans for the celebration for the remainder of the year and said he asked committee members if they considered the effort worth while or favored a suspension of activities until next year. Feldman said he mailed 88 letters and received only four answers.

He said a determined effort will be made to renew the program in 1949. The annual boat races set for July 4 and slated as part of the local centennials celebration will be sponsored instead by the local American Legion posts this year.

Top Hands and Stock Perform in Sonoma Rodeo


SONOMA, Calif., July 3.—Top hands and stock from all over the West competed in the annual Sonoma Rodeo at the Millerick Ranch here Sunday, June 27.

Contestants included Jimmy Black, Cheyenne, Wyo., Rose Larimer, Salinas and Tucker Slender, Reno, Nev., trick and fancy ropers; Wilber Plougher, Fresno; Sammy Renro, Miles City, Mont., and Chuck Okle, Tucson, Ariz., clowns. Rodeo judges were Bud Steelman, 1946 bareback champion, and Perry Ivory, Alturas, Calif.

Crack-Up Disrupts Race

SACRAMENTO, July 3.—Eli Vukovich moved up from the third starting spot to gain the lead and win the 25-lap main midget auto event at Hughes Stadium Monday, June 21, but only after a heated argument following the second lap. Jerry Piper went into a spin and piled up four other cars and the race was stopped. Dispute centered over the two laps lost by five racers. Race was restarted with drivers taking positions they held when the crack-up occurred. Eddie Bennett was second and Edgar Elder third. Semi-main was won by Jim Bryan, Phoenix, Ariz.

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Coney's July 4 Week-End In Big Start for Showmen

NEW YORK, July 3.—Coney Island started off the July 4 week-end last night with an army-marine-navy air show and a fireworks display that jammed the Boardwalk and beach with a crowd estimated at 2,000,000.

The pre-Fourth celebration was sponsored by the *New York Mirror* in conjunction with the Coney Island Chamber of Commerce and the air forces of the army, navy and marine corps. A similar event a year ago drew an estimated 3,000,000. In reality, attendance last night was little, if any, under that of last year's affair. The spectators simply had discovered that the entire show could be viewed equally well from any part of the Boardwalk or beach, and last night the huge crowd was widely spread out and not bunched at the center of the amusement area as they were last year.

Ride operators, showmen and concessionaires did a big business, as the celebration was well timed. A spectacular display of stunt and precision flying, mass formations, helicopter and rescue plane demonstrations started promptly at 7 p.m. and ended shortly after 8, which gave showmen a fine break as the crowd flocked to the amusement area while awaiting start of the fireworks display, which got under way at 9:15 and lasted a half hour.

While last year the crowd headed directly for home immediately after the fireworks, this year's crowd spread out along the Boardwalk, the Bowery, Surf Avenue and other

streets in Coney's amusement area and remained until a late hour. Rides, shows, eateries and concessions were heavily patronized.

Pittsburgh Annual Inks "High Lights"

PITTSBURGH, July 3.—The inking of *High-Lights* of '48 from Ward (Flash) Williams and Edagr I. Schooley, American Theatrical Agency, Inc., Chicago, for the 11th annual Allegheny County Free Fair, September 2 thru Labor Day (6), was announced here today by Fair Director John L. Hernon. This will probably be the year's biggest grandstand musical revue, since the 1948 crowds are expected to exceed the 1,500,000 viewing last year's fair attractions here.

The production will have 24 girls in line, 10 singers and dancers and include two high acts among the 10 acts of the revue.

The fair here differs from many other fairs in that there is no admission charge, no carnivals or concessions, except for food.

Site of the fair is probably one of the most beautiful in America. The grounds are located in spacious, county-owned South Park, a few miles from Pittsburgh's Golden Triangle.

The *High-Lights* and other entertainment features will be presented from the center of South Park, a natural amphitheater which can seat approximately 90,000 persons in permanent concrete stands.

Director Hernon said a baseball game between the Pittsburgh Pirates, of the National League, and district semi-pro all-stars will open the spectacle. The fair will also resume harness races in the stadium.

As usual, the fair will have commercial and educational exhibits, agricultural show, livestock and poultry exhibits, flower show and the like.

Chi Legion Again Stages July 4 Cele

CHICAGO, July 3.—Everything was in readiness here tonight for the 14th annual Independence Day Celebration at Soldier Field, sponsored by the Cook County Council of the American Legion. Weather permitting, an estimated 100,000 persons are expected.

Last year the event jammed 100,000 into the huge lakefront stadium and another estimated 10,000 were turned away.

Riverside, Calif., Board Vetoes Race Track Proposal

RIVERSIDE, Calif., July 3.—Abraham Teitelbaum's proposal to establish a race track in connection with the Riverside County Fair was turned down by the county board of supervisors.

Teitelbaum, former Chicago attorney and now a rancher at near-by Indio, offered to build a major race track, cost estimated at \$1,500,000, on property next to the fairgrounds and deed it to the county in exchange for a 50-year rent-free lease.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended July 2.

The complete List of Fair Dates was published in the issue dated May 29. The next complete list will be published in issue to be dated July 31. See each issue of *The Billboard* for corrections and additions.

ARKANSAS
Jasper—Newton Co. Fair Assn. Sept. 23-25.
Iris Fern Spencer.
Wynne—Cross Co. Fair. Sept. 2-4. Roy Urfer.

FLORIDA
Crestview—Legion Harvest Fair. Oct. 18-23.
H. A. King.
DeFuniak Springs—Walton Co. Fair Assn. Nov. 8-13. Basil E. Moore.

KANSAS
Osawatimie—Osawatimie Free Fair. Sept. 8-10. R. A. Hanfeld.

KENTUCKY
Barbourville—Knox Co. Fair Assn. Aug. 23-28.
Gorman W. Taylor.

MISSISSIPPI
Charleston—Tallahatchie Co. Fair. Oct. 11-16.
Virgil E. Tomlinson.
Forest—Scott Co. Colored Fair. Sept. 27-Oct. 3.
Ananias Ware.
Pontotoc—Pontotoc Co. Livestock Show Assn. Sept. 22-25. Q. S. Vail.

NEW YORK
Lockport—Niagara Co. Fair. Aug. 31-Sept. 4.
Elmer A. Barrett.

NORTH CAROLINA
East Bend—Yadkin Co. Fair. Oct. 5-9. Hovey Norman.
Elizabeth City—Eastern Fair Assn. Oct. 4-9.
J. H. Webster.
Goldsboro—Wayne Co. Fair. Oct. 4-9. W. C. Denmark.
Zebulon—Zebulon Five-County Fair. Sept. 20-25. R. Vance Brown.

OKLAHOMA
Enid—Northwestern Okla. Fair. Sept. 13-18.
Harry McKeever.

SOUTH DAKOTA
Rapid City—Black Hills Expo. Aug. 17-20. A. L. Haines.

TEXAS
Bonham—Fannin Co. Fair Assn. Sept. 30-Oct. 1.
Haskell—Central West Texas Fair. Oct. 4-9.
Ralph L. Duncan.
Huntsville—Walker Co. Fair. Oct. 5-9.
Maurice Turner.
Kingsville—South Texas Fair & Expo. Nov. 8-13. R. C. Tompkins.
McKinney—Collin Co. Fair. Oct. 5-8. Paul Hardin.
Shamrock—District Fair. Sept. 24-25.

Kalsh Alberty Gets Jug For Slugging Aerialist

FITCHBURG, Mass., July 3.—Kalsh Alberty, swaying-pole artist with the Ringling circus, who failed to show up in court here Thursday (1) to answer a charge of assault and battery, came before the court yesterday (2) and was sentenced to two months in the House of Correction by Judge A. Z. Goodfellow. Alberty appealed the finding, and bail was set at \$500.

Alberty, accused of slugging Chrysis De La Grange, aerialist, in front of a couple of local cops during the show's appearance here last Saturday (26), related a highly colorful tale of a wartime grudge between himself and Chrysis De La Grange and her husband, Jose Moeser, high school rider with the circus, which left the judge bewildered but not unduly impressed.

Paul and Paulette Trio Playing Illinois Date

CHICAGO, July 3.—George Paul, of the Paul and Paulette Trio, trampoline, visited the Chicago office of *The Billboard* today and reported his org will play Illinois dates this week. Booked by Lew Cohan, thru the Fleckles Agency, the trio plays Hoopston Monday (5), McLeansboro Tuesday (6) and Metropolis Wednesday and Thursday (7 and 8).

Members of the trio, in addition to George, are his wife, Paulette, and Jimmie Garner, 18-year-old Los Angeles youth, former National A. A. U. trampoline champion, who joined the Paul org seven months ago.

The Paul Trio closed a three-day stand this week at the Fisherman's Festival, Coldwater, Mich., for the Barnes-Carruthers Theatrical Enterprises, Chicago.

Brandon Chalk Up Sharp Gain

BRANDON, Man., July 3.—Brandon Exhibition, first of the West Canadian Class A fairs, this week gave evidence that the Canadian fair season this year should at least be on a par with 1947. Thru Thursday (1), one day of the exhibition's six-day run one new all-time record had been assured. To that point the gross at the midway, where Royal American Shows held forth, was \$4,500 above of the take for the entire six-day run last year.

What's more, the exhibition itself was operating with a 75-cent fringe, an increase of 25 cents over last year. The upped admission was certain to give the fair its biggest income in its history from that source. Attendance opening Monday, June 28, was light—sharply from the corresponding day of '47, but after the opening crowds built steadily. Biggest day was Thursday, Dominion Day, when out-of-towners poured in.

Royal American Shows racked up an all-time midway gross for a six-day business here on that day. Also on that day Sally Rand's unit chalked up the largest single day's gross ever registered here by a girl show. Actual paid attendance figures were unavailable, but Thursday's exhibition attendance was big that grandstand shows were given at night. The first of the played to turnaway business. Featured in front of the grandstand was a revue and acts presented by Ernie Young, Chicago booker.

The Brandon Shrine Club hosted the Royal American Shows Shrine Club during the exhibition, tossing a dinner at the Brandon Flying Club.

Pine Bluff, Ark., To Repeat in '48

PINE BLUFF, Ark., July 3.—P. J. Gathright, president of the Pine Bluff Junior Chamber of Commerce, announces that the circus, held at Jordan Stadium here June 22-24, would be repeated again next year and that All-States Productions of Little Rock again will produce and promote it.

Originally scheduled for only two days this year, the show was held over an extra day. Acts included the Great Wallendas, high wire; the Loyal Repensky Family, riders; the Seven International Bannocks, teeterboard; Johnny Welde's Bear Captain Wesley's Seals, the 10 Karrels, unsupported ladders, and an eight-girl aerial ballet, featuring 12-year-old Carla Wallenda.

Show was booked thru Frank Wirth Enterprises, St. Louis.

Conn. Annual Incorporated

HARTFORD, Conn., July 3.—Certificate of organization has been filed with the Connecticut Secretary of State at the capitol here for the Stafford Fair, Inc., Stafford Springs, listing the amount paid in cash as \$2,000 and the amount paid in property as \$60,900.

Officers listed are Clarence D. Benton, president and treasurer; Louis L. Benton, secretary, both of Stafford Springs, and George H. Wintle, Jr., Rockville, vice-president. The officers comprise the board of directors.

Connie Conroy Hurt in Fall

FERGUS FALLS, Minn., July 3.—Connie Conroy, trapeze performer with the Clyde Beatty Circus, fell from a swing during the afternoon show here Thursday (1). Taken to the hospital, Miss Conroy's injuries were not believed serious but she did not leave here with the circus.

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SAN DIEGO ANNUAL AWAY BIG

Hulick Aims For 300,000

73,366 persons attend fair first three days—weather mars opening

By Sam Abbott

DEL MAR, Calif., July 3.—Shooting for a 300,000 attendance during his third and last year as secretary-manager of the San Diego County Fair, Ernest O. Hulick threw everything in the fair book at the turnstile clickers to pull 73,366 the first three days of the 11-day event. Again featuring his creation, Don Diego, as the symbol of the fair, and the *Fiestacade* grandstand show, Hulick this year added a pretentious exhibit of old-time buggies, motorcycles and automobiles in a much publicized *Transportation Cavalcade*, fitting into California's centennial program.

Opening Friday, June 25, showman Hulick got a bad break in the weather. The sun that is supposed to spend most of its time in San Diego County was off some place else and did not come thru with any intensity until shortly afternoon Sunday. Despite the fog that draped the fairgrounds the first two days, Hulick beat his record of the first three days of 1947. Last year's opening was Thursday and the first three days put 41,953 thru the gates.

Hulick confirmed the rumor circulating in fair managers' circles that he will leave the post at Del Mar after this event. Under his direction the fair has pulled more in one day than it did in the full run before he took over. While he announced no definite plans for the future, he will open his own office in San Diego to handle productions and promotions for towns and communities in the area.

The 1948 fair opened with a historical pageant featuring the names of many of the old families in the section. The event, staged at the fountain at the west end of the grounds, was highlighted by Don Diego's marriage ceremony. The Mitchell Boys Choir appeared.

On Split-Run Basis

The paid entertainment is on a split-run basis with Hulick aiming at repeat business at 60 cents admission thru the main gates. The *Fiestacade*, produced by Fred Elswit, of the William Morris Agency, gave afternoon and evening performances from June 25 to July 1. On Thursday (1) the Al Bahr Shrine Circus opened for 13 performances in the horse show arena. The show is Polack Bros., which moves from San Diego to Los Angeles to open in the Shrine Auditorium July 9 for four days, beginning Friday (2). The championship rodeo, under auspices of the San Diego firemen, took over as a grandstand attraction. The San Diego National Horse Show opened Tuesday, June 22, before the fair and ran for a week.

For the second consecutive year the Ferris Greater Shows played the midway. Show uses fluorescent entirely and has uniform bally cloths.

Del Mar this year featured six free events. To the left of the main entrance was Enchanted Land, covering 23,125 square feet. Using Walt Disney's *Melody Time* and *Jingling Bros.* Circus as a theme, free shows (See *San Diego Off on opp. page*)

Galt Board Sets Food Prices

SACRAMENTO, July 3.—Board of directors of the 52d Agricultural District Fair and Horse Show, scheduled for July 19-25 at Galt, have let concessions and set a price schedule for food prices following a recent meeting.

Giant hot dogs will sell for 25 cents, soft drinks for 10 cents, bottle beer at 25 cents, and sandwiches and meals at prevailing Sacramento prices, it was announced.

Board President Don Donovan promised that "there will be no gouging of customers. We feel these prices are right and we are requiring all concessionaires to post their prices plainly, where people can read them."

Donovan said 23 bids were submitted by concessionaires and the screening of the bids required so much time the directors postponed until the next regular meeting the completion of the program for the seven-day show.

The following are the successful bidders on concessions:

Gay & Lynch Enterprises, Pittsburg, Calif., two booths for food and soft drinks; Gremlin Frozen Orange, Sacramento, frozen drinks and sandwiches; Sam Gaultner, Sacramento, restaurant concession featuring giant hot dogs; Elmer Singley and Glenn Mapes, food, soft drinks, beer, cushions and novelties dispensed from grandstand space; Medina Catering Service, Sacramento, wrapped sandwiches at the grandstand.

Donovan also announced that premium lists are available and named the judges and classifications for the event. Judges will be Norvell Gillespie, domestic arts and sciences, horticulture and floriculture; George Phillips, sheep; Merrill

Around the Grounds:

Calif. Annual Cuts Pass List; Ticket Requests Up to Board

SACRAMENTO, July 3.—Passes to the California State Fair this year will be reduced to a minimum and requests for free admissions must be approved by the fair directors' ticket committee, it was announced by E. P. (Ned) Green, secretary-manager.

Ted Rosequist, assistant to Green, reported an analysis of the passes issued for the 1947 fair, many of which drew criticism from the State Assembly Ways and Means Committee, showed 76 per cent of the passes last year were issued to employees, concessionaires and exhibitors actually working on the grounds.

Under the new rules, the directors' committee will have sole voice in the issuing of passes this year.

Green also said that the new faster-entry admission gates at all entrances to the fairgrounds will be installed before the event opens September 2. New gates permit patrons to go thru turnstiles in one operation after purchasing tickets. Old system made it necessary to line up first at ticket windows and then at turnstiles.

While those buying admissions will use the new gates, children under 12 years, who are admitted free, and those with tickets bought in advance, will use adjacent turnstiles. There will also be special gates for passes,

New Tele-Radio Building Set For Revival of L. A. Annual

POMONA, Calif., July 3.—C. B. (Jack) Afferbaugh, president-manager of the Los Angeles County Fair which this fall will reopen for the first time since 1941, has announced that when the exposition begins its 17-day run September 17, it will feature a completely equipped radio-television broadcasting and display building. The steel and concrete structure, completed this year, has a floor area of 46,900 square feet. Half of the building is a broadcasting theater seating 1,500 and equipped with a stage containing facilities for handling the largest coast-to-coast shows. The bowl is 80 feet

wide and 45 feet deep. Afferbaugh said that the best engineering work has been employed in the soundproofing and other requirements.

Other facilities include a screening room, lounge, dressing rooms, control room and broadcast studio auditorium, all arranged for the most efficient handling of shows. The idea is to make it easy for national network broadcasts to originate here, Afferbaugh said.

Distribute Brochure

Remaining half of the building will be devoted to commercial display of radio and television sets and appliances, and will afford visitors a chance to study and compare the latest developments in this field. An attractive brochure has been prepared for the trade. It contains a diagram of the floor, indicates commercial space available and gives prices and other detailed information to prospective exhibitors. Afferbaugh said a copy of the brochure may be obtained by writing the Los Angeles County Fair Association, Pomona, Calif.

Acquisition of the radio-television facilities is part of the \$2,000,000 conversion and construction program now in progress on the 350-acre fair grounds. The Palace of Agriculture, destroyed by fire in 1941 after the close of the last fair, has been rebuilt and tentative plans call for dedication ceremonies presided over by Gov. Earl Warren, vice-presidential nominee.

Two large new steel-and-concrete livestock pavilions are also nearing completion. A new structure to house the totalizer board on the race track has been finished, as has been a tunnel which will afford access to the infield from the grandstand area.

Repaint All Buildings

All buildings are being repainted and redecorated inside and out.

Housed in the new Palace of Agriculture and under direction of Jack Dutter, the dairy products division will form one of the major features of the fair, according to Afferbaugh. A total of \$21,281 will be distributed in cash awards for dairy products and dairy cattle. This represents a substantial increase over previous years.

New fixtures in the agriculture building include a battery of stainless steel refrigerated display cases, designed for this building.

Judges and inspectors in this division will include Hartley Greene, butter specialist, State Department of Agriculture; Prof. F. H. Abbott, College of Agriculture, Davis; C. A. Phillips, also of the State college; F. W. Milner, ice cream specialist of the State Department of Agriculture; Dr. R. V. Stone, chief bacteriologist and Dr. Floyd P. Wilcox, chief dairy inspector, Los Angeles County, and G. H. Rother, California Dairy Council.

Four Dairy Discussions

Dairy products division is in four sections. The first is devoted to butter; the second to the various kinds of cheese; the third to milk and cream. (See *Tele-Radio Bldg. on opp. page*)

Susanville, Calif., Annual Planning New 20G Building

SUSANVILLE, Calif., July 3.—The Lassen County Fair will have a new two-story building for the 4-H Club and Future Farmers exhibits this year, according to Abe Jensen, fair manager. Estimated cost is \$20,000. Plans are being drawn up by Ralph Taylor, architect, and bids will be let soon.

The junior building, constructed of pumice or concrete blocks, will be 32 by 56 feet and will be added to the junior display building erected last year. Lower floor will be used for domestic arts and other junior exhibits. Upper floor will comprise separate quarters for out-of-town juniors who stay on the grounds with their livestock during shows. There will be two dormitories with showers and lockers, housing a total of 34 exhibitors.

Funds for the building were derived from the tax on pari-mutuel racing and is allocated to the county for fair construction purposes.

Peaslee, beef cattle; G. E. Gordon, dairy cattle; Newton Liggett and John Diggs, horse show.

dividing traffic so there will be an even flow at all times.

State Treasurer Don H. Ebright will present a trophy as a sweepstakes award to the Ohio boy or girl winning the most money in competition in the junior division of the 1948 Ohio State Fair, Columbus, August 28-September 3.

The Ohio State Veterinary Medical Association will award a \$5 cash prize to the 4-H Club or FFA member receiving the greatest number of points on livestock exhibited. Points will be determined by premiums won—first premium in each class will count six points; second, three points and third, one point.

Fair Manager Ed Bath announces 13 departments in this year's junior fair with the release of the premium list book.

Premiums amounting to \$31,192.50 will be awarded to Placer County Fair, Roseville, Calif., exhibitors during the four-day event opening August 19. Nic Huddleston, manager, said the premium figure exceeds last year's by about \$7,000. The premium list was approved by the State and will be available soon at the fair (See *Around the Grounds, opp. page*)

Tampa Annual Constructing Flower Bldg.

4-H Gets Added Space

TAMPA, July 3.—Forced by space needs to spread out, the Florida Fair broke ground for a 50 by 100 foot modern fireproof flower building P. T. (Pa) Strieder, general manager, announced this

The new building will be located on the west side of the grounds between the electrical exposition and art salons. Special ventilating skylights and special lighting included in the plans. The front of the building will be of brick glass with the main entrance adjacent to the electrical exposition art salon.

For 30 years the flower show has occupied a huge building on the west section of the 45-acre grounds.

This building will be renovated and dedicated for exhibits from 12 Florida counties, an enlarged Pan-American Exposition, commercial displays, and a new home for the Florida Honey Show, which will occupy the central section of the exhibition hall. The arrangement adds nearly 20,000 more square feet of floor space to ease the pressure developed by space demands, Strieder said.

The grounds expanded for the 1949 fair will be the Florida Electrical Exposition which started three years ago with 28,000 square feet of floor space, jumped to 41,000 square feet in February, and next February will cover more than 48,000 square feet including the electrical theater, the House of Magic.

4H Space Enlarged

Additional space will also be allotted to the 4-H Club and Future Farmers of America exhibits, particularly in the stock pavilions, and the entire Florida Game and Fresh Water Fish Department will be revamped. Wild animals native to Florida will be shown under canvas for the first time, and new tanks for fresh water are being added to the aquarium. Under the direction of J. E. Vance, ornithologist, an exhibition featuring every species of birds indigenous to Florida will be built.

Already on the press is the souvenir booklet which last year contained 160 pages of pictures of fair exhibits which this year has been increased to 160 pages. It is a classy away edition on book paper printed in colors. This year 35,000 copies will be circulated. Also on the press is the 1949 premium book which also will be somewhat larger and will feature premiums totaling approximately \$45,000.

Tele-Radio Bldg. For L. A. Annual

(Continued from opposite page) and the fourth to catering and package ice cream.

Special features include a milk producers' class created as an educational feature for producers only to provide an opportunity to show their skill in producing high grade, clean milk. There is also a class for technicians in the pasteurizing and preparing of milk for market. A dairy inspectors class offers cash and trophy awards for the highest score in points averaged from mix samples of milk from the respective districts. There also will be a student judging contest to stimulate interest of vocational students in dairy products.

New building housing cattle show is ultra modern in design and provides 72,000 square feet of floor space. It will accommodate 1,100 head of stock.

Dairy cattle will be under the supervision of Alex M. Wilson, veteran livestock showman and breeder who was superintendent of the last two Grand National shows at San Francisco.

Shamrock, Tex., Annual Revived, Set Sept. 24-25

SHAMROCK, Tex., July 3.—Revival of the district fair, slated here September 24-25, is announced by Sol Blonstein, chairman of the Chamber of Commerce fair committee, sponsor.

A new community building has been completed and will be used for agricultural exhibits and plans are under way for the erection of a livestock shed. Rides will be let out, but the concessions are to be locally operated.

Carthage Elects Officers

CINCINNATI, July 3. — Former Gov. Myers Y. Cooper again heads the Carthage Fair, which will be held September 15-18. Other officers are Clarence A. Peters, secretary-manager; Lawrence P. Lake, vice-chairman; Mildred A. Hartke, assistant secretary; George K. Foster, treasurer.

Around the Grounds

(Continued from opposite page) office there. Exhibits of farm products, home economics, floriculture, livestock and those of the 4-H clubs and other youth groups will be emphasized, Huddleston said. Listed among the principal attractions is a three-night horse show under the direction of Tevis Paine, a farmer's day with Charles W. Lauppe as general chairman, a rodeo August 21 and a parade Sunday, August 22. Huddleston said work of decorating the business will begin July 15.

Judging of hogs, dairy and beef cattle at the San Fernando (Calif.) Valley Fair, August 27-29, will be conducted by Elmer Hughes, professor of animal husbandry at the University of California at Davis, it was announced by Henry C. Coles, fair secretary-manager. Hughes will be assisted by Hubert Heitman Jr., university faculty member.

WANTED

A Carnival for the Stafford County 4-H Fair to be held in Macksville, Kansas, the week of August 23. For further information write **FRED HOPLEY** Macksville, Kansas.

San Diego Off To Good Start

(Continued from opposite page)

were offered for the small fry. With a seating capacity of 1,000, the arena was filled for five shows Saturday. Featured here are Ed C. Learmont's chimps and pony and elephant act. Learmont and Blackie Wilbur handle the three chimps performing in a large cage. Eddie Allen ably handles the elephant. Clowns include Bernie Griggs, producing clown; Lila Griggs, Hermanlee Griggs, Judith Griggs, Little Bozo and Charlie King. To add to the circus atmosphere a small calliope, pulled by six Shetlands, is used. There are seven kiddie rides in the park. They are: Kiddie car, Jack Johnson; baby Merry-Go-Round, Leroy White; baby airplanes, Charles Clause; ponies, Ralph Goodlove; Whip, Orville Jones; boats, Roy Conder; train, H. E. Ewart; peanuts and popcorn, Helen Ewart. Lee Walters is the ride superintendent.

Teen Town New Addition

Teen Town is a new addition to the fair and is for the junior and senior high school students to stage their own shows and dances. Located in the clubhouse, a small band and a juke box afford the music.

Fred Heitfeld, special events director, handled Stage B and emceed shows thruout the day. Shows, using live talent, honored various towns and communities in the county. Radio shows emanated from here.

The amphitheater shows included those by the Levi Strauss Animated Rodeo and Sy Otis, the Little Prospector of the Golden State Dairies. Otis, who just finished *Silver Lining* at Warner Bros. Studios in Hollywood, performs with his trick mule, Abner. Otis is under contract to the dairies and performing exclusively for them. The Clint Brush-Jack Dutton educated horse, Serrano, opened Monday (26) as a featured attraction. Serrano, the horse that got three votes for U. S. president in Fullerton, Calif., recently, was returned to the fair by popular demand.

The fifth free attraction was movies and television. Old-time movies were shown and television was presented on a large screen in the evenings.

Outstanding in the exhibits was the Cavalcade of Transportation which

was tied in with the display of the 1949 Ford. Progress of transportation, with a complete step-by-step showing of travel modes from ox carts to the first types and models of automobiles, was shown. Nearly 100 rigs, carts and other vehicles, including autos dating back to 1899 were attractively shown. The exhibit occupied 6,400 square feet.

Other special exhibits included historic San Diego and the army, navy and marine displays. Outstanding in commercial exhibits was the flower show featuring an orchid show of 750 blooms. Occupying 8,000 square feet, the orchid show alone had a valuation of more than \$25,000.

Additional features included *Mutt and Jeff* show, Grand National Turkey Sweepstakes, Kiddie Korral under the direction of the San Dieguito PTA, orange juice bar with the famed National Orange Show dispense, and the old race in which Barney Oldfield's famed originals appeared. These included 1907 Stearns, 1907 Benz, and 1908 Cadillac. Race course was 10 miles with a 15-mile run July 1.

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200G Paid For Coney's Luna Park

New Ride Spot Planned

NEW YORK, July 3.—Most important events of the past week in the local outdoor amusement field was the sale of the Surf Avenue frontage of fire-gutted Luna Park, Coney Island, to the Bonra Realty Corporation (Bonra Amusement Corporation) by Mortimer Wolf, for a price said to be \$200,000. Offices of the Bonra firm are at Stillwell Avenue and the Boardwalk.

Plottage transferred fronts 184 feet along Surf Avenue and its maximum depth is 60 feet at the end abutting on the old Luna Park swim pool. Since the first of a series of fires, starting in 1944, which left Luna Park a charred eyesore, this strip of ground has been under the control of Mortimer Wolf, who had as tenant-concessionaires Abe Seskin, Phil Pates and Chick Guelfi, replaced this season by a group headed by Karl Klarinet, who in turn will have to vacate when the Bonra firm moves in, paying the balance of the 1948 season's rent, from June 26 on, to the new owners, all well-known Coney Island business men.

Small Park Planned

In general the Luna Park plot has been occupied by small stands and concessions which added nothing to the good appearance of Coney's main stem. New owners will begin face-lifting of the area immediately after the resort's Mardi Gras wind-up in September and after clearing the site of all present structures and debris will lay out a small amusement park which they announce will be a credit to the location.

Bob Adler, of the Coney Island Amusement Syndicate, a veteran in the carnival and ride-operating fields, has been authorized to purchase several major rides, which will be installed as the nucleus of the new park which will be set to open early next season.

1-Day NAAPPB Confab Slated For Cincinnati

CINCINNATI, July 3.—Edward L. Schott, president of the National Association of Amusement Parks, Pools & Beaches (NAAPPB) and owner of Coney Island here, has called a meeting of the NAAPPB convention program committee for next week.

The one-day affair will be held at Coney Island Thursday (8). Those attending, in addition to Schott, will be Henry Bowen, Whalom Park, Fitchburg, Mass., second vice-president of NAAPPB and chairman of the program committee; Harold Barr, Washington Park, Michigan City, Ind.; Don Dazey, LeSourdsville Lake Park, Middletown, O.; A. M. Brown, Buckeye Lake Park, Buckeye Lake, O.; Chauncey Hyatt, Chicago, chairman of the beach and pool round table discussion, and Paul H. Huedepohl, executive secretary of the NAAPPB.

Purpose of the meeting is to outline tentative plans for the org's annual convention in Chicago in December.

Huedepohl, in his capacity of NAAPPB secretary, plans to visit several parks in Ohio and Pennsylvania before his return to Chicago.

Coney Island, New York

By UNO

Weather man finally let up and gave ops a fairly good break (June 26-27) after 10 weeks of wet weekends. Just to show he was still on the job, however, there was a brief shower Sunday p.m., but that was not long enough to put a dent in the crowd that Monroe Ehrman, publicity chief, counted to be 500,000.

Cyclone ride, Surf and W. Eighth, the property of the Sea Coast Holding Corporation, of which Chris Feucht is prexy, and George Kister, treasurer, has on its pay roll Everett Feucht, son of Chris, re-ride man; Albert Belfourt and Tony Pickeroni, ticket sellers; Joe Albino, ticket taker; William Davis, Joe Little, William Irving, George Tupper, James Messiana, Charlie Thurm and Fred Grupp, platform men, and Harry Galuchi and Charles Del Conte, mechanics. Chris, long identified with rides (his first was Drop the Dip on the Bowery many years ago), makes daily early-morn inspections in person of his ride, a firm believer always in the safety-first rule.

Seymour Machson, former photo gallery operator on Surf, has moved to the Bowery, where he presides over a donkey game which William Goldstein manages. Another Machson donkey game is at 98th Street in the Rockaways where the manager is Lester Hochstein. . . . Shanley Gersh and Sam Garber are 50-50 partners with the Lesslers, Ben, Sam and Max, in 50 Play-the-Races group game that began operating last week at the Tower Baths on the Boardwalk at Long Beach, L. I.

Mollie Milgrim Moves to Surf

Mollie Milgrim has moved her pan game from the Bowery to Surf, where she has a Klarinet concession, a site fronting Luna where she was 20 years ago. Daughter Ruth Romish operates a penny pitch on W. 16th, between Bowery and Surf. . . . Nick Janese, known as the Scooter King, operates Marathon Parkway on Surf and Sparkler on the Bowery. Former has John Borgese as ticket seller and mechanic. John last season was with Joe Bonsignore's Roller Coaster. . . . McCullough's Merry-Go-Round, Surf and W. Eighth, has Jimmie McCullough Jr. as operator; Charles Drake, ticket seller and assistant operator, and George Sawyer, Oliver Smith and Bob Snyder, ticket takers.

Groden at Feltman's

Philip Groden, a pan game operator before he became hospitalized six

weeks back, is night watchman at Feltman's. . . . Milton Solky is ticket seller, and Joe Dannis, operator, of Tunnel of Laifs on the Bowery, one of the possessions of the Kensington Coast Holding Company, of which Moran and Klein are execs. . . . Irene Desjardins is the new manager of Paul Pudillo's Italian eatery. . . . Lester Nelson, son of the striking-hammer builder, is doubling between a truck pilot's job and supervising a milk bottle concession for his dad. . . . Manny Silver, partner of Abe Seskin in the Victory gift shop in Manhattan, gifted himself with a new Buick on the day he was initiated a Shriner. . . . Bill Jewell is relief talker, and Vita Mosley, formerly Georgia May, a new dancer, at Tirza's. . . . Murray Kaufman, photo studio operator, and Danny (Red) Farrell, his assistant, cleaned up on the Louis-Walcott scrap. Former won \$1,500, and latter, \$1,200. Loser was Lester (Tou) Levitt. . . . Prin- (See Coney Island on opposite page)

Good Weather Brings Crowds To Hub Spots

BOSTON, July 3.—Dogged by discouraging weather since the official Decoration Day opening, parks and beaches in this area finally hit the jackpot Saturday and Sunday (26-27). Despite what the weather bureau described as "very weak sunshine," record throngs attended all spots.

The Metropolitan District Police reported 75,000 at Nantasket and Paragon Park Saturday for the season's record weekday crowd. An estimated 100,000 jammed the spot Sunday to provide one of the biggest crowds of the year.

At Revere a season record was set Saturday with 100,000. The huge crowd necessitated barring motor traffic from the boulevard. More than 200,000 turned out Sunday.

Hampton Beach, N. H., and Salisbury Beach, Mass., each drew about 50,000.

Concessionaires, more than little worried as the result of bad weather breaks, were heartened by the large crowds.

2-Fisted Improvement Sked Produces at Rochester Resort

ROCHESTER, N. Y., July 3.—In operation 65 years and a profitable operation until the depression of the early 1930's, Dreamland Park here has had a new birth since George W. Long took over management of the park in 1937.

Now operating substantially in the black, officials say the park's all-out publicity and advertising campaign, its daily radio program which plugs each concession and ride in the park, an intensive picnic promotion campaign, and the rebuilding and refurbishing program are responsible for the new look of Dreamland's ledgers.

Under Long's supervision, a crew of artisans that included George Koberle, Robert Norris, Charles Gerhdt, Arthur Belmont, Charles Patterson, Shep Sheppelman, James Bartholomy and Eddie Wiedenborner went to work in 1937 on rebuilding the resort. Their first year's tasks included the building of 6 kiddie rides, 8 cars for the miniature train and 12 power boats. The miniature train cars, de-

signed by Long, each carry six passengers. Horses for the kiddie buggy ride were hand carved.

In 1947 an amphitheater with an 85-foot circular stage was built for the presentation of the three free acts that are offered twice daily by the park.

This year's additions include a new miniature train, Tilt-a-Whirl, roller skating rink, Funhouse and 12 new power boats on the lake, plus new buildings of modern design for the Penny Arcade and Ghost Train. Dreamland now has 14 major rides, three kiddie rides and a large string of refreshment and game concessions, all with new luminous fronts that are adorned with neon.

Dreamland's efforts have not gone unnoticed locally, according to Milton F. Kaufman, park publicity director, who points to a pamphlet recently published by the Rochester Gas & Electric Corporation which highlights accomplishments at the park. The pamphlet was a two-page picture layout of scenes at the park.

Picketing Hu Edgewater H

Legal settlement appearing with NLRB hearing set—free acts help

DETROIT, July 3.—Up to 10 ago, when a picket line was put at the Edgewater Park gates, business was holding its own. 1947 business, officials report, the park operation now has hampered seriously by the mass picketing at the main entrance.

The jurisdictional conflict, which broke out two weeks ago, may near an end, however. Legal settlement is in prospect, with a National Labor Relations Board hearing scheduled this week-end to decide on rights of the two unions claiming jurisdiction. Both are CIO unions.

Police Help

Park officials estimate the potential loss of business as running as high as 50 per cent on good nights. Detroit police department, aided by private park police, manage to keep lanes open so that patrons may get into the park. Little violence has been reported. Physical operation of the park apparently is not hurt by absence of the workers.

The conflict was termed strictly jurisdictional dispute Wednesday this week by Circuit Judge Robert Toms and a new temporary injunction was issued, restraining any picketing in or near the park. The court appeared inclined to exercise leniency toward earlier violations of the injunction when picketing persists. It was indicated, however, that further violations would be met with contempt of court proceedings.

Additional information, not brought out in the original reports, reports an attempt by dissentient park employees to form their own union group and obtain an independent charter before joining with Union. (See Pickets at Edgewater, opp. page)

Season's First Hot Spell Aids Gotham Spot

NEW YORK, July 3.—After months of almost continuous rain, the past week-end proved a modest balm to resort and amusement park showmen in the New York area despite a late afternoon thunderstorm Sunday (27). In general, the past week was sans rain and extreme heat, which netted resorts and parks a couple of week-day highs in attendance.

Saturday (26) was clear and sunny and brought near-by resorts and parks good turnouts, with swank Jones Beach reporting a high for the season of 78,000.

Sunday (27) brought ideal weather which gave beaches and parks a good break. Coney Island reported attendance of 600,000 and a terrific jam of cars. Rockaway Beach drew 275,000, plus 9,000 at adjoining Jacob Riis Park, city-operated swim and recreation spot. Attendance at Jones Beach failed to equal Saturday's high, reporting only 45,000 Sunday (27). Long Beach, on Long Island's South Shore, drew 25,000.

A warm wave which hit the New York area Tuesday (29), with the mercury hitting 92.1 degrees, gave Coney Island its biggest week-day crowd in years, with 400,000 heat-dodgers crowding its Boardwalk and streets. Rockaway Beach and Jacob Riis Park reported week-day highs of 228,000 and 18,000 visitors respectively, Wednesday (30).

New Parking Lots and Improvements Set for Rockaway

NEW YORK, July 3.—New York's department is giving the Rockaway Beach area a much-needed improvement in the form of four new parking fields which will be ready for operation this week-end. The parking lots, with a total capacity of 10 cars, are located near the boardwalk between Beach 32d and Beach 69th streets. Parking is gratis and the lots remain open until midnight.

Other improvements skedded for Rockaway Beach are additional parking lots and the creation of various centers of recreation centers on 17 acres of ground back of the Beach Boardwalk. The Boardwalk between Beach 73d and Beach 85th streets, and east of Beach 33d Street, being reconstructed at a cost of \$1,000.

Rockaway's Playland is being heavily publicized this year in connection with the newly inaugurated steamer service from Jersey City and New York City to Rockaway Beach. An exceptionally large and modern excursion liner, the S. S. State of Pennsylvania, of the Wilson Line, at present makes two round trips daily.

Stamford's Seaside Amusement Park at Rockaway Beach also benefits from the new excursion service. It is only a short walk from the pier.

Transit Rates Up

As a result of transportation, rates on practically all transit lines serving Rockaway Beach, as well as Coney Island and other near-by resorts, have been raised the past week. Fares on Rockaway and elevated lines were raised from 5 to 10 cents, while bus fares call for an additional 2 cents, making the new rate 7 cents. The Long Island Railroad, serving Rockaway and most of Long Island's funspots, has also been granted a fare increase of 5 per cent on commuters' fares.

Further out on Long Island, Jones Beach is resuming some of its pre-war activities. Beginning this week-end, the Boardwalk Cafe, for the first time since 1941, will provide music and dancing, with Blue Barron's orchestra for tonight's (3) opening.

Bergen-McCarthy Play Swede Park

STOCKHOLM, Sweden, July 3.—Edgar Bergen, the popular American ventriloquist and radio star, is the feature attraction at Stockholm's big amusement park, Grona-Lunds Tivoli.

Another importation on the bill is the Cuban orchestra, the Havana Cuban Boys, with vocalists Miss Peggy, Chiquito Roy Alvarado and the Spanish dancer, Lisi Caren.

4th Extension Granted In Garden Pier Tax Case

ATLANTIC CITY, July 3.—Vice Chancellor Vincent S. Haneman this week granted Mrs. Miriam Levin still another extension, this time until August 13, in which to redeem Garden Pier now under city ownership. It marked the fourth such time extension in the case.

In order to redeem the property, Mrs. Levin must pay tax arrearages of approximately \$150,000 due up until 1943, when the city became the owner thru foreclosure, plus taxes since that time which have not been determined.

Mrs. Levin has stipulated that she would improve the pier after its redemption. The city's foreclosure was reopened at a time when Mrs. Levin, a one-third owner of the property in 1943, claimed she was in the WAC, never received notice of the proceedings and was not afforded an opportunity to be heard.

LeSourdsville Whip Damaged

HAMILTON, O., July 3.—Negligible fire damage to the Whip was incurred at LeSourdsville Lake Park near here Tuesday evening (29) when a tree, blown over by a storm, struck a 4,000-volt electric line, causing the line to fall on the ride. Mrs. Don Dazey, wife of the park manager, said the ride was in operation the next day. Operating loss was slight, she said, because attendance was poor that night.

PICKETS AT EDGEWATER

(Continued from opposite page) Office and Professional Workers, according to Harold C. Berg, spokesman for the park.

Management Unchanged

Park management remains unchanged from last year with Charles S. Rose, Milwaukee, owner-general manager; Jack Dickstein, park manager; Dorothy Brahm, office manager; Harry E. Browne, ride superintendent; Floyd Johnson, manager of concessions which are leased by Dickstein; Ralph Williams, refreshment manager; Everett Meyers, grounds superintendent; Albert Griffith, chief of police; Shirley Axell, skating rink manager; the Pagliughi family, Penny Arcades; Al Rotter, jewelry concession, and Harry Green, Funhouse clown.

Policy remains the same as last year, with a free gate and free acts. The Flying Melzoras are featured currently.

CONEY ISLAND

(Continued from opposite page) Gess Ginger Lee, Hawaiian dancer, a Bostonian, is a new addition to Joe Boston's girlie revue from the Rita Cortez group with the James E. Strates Shows. Other new terps are Carolyn Shaw and Dorothy Harbinger. Exiting was Lonnie Young. From an auditor's account, Boston's show played to 34,707 patrons in 27 working days from May 22, opening day, to and including June 26. Saralyn Daiell celebrated her second birthday June 26 with her proud parents, Lou and Billie, helping in the festivities.

Olympic, Palisades Sked Big '4th' Shows

NEW YORK, July 3.—Olympic Park, in near-by Irvington, N. J., and Palisades Amusement Park, just across the Hudson, in Cliffside, N. J., are set for a big Fourth of July week-end.

As usual Henry Guenther will offer his Olympic Park patrons a big open-air circus bill, band concerts and fireworks. The current circus bill featuring Kurtzo and Kurtz, high pole, will be replaced Monday (5) by a new program with Billy Wells and the four Fays, novelty medley; the Adamson Duo, perch act; Maxine & Bobby and Harry Stephin.

Joe Basile's band will offer daily concerts of patriotic music, and festivities will wind up Monday night (5) with a fireworks display put on by Fred Murray, of the International Fireworks Company. The park's big swim pool is getting a big play during the heat wave of the summer.

Jack and Irving Rosenthal are set for the big week-end at the Palisades Amusement Park, with its big swim pool finally getting a play. Week-end attractions are the Norbertys, aerial novelty, and Buddy Morrow's orchestra. Fireworks displays will become a weekly Tuesday night feature, beginning July 6.

Sale of Idle Hour, Columbus, Denied

COLUMBUS, Ga., July 3.—Rumors that Idle Hour Park here is up for sale were denied this week by C. L. Patrick, secretary-treasurer of Martin Theater Corporation, operators of the amusement park.

"We have not discussed the sale of Idle Hour Park with anyone nor have we contemplated selling it," Patrick said. "We intend to operate the park as usual, with no change in management."

William Crowell, Clambake Bakemaster, Dies at 95

PROVIDENCE, R. I., July 3.—William B. Crowell, 95, renowned clambake expert, died at his home in near-by Riverside Wednesday (30). Crowell retired five years ago after a career which began when he was 11 years old. He estimated his shore dinners had been eaten by more than 8,000,000 diners.

Crowell at the age of 20 became bakemaster at Fields Point, popular Rhode Island shore resort, and later went to Crescent Park, East Providence, where he remained until the park's dining hall was destroyed by the 1938 hurricane.

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COLE GETS IT IN MICHIGAN

Straw Houses Are Plentiful

Traverse City registers top single day crowd of season—concert is big

IONIA, Mich., July 3.—Cole Bros. moved into Ionia today from Muskegon and show officials and personnel were wreathed in smiles. "We are hitting the jackpot in Michigan," was the cry and the reports backed up the statement.

All down the line it was a record of full ones, straws and overflows. The week of June 25 thru June 30, one show official said, was the biggest single week in history as the circus played Port Huron, Bay City, Alpena, Cheboygan, Petoskey and Traverse City on successive days.

Concerts Click

The big concert biz started Sunday (27), as if to keep pace, in Alpena. Concert played to 2,000 there and the next day, at Cheboygan, attracted 1,600. At Petoskey it was the same story as at Traverse City, which officials said gave the show its biggest single day's business so far this season. At Traverse City the concert drew 1,100 at the matinee and 1,600 at night.

Flint, Mich., played Thursday, June 24, was the lone spot which failed to give the show top business. R. B. Dean, show's press agent, gave three reasons for the light biz there. The political convention in Philadelphia had created plenty of radio interest that day, the last postponement of the Louis-Walcott fight and the layoff of thousands of Flint workers in auto factories a week before the show hit town.

Capacities Galore

From Flint on, however, it was a different story. Port Huron gave with two full ones. Bay City, thru a street promotion handled by Florence Galt, gave two overflows, and Alpena, on a Sunday, registered two capacity houses.

Cheboygan gave with two capacity houses and Petoskey registered a capacity matinee and a straw at night. Then came Traverse City, with the biggest single day of the season—two straw houses to the ring banks.

Mills Bros. Org. Scores Red One In Marietta, O.

MARIETTA, O., July 3.—Mills Bros. played to a night overflow here June 29, after attracting a full house at the matinee. Good biz was registered despite cloudy and exceptionally hot weather.

Fair weather and a strong turnout greeted the org at night at Middleport, after a half-house caught the matinee.

A near-capacity crowd viewed both performances in Ironton, O., despite cloudy and threatening weather which turned into a heavy storm late in the evening.

At Chillicothe, under the auspices of the Shrine, the org played to a near-capacity at night and a strong matinee house.

The weather was okay in Logan, O., but biz was just fair.



CARLA WALLEDA, 12 years old, shown with her parents, Helen and Carl, just before making her debut as a circus performer at a recent benefit circus in Columbia, Mo., sponsored by the Boone County Fair. Carla performs on the Spanish web in the aerial ballet. She does not yet appear with the Wallenda high-wire act but admits having been up there during practice.

R-B Garners Record Biz In New Eng.

Four-Year Absence Helps

SPRINGFIELD, Mass., July 3.—Ringling Bros. and Barnum & Bailey Circus returned here yesterday for a two-day stand and the final dates of their current New England tour, the first undertaken in the four years elapsed since the disastrous Hartford fire. The 17-day (34-performances) Yankee tour was of record-breaking proportions, since from near-capacity to overflow audiences greeted all performances.

A full house at the Saturday (26) matinee in Fitchburg, Mass., was treated to an unscheduled bit of excitement when Kalsh Alberty, flexible pole artist, put the slug on Chrysis De La Grange, featured aerialist, as she reached the ring following her performance. Local cops who witnessed the fisticuffs hustled both to the police station where Alberty was charged with assault and battery and later released on \$200 bail for appearance Saturday (3).

Fails To Appear

When Alberty failed to appear as scheduled, a warrant for his arrest was issued, and local officers were instructed to pick him up before the show left the State. The reason for the argument was obscure, Fitchburg police said.

The day before, Friday (25), the Big Show arrived early in Lowell. The matinee and night shows got under way on time to hefty crowds.

The circus arrived in Bangor, Me., Sunday, and thus made it possible for The Bangor Daily News to herald its arrival Monday morning (30), show day, with a strip of pictures taking up one-third of page one. Credit (See R-B N. E. Biz Big on page 74)

Dailey Places Emphasis On Stock, Comes Up With Highly - Entertaining Card

Michigan City Audience Generous in Applause

By Hank Hurley

MICHIGAN CITY, Ind., July 3.—Dailey Bros.' Circus, owned by Ben and Eva Davenport, has witnessed some tough weather this season, like all show business, but from the outward appearance of the org here Tuesday June 29, you'd think it was fresh out of quarters. Clean, snappy costumes, well-groomed stock and eye-catching trains and wagons give the show a neat appearance and the performance in the big top matches. "We've run into some tough weather, especially early this spring," Davenport said, "but business has been good in spite of it. I'd like to tell you that business is

Dailey Draw Okay in Ind.

Strong houses the rule—rain at several spots holds down attendance

TERRE HAUTE, Ind., July 3.—Dailey Bros.' Circus, which has been drawing okay on its tour of Indiana, moved in here today for a one-day stand; and prospects were that Terre Haute would hold its own with other Indiana cities from the draw standpoint.

The Dailey org has enjoyed a steady business thru the Hoosier State thus far, with strong houses, not straws or overflows, the rule. In some cases, weather has taken its toll and, where the show probably would have registered capacity or overflow business, it had to settle for three-quarter houses because of rain.

Getting fair weather in Crawfordsville, the show drew two strong houses. Day was the first clear one in more than a week. Michigan City gave with a little better than half a house at the matinee and about a three-quarter one at night. Weather was not too good, rain falling before the matinee and at night it was threatening.

Rain hurt in LaPorte, but show recorded a fair matinee and a strong night house. Warsaw and Hartford City gave with satisfactory business. Hartford gave with two three-quarter houses, despite an all-day rain.

In Sturgis, Mich., the show had a full one at the matinee and near capacity at night, the latter in spite of rain.

Beatty Clicks In N. D. Spots

VALLEY CITY, N. D., July 3.—Aided by excellent weather, altho it was a bit windy in the afternoon, Clyde Beatty chalked up a red one here, getting two full houses.

The day previous, at Jamestown, it was the same story. The org had ideal weather and packed 'em at both shows. This despite the fact Bailey Bros. had played the town three days before.

Before moving into North Dakota, the show chalked up a red one at Glendive, Mont., registering two full ones.

away ahead of last year but, at this moment, that isn't the truth. The truth is that we are running even right now with last year, but I believe all we need is a break in the weather to forge steadily ahead."

On its one-day stand here the show got rain before the matinee, but still had better than a half house and at night it was almost a three-quarter one, despite threatening weather.

Show Moves Smoothly

Show goes in heavily for acrobatic, balancing and trapeze acts, with the heavy accent on stock; but the performance moves smoothly and met a highly receptive audience here.

Housed in a big top 130 with five 50's, the big show has a seating capacity of 5,800. This year's big top is bigger than last year. In fact, it is the largest big top the Dailey org ever has had. But still Davenport isn't satisfied and already has placed an order for an even larger one. The menagerie tent is a 70 with five 40's and the Side Show is a 50 with four 20's.

Show boasts five rings with most of them busy all the time. Probably most noticeable to the dyed-in-the-wool circus fans is the lack of a real outstanding act, or, in other words, a name. However, once the show gets under way, you get the circus feel and you either forget that idea or overlook it. With Leo (Tiger Bill) Snyder as equestrian director, the (See Dailey Sports on page 74)

Hunt Escapes Major Catastrophe as Fire Destroys Bull Truck

GLOUCESTER, Mass., July 3.—Hunt Bros.' Circus, which played here Monday (28), escaped major damage when flames destroyed a trailer truck as the show was setting up on the Western Avenue lot.

Firemen from two communities, Gloucester and Manchester, fought the fire in the van, which was used to transport the elephants. The trailer was unoccupied at the time of the fire.

Mr. and Mrs. John De Rizkie, husband-wife team of aerialists, who were away from the grounds, rushed to the lot aboard a fire truck in search of their four children whom they had left sleeping. They found the children watching the fire.

Fire Chief Henry Hilton said the blaze was caused by a dropped cigarette. The fire drew a large crowd to the lot on the fringe of a densely populated section of town.

Performers and working personnel stood guard over the animals and equipment as firemen fought the blaze.

Bakersfield Draw Up 20% for Polack

BAKERSFIELD, Calif., July 3.—Polack Bros.' Circus (Western) topped last year's gross by 20 per cent and played to an aggregate of 28,000 during seven performances here, according to Louis P. Stern.

Jimmy Rison's promotion, with an 8-page program, set an all-time high, the membership ticket sale was up to par and the door sale showed a steady increase as the engagement progressed.

Closing here Saturday night (June 5), show had a four-day layoff before opening a five-day stay at the San Diego County Fair, Del Mar (1-5). Rison, with his nine-man crew, went to San Jose for his next date.

Bulk of the attendance at Bakersfield was at the four night performances, with perfect weather conditions. Due to daytime temperatures above the 100 mark, two of the three matinees were given mornings. Biggest surprise came when the closing-night crowd topped what was expected to be the peak Friday night.

Little Rock Police Show Registers Okay

LITTLE ROCK, July 3.—The three-day police circus here in Travelers Field, home of the Little Rock baseball team, proved a financial and artistic success, according to the police committee. Event was held June 5-27.

Show was produced by Bob Leven Enterprises, Inc., and the acts were booked thru the Ernie A. Young Agency, Chicago. Bob White did the announcing and Bill Rose handled the press and radio. Clowns were Bozo Farrell and Dick Lewis.

The line-up:
Display 1.—National Anthem. Display 2.—11-girl aerial ballet. Display 3.—Clowns. Display 4.—Wilde's Bears. Display 5.—Ten Carrells, unsupported ladders. Display 6.—Bozo Harrell. Display 7.—Four Willys. Display 8.—Maeleine and Elenova, cloud swing and aerial serpentine. Display 9.—Captain Veslet's Seals. Display 10.—Wallyetty Sisters, aerial anchor. Display 11.—Clowns. Display 12.—Rietta Grotefent, sway pole. Display 13.—Connor Duo, rolling globe. Display 14.—Dick Lewis, table rock. Display 15.—Great Wallendas. Display 16.—Connor's Dogs. Display 17.—Exit march.

R-B To Play W. Des Moines

DES MOINES, July 3.—Ringling Bros. and Barnum & Bailey will play a lot in West Des Moines August 5. Show originally had planned to play Des Moines proper but was unable to land a suitable site after the State fair board turned down R-B officials in a request to use the fairgrounds. The fair board has held to a policy of not renting the grounds to circuses for at least 60 days prior to the fair, which this year is set for August 7-September 3.

Mell Henry recently arrived in the States after touring Central and South America for a year and a half with the Spiller seal act. He will call the latter part of July for Chile, South America.

New Wrinkle

BANGOR, Me., July 3.—Apparently the management of Freese's, Bangor department store, feels that circus folks are human. When the Big One played here Monday (28) local papers carried a four-column display ad with the following greeting to the circus personnel: "Special attention all circus people of Ringling Bros. and Barnum & Bailey Circus, the greatest show on earth. Welcome to Bangor. Make yourself right at home at Freese's—Maine's great store."

UNDER THE MARQUEE

Carey C. Emrie, Cincinnati, is vacationing in the mountains of the Keystone State.

John Kopf recently visited with old friends on King Bros.' Circus, Billie Burke being the host.

Pat Shelton joined R. V. Lewis's band and minstrels on Cole Bros.' Side Show in Dayton, O.

Slim Collins, clown, who was with Hamid-Morton on their spring dates, is producing clown with the James M. Cole Circus.

Pallenberg's skating bear is appearing in the new *Howdy, Mr. Ice*, rink revue, at the Center Theater, New York.

Omaha city council has granted permission for the Ringling show to play the lot on 36th and Lake streets instead of the usual circus lot. Show will play Omaha August 6.

Conscience demands that the old-timer use a sledge at least five minutes before retiring to the shade of a stake-and-chain wagon.

Happy Kellems, clown, since closing at the St. Louis Police Circus, has been vacationing at Miami Beach, Fla. He will be with the Barnes-Carruthers No. 1 show this summer.

After leaving the Clyde Beatty show and the Flying Harolds, Elden Day is relaxing in Henderson, N. C., with his wife, Joan, who will soon be visited by the stork.

Hopp Green, Milwaukee's baseball clown, who canceled his dates with Tom Packs due to illness, will go to Portland, O., with his wife to visit their daughter and rest for six weeks.

H. J. Wills and Mighty Danes caught Dailey Bros. in Crawfordsville, Ind., reporting a good performance; also saying that Joe Rossi and his band get an extra nod for cutting the program in fine style.

Lou Kelly cards that the Pan-American Animal Exhibit did a bang-up biz at Harrodsburg, Ky., June 25-27, and that Lee Bradley, of the B. & S. Concessions, and Paul Rice were visitors there.

Mrs. Pete Wood writes that stands in Iowa have proved good for Star Bros.' Circus. Owners Blackie and Pete Wood announced that Max White has taken over the show's advance.

Herb (Pop) Fursier Sr., after completing 14 consecutive months on the James M. Cole Circus and the Kirk Adams Dog & Pony Show, is visiting friends in Canada before returning to the road.

Mr. and Mrs. William Jensen, Spokane, have sold their Anchor Grill Cafe, meeting place for show-folk, and joined their daughter, Virginia Schuler (Tiffany), on the promotional staff of Mills Bros. Mrs. Jensen was in stock in 1910.

Romig and Rooney left Dales Bros.' Circus May 10, and after visiting Romig's father, who is seriously ill in Reading, Pa., played night clubs before joining Patterson Bros.' Circus doing one and two-day stands thru Michigan under auspices.

Justus Edwards, press agent for Polack Bros.' Western Unit, spent a recent week-end as the house guest of Claude and Pauline Webb in San Fernando, Calif. The Webbs formerly had Russell Bros.' Circus and Edwards was the show's press agent.

Forrest Brown, Delphos, O., pens that Dailey Bros. had big biz there June 20 in ideal weather. Ana, Forrest and Fern Brown were guests of the org. John Temkull, mayor of Delphos, was special guest at dinner in the cookhouse.

Probably the good old days around circuses were when some of the big salaried acts believed a cookhouse to be the place for small-salaried guys to eat.

Mr. and Mrs. J. L. Pease recently went to Greenville, Ky., to bury the remains of Mark A. Rossi, Mrs. Pease's son, who was killed in Burma, December 15, 1944. He was a brother of Evelina Rossi, aerialist with the Kelly-Miller Circus.

Charlie Duple, ticket taker last season on the Sparks Circus Side Show, writes from Jeffersonville, Ind., that he recently was discharged from a hospital following a nervous breakdown. He will not go on the road this season.

Shirley Carroll (Mrs. Norman Carroll) was hostess at a recent dinner party at her Hollywood home. Among show people present were Mr. and Mrs. Parley Baer (Ernestine Clark), Trudy Sutton, and Doug Rhodes, of *The Billboard*.

Rose Miller, wife of Pat Miller, who was catcher of the Four Valentinos, flying act, was injured in a bus accident in Cleveland June 18. She was removed to Charity Hospital but is now at home, 9228 Wade Park Avenue, Cleveland. Mrs. Miller will be bedfast for some time.

Walter W. Matthie, Long Beach, Calif., formerly on advance press of Clyde Beatty Circus, has just completed a one-quarter-inch scale model Diesel locomotive to pull his new 10-car circus train. He is planning to exhibit one or more of his four model shows at California fairs and celebrations this year.

Benny Doss, playing halls and schools in North Dakota, attended Bailey Bros.' Circus in Williston, N. D., Gold Bond Shows in Ray, N. D., and Northern Exposition Shows in Sidney, Mont. He visited with Prince Budda, doing magic in the Bailey Side Show, and Swede and Mabel Johnson, who have the concert on that org.

The Circus Model Builders and Owners' Association met in Springfield, Mass., July 3-5. An exhibition of models was held under auspices of the Shriners' Hospital. More than 55 members and wives of the Hartford chapter of the Circus Fans of America attended. Ringling-Barnum was in Springfield July 2-3.

Fred B. Thompson, retired circus press agent who had been with the old Gentry, Hagenbeck-Wallace and Robinson shows, plans a vacation trip on which he will visit a number of shows. Thompson, now living on his farm at Clarkston, Ga., spends much time in writing circus features for magazines. He is now completing work on a book, *Under the Big Top*.

Bobby Kork, of the Marks Shows, writes that several members of that org were entertained recently by Ernie Burch, of clown alley on Ringling Bros. and Barnum & Bailey, when the two shows day and dated in New Britain, Conn. Those who were guests of the Big One at the cookhouse were, in addition to Kork, T. W. Kelley, George Ice, Tony Litina, Carboo, Chief Wonpony and Wally White.

Recent visitors at the Ingham Animal Farm, Ruffin, N. C., included T. C. Morrison, agent, and Sam B. Warren Jr., billposter, of the Silas Green Show. Sam B. Warren, manager of

Biz Hot and Cold For James M. Cole In Tour Thru Mass.

ATTLEBORO, Mass., July 3.—Excessive heat and a thunderstorm combined to hurt biz for James M. Cole here Tuesday, June 29. The big top was less than half-filled at both performances. Town may be played out for the season, as Hunt Bros. made a stand here last week and four locally sponsored carnivals played the town earlier in the season.

Org was the first circus in Taunton, Mass., this year and played to strong houses at both shows. Bob Briggs, Taunton newspaperman, renewed acquaintance with Ed Mitson, baritone horn player in the show's band, during the stand here. Both were with Jimmie Heron's World Bros.' Band in the 1930's.

Biz was exceptional at Gloucester, Mass., in spite of rains during both performances, a capacity crowd viewing both shows.

Wife Sues Sunbrock

CINCINNATI, July 3.—Troubles continued to mount for Lawrence (Larry) Sunbrock, New Haven, Conn., rodeo promoter, when his wife, Marion, sued for divorce in Common Pleas Court here yesterday. Sunbrock, owner of Wild West Rodeo, Inc., is accused of gross neglect and extreme cruelty. Suit alleges that Sunbrock associated with and spent large sums of money on other women and struck his wife. Mrs. Sunbrock also asked for a division of property. Married November 26 in Fullerton, Ky., the Sunbrocks separated last December 15.

the show; Mrs. Warren and son, Jerry, also were guests of the Inghams while the show was playing Reidsville, N. C. Dr. George Barrett, who in conjunction with Ingham operates several school units, is at his home in Decatur, Ill., recuperating from an operation.

When the Clyde Beatty Circus played Los Angeles and vicinity, the film folks turned out en masse. Plenty of photographers were on hand, too. Shirley Carroll, who handled the radio spots in the area for the show and also aided on other publicity jobs, made a big pitch to the fan magazines which has just paid off in reams of coverage. Six July issues of the fan mags contain layouts and stories about the movie people who went to the circus. Publications include *Screenland*, *Movie Stars on Parade*, *Movie Life* (a two-page spread), *Modern Screen*, *Screen Guide* and *Photoplay*.

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WINONA, MINN.

Dailey Bros.

Among the queer noises heard in the backyard these days is the din and clash of the clown band, which is going in for plenty of practice. New additions to clown alley are Jingles Karsey, Happy Kelly and Johnnie Kimmet.

The mad dash for the water wagon, with buckets on both arms, is like the rush hour in the New York subway.

At night, during the process of moving props to wagons, Marcos Droguett has difficulty finding space on the track to throw hats on the heads of his assistants in the act. Donna Knouff, Frances Benner, Elsa Beeheimer and Carmen Mendiola are the regular standbys who lead horses to and from the cars when help is short. At night the line of horses is dotted by electric lanterns as a protection against traffic.

Billy Alexander called it a season. Mary Louise Pacheco celebrated her birthday recently. Hope Brown, nee Ray, joined her parents on the show for a short visit. Mildred Pyle and daughter, Donna, entertained three schoolteachers from Gonzales. Miss G. B. Robison looked fetching in one of those spec suits atop an elephant. Others in the party were Cora Anne Remchelle, Mrs. Virgil Robinson and Mr. and Mrs. Reese.

R. E. Conover, CFA, and his family entertained our personnel with a showing of colored picture slides taken on various circuses this year. Bobbie and Caroline Gordon and daughter, Carol, visited the Tiger Bill Snyders. Mr. and Mrs. Josh Kitchen, en route with their fair attractions, visited the lot on a Sunday.

Visitors: Mr. and Mrs. Wick Leonard, Mr. and Mrs. Kaner, Don Howland, Chick Mueller, who entertained Freddie Fredericks and the O'Briens at dinner; Bert and Corrine Dears, Mr. and Mrs. Jack Mills and daughter, Mr. and Mrs. Dodson, Milton J. Durham, Bill Morgan; Leonard Karsh and wife, the former Virginia Arcaris; Mr. and Mrs. Bob Karsh, Earl Krueger, Ben Davenport's sister and Mr. and Mrs. Ted Hodgini and daughter.—HAZEL KING.

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EN ROUTE DAILEY BROS.' CIRCUS

Dressing Room Gossip

Clyde Beatty

It feels mighty good to be back in the Middle West again and out of the mountain country. Even with long jumps, we are in early and so the matinees are going on time again.

Howard Menz, our boss props, was inducted into the Cheyenne tribe of Indians at Miles City, Mont., and is officially known as Chief Little Feather. Jamie Tubis is trying to perfect a dry martini pop-suckle. As soon as she can find a way to freeze the ingredients, she will start production.

Dickinson, N. D., gave us the first muddy lot in a long time and also record crowds for both performances. Bismarck, N. D., was the surprise of the week. A Saturday there gave us two straw houses.

A Sunday off in Jamestown found performers relaxing and taking in the movies. On the lot the paint brushes were wielded. Even A. W. Kennard painted his trunks.

Clyde Beatty celebrated his birthday recently. W. P. Spotts and Burr W. Cline, of Shriners' clown band, Jamestown, clowned the night show with us there. Note to Freddie Freeman: That bear clawed a few people over here, so the Cole show doesn't have the x on him.

George Linneman, of the elephant department, is in the Sacred Heart Hospital, Spokane, for an operation. Whitey Haven's transportation crew is on the ball when it comes to moving the show in record time. Mel Renick surprises every one daily with something new in wardrobe for the tournament. Recent visitors: George Perkins, Fay Avalon, Don Hayden, Kitty Kelly and Jean Evans.—LAURENCE CROSS.

King Bros.

PRESQUE ISLE, Me., is small. Consequently, we enjoyed a quiet Sunday. At Fort Kent, Me., Mr. and Mrs. Elmer P. Michaud and daughter, Irene, visited, coming from Van Buren, Me.

At the night show in Fort Kent, a moment of silence was observed, and bandmaster Jack Bell sounded taps in memory of the late Jerome Harriman, circus agent, who was buried in Fort Kent.

Rain in Houlton, Me., while the big top was going up made for plenty of mud and the writer took an unscheduled belly buster in front of the center section. Tip Stone and a group of fans visited from Canada.

En route to Calais, Me., the sleeper truck broke down. While waiting for it to be fixed, Slim Girard, Louis Shaw and the writer went for a walk. Result was we didn't arrive back in time and the sleeper took off without us. We arrived on the lot as the clowns went in for the last walk-around.

Sylvia Gregory was crowned queen of the tater patch. Frankie Kain sounded a fanfare, Freddie Wenzel was prime minister and Frank Gunn was crown bearer. The queen wore her crown in the spec and held court after the show.

At Eastport, Me., the lot was on the edge of cliffs overlooking the St. Croix River. The show proper was in the U. S., but the dressing room and sleepers were in Canada. Bobbie Hasson and Arthur Coolsie, of the R-B show, visited en route to Bangor, Me.

Visitors have included T. W. (Slim) Kelly, Bobby Kork, George Ice, Colonel Higgins and John Paul Loverne. Thanks to Cliff Cowna, Oshkosh, Wis.; C. Patterson, Cincinnati, and J. V. Leonard, Ithica, N. Y., for letters and pictures.

Notes: Louis Shaw is never seen without a cup of coffee in his hand. . . . Personal nomination for the best dressed cowgirl—Jewel Poplin. . . . The small fry on the show have developed a great interest in making the spec. Kathy walks with mama

Tom Packs

The Mount Vernon, Ill., stand was a corker in every way, despite cool weather, rain and mud. Show was set up in the Mount Vernon Baseball Park.

En route from Houston, some of the acts went to Chattanooga for a stand with Sunny Bernet, which was very successful. The Wallendas took a unit to Pine Bluff, Ark., and then to Little Rock.

High spot of the week was the old-fashioned picnic party engineered, promoted and programed by Duina and Eggle Zacchini Tuesday, June 29. The girls made salad, sandwiches and fried chicken. However, Old Man Weather took a hand and just as the lunch was spread the rains came. The scramble for a dry place was on and when noses were counted three Zacchins and Dick Anderson were under the picnic table; two Lewises in trees, and the rest of the folks made the dance pavilion. The latter spot was the final resting place and the sandwiches and watermelons were finished. The rest of the afternoon was spent in dancing, song festivals and acrobatics, with music furnished by the Eldons.

Barbara Grant celebrated her birthday at the picnic and suddenly a birthday cake appeared. Those attending were Mama and Papa Zacchini, Duina, Eggle, Eric and Eddie Jr., all Zacchins; the Five Marcuses, the Three Willys, the Three Eldons, Mr. and Mrs. Bob White and the two little Whites; Dick Anderson and the Five Lewises.

Notes—Joe Lewis and Jimmie Davison have discarded their winter underwear. . . . Guenther Wallenda threw his hat in the ring in Little Rock, Saturday, June 26. He married Le Guay Ford. . . . Joining for a two-week tour with clown alley were Mr. and Mrs. Bill Bentledge. The Condors, high pole act, also joined. . . . Pat Kelly sets up his outdoor movie theater at every stand.—DICK LEWIS.

Mills Bros.

Summer finally caught up with us. Bathing suits are much in evidence. Practice between shows really has begun.

In Chillicothe, O., we were blessed with a beautiful lot in the city park. The youngsters on the show enjoyed the slides and teeters. Some of the small boys on the show spent their time fishing in the lake, which, we discovered later, was a fish hatchery!

Bruna Medini is back on the lot after a long illness. Mrs. Charles Brady is okay again and Myrna Karsey has discarded her crutches.

The Cathalis Troupe, Brownie and Myrna Silverlake, Roy and Joy Thomas, Joe and Annette Dobas, gave a performance at the State hospital in Chillicothe.

Willa Dian Black went to Athens, Ala., to get her daughter, Shela, who will spend the summer with us.

Visitors: Mr. and Mrs. Buck Sanders and Roy Bickley, formerly of Robbins Bros., who visited Myrna Karsey; William Klesneetch, who visited his navy buddy, Charlie Ali; Tom and Kate Smith, Thomas Bangs, Si Young, Tom Hall, Al Collins, Mr. and Mrs. William Meyers, Buck Mackerman, Joseph Barrett, William Morgan, Mr. and Mrs. Roy Palridge and Roy Jr.; Maud Burns, sister of Ray Hinshaw; Effie Hobough, Doss Gibson and Mr. and Mrs. August Pasternak. Mrs. Pasternak is a daughter of Ida Madiel.—VIRGINIA NOEL and JONNIE MAE SNYDER.

Theresa in a grown-up costume made by grandma Morales. Nattio Cristiani prefers to ride one of the ponies, while bandmaster Jack Bell's daughter walks with the Caudellio Sisters.—BILLIE BURKE.

Polack Bros.' Eastern

The fairgrounds in Rawlins, Wyo., was a virtual quagmire. Old-time chuck wagons and real rip snorting gun totin' cowboys were in evidence everywhere. Coming into the town everyone was reminded of Cecil B. DeMille's epics. It was that colorful.

Stopping by the roadside to sleep during night travel, Else Sidney and Irene Lafferty were frightened to death when awakened by Richard Sidney's wild shouts. Looking out the window, they saw thousands of sheep being herded down the road, past and around their trailer.

Everyone is happy to have Al Hyman back. His mother is now out of danger.

Prior to the opening in Rawlins, several days were spent by personnel in Glenwood Springs, Colo. Among those vacationing were the Pallenbergs, Kinkos, Lewises, Polacks, Karl Ericksons and the Wilberts.

Nate Lewis brought his trailer in on a truck. The axle broke and the only way to get it into Rawlins was truck it. Karl Erickson's car burned out a bearing and Harry May's car came up with a broken axle. All the trailerites believe the 40-mile drive from Craig, Wyo., to Rawlins is the toughest in the country.

Conchita celebrated her birthday and was gifted with a wrist watch by husband Karl. Her partner, Hans, presented her with a Western slack suit. Incidentally, it was Pepi and Nita Borza and Wanda Malikova who started the slack suit craze.

Irene Lafferty is the sleepingest gal on the show. She never crawls out of bed until a few minutes before show time and on our days off, she doesn't get out of bed at all.

Imagine Stig Erikson's amazement when a girl rushed up to him and requested his autograph. She thought he was Johnny Weissmueller. Hanna Pallenberg's sister, who was visiting on the show, was rushed to a Denver airport from Glenwood Springs and thence to San Antonio for an emergency operation. Mrs. Post, Dorothy Lumbly and Conchita's daughter returned to California. Mario Ivanov certainly is proud of brother Pete's baby. When Emil Pallenberg read what Harold Barnes, DRG correspondent for the other unit, said about Truzzi being chased by a tame bear he couldn't help laughing. He said Truzzi should have been in Trinidad with our unit when the entire personnel was chased by two bears that weren't so tame.

The Lewises celebrated their wedding anniversary. Zenka Malikova received a portable sewing machine from Johnny and now all her spare time is spent sewing. When Mother and Father Boyd spent two days in Denver, they left their son in care of baby sister Irene Lafferty. As usual, Kinko had a pool on the Louis-Walcott fight, which was won by Nate Lewis.

Bill Green was at his wit's end trying to secure people for an impromptu broadcast following the opening matinee in Rawlins. He finally cornered I. J. Polack and Nate Lewis. Just to be different, Polack took the mike out of the interviewer's hand and started to interrogate Lewis. Of the three questions Nate was asked, the one he didn't answer was "How do you like Wyoming?"—BILLY BARTON.

ELASTIC NET OPERA HOSE

Black, Surtan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.

C. GUYETTE

348 W. 45th St., New York 19, N. Y. Phone: Circle 9-4127

FRED FRANKLIN

Of 584 1/2 Poplar St., Macon, Ga. Died June 16, 1948, at Emporia, Kansas. Any adv notify

RAY A. STAHL

515 Poplar St., Macon, Ga.

Ringling-Barnum

past week gave us almost every kind of weather, ranging from cold rain to heat and dust. The night of the Louis-Walcott fight found the crowd around the radio at the light play.

Sunday run into Bangor, Me., got in town early and everyone took to the movies and had an end-of-the-day. Bangor is Prince Paul's home town and he wowed 'em. He made the headlines with a "Home town boy makes good" story and pix.

Mr. Evans is the subject of a circus story in the current issues of *Argo* and *The Reader's Digest*. This *Weekend* Sunday supplement, carried a circus cover. The current issue of *The Saturday Evening Post* has a circus cover featuring the Ringling clown atop a bandwagon. It's a home town story.

Edward Aylesworth is hospitalized in Eenton, Fla. Hugo Bogino was injured during the leap act and will be out for a few days. Lola Richards and Ben Crooks closed the season. Phyllis Carouso made her debut in the aerial riding act.

Visitors: Joe Walsh, Henry and George Reynolds, Pat Greer, L. D. (Doc) and Phil Hall, Bill Day, Jim Hoy, Jim Northridge, Muncie and Jim Honey and sons, Danny McCarty and son, Mrs. Roland Butler and Rita Cristiani.

And the lot: Jimmy Armstrong and Jackie Gerlick practicing for the big ring match. . . . The knots seen on the clowns heads nowadays are not a new look in head gear. Said knots are received daily dodging in and out of the new dressing room wagon and forgetting to duck. . . . Hilda Arizona exercising her back under tutelage of Pop Alzana. . . . The gassy lot in Bangor got plenty of looking looks from the ballplayers on the show, but the ground was a little too wet for a game. . . . Doc Henderson leading new born colts around the lot. He has named them Yankee Girl, Mickey and Fanny Wagon. . . . Dolly Copeland helping Frank Saluto catch his rabbit before the Monte Carlo number. . . . Coddy Uniot, Ritchie Mader and Bloss showing newest pictures of their respective offsprings. . . . The surprised look on the other clowns faces when Lou Jacobs ran down the track with half his convict suit and half his devil's suit on.—MARY JANE MILLER.

Dales Bros.

In Paddock, Pa., we were hit by a cloudburst that left three inches of water in the center ring. The band played *Serenade to a Mudball* for the overflow, and the aerial ballet became a water ballet.

Not to be outdone by the recent swimming ladder embarrassment suffered by Flo McIntosh, Vivian Reeh suffered a similar breakage during the same number in Uniontown, Pa., and (See DALES BROS. on page 90)

JAMES M. COLE CIRCUS CAN PLACE

Senior Double Trapeze Act, Boss Property Men, Seatman and Riggers. Norman Anderson use two more Seat Butchers. Wire City, Mass., July 6; Northampton, 7; Westfield, 8; Hudson, N. Y., 9; Delmar, 10, or other route.

EVENS BROS.' CIRCUS WANTS

Boys, Canvasman; Working Men, \$24.00 per week and board; Butchers, Cook, Side Show Act, Banner Man, Dancing Girls. Join on route. Bowbells, 7; Tolley, 8; Sherwood, 9; Westhope, 10; Willow City, 11; Dunseith, 12; Sella, 13; Saries, 14; Walthalla, 15; all in North Dakota. P. O. Box 111, Llanas, Camels and Lead Stock.

Cole Bros.

At Battle Creek, Mich., circus fans gave a dinner between shows. Hosts and hostesses included Mr. and Mrs. George Dolliver, Mr. and Mrs. C. W. Chapman, Mr. and Mrs. Art Mitchell, Frank Walter, Jim Shuster and Jim Jr., Father Nadrack, Mr. and Mrs. J. M. Munnings, Tom and Winnie Gregory and Mr. and Mrs. Glen Townsend. Showfolks attending included Hubert Castle; Mr. and Mrs. Lucio Cristiani and son, Baline; Otto Griebing, Florence Tennyson, Harry and Nena Thomas, Mr. and Mrs. Win Partello, Henry Kyes, Bogonghi and Freddie and Ethel Freeman.

Harold, George and Jack Voise had a big day when the show played Bay City, Mich. Their families came over from Saginaw, Mich.

The bear walked into our dressing room and walked out with Arizona Jack Campbell's new cowboy boots.

Visitors have included Mary Lou Mader, daughter of Noyelles and Hilda Burkhardt; Richard Mader, Hilda Kurt, Eric Oranto, Mr. and Mrs. Orrin Davenport, Ben Greenwald, Mr. and Mrs. Charles Jones, Netty Keesbery, Ted Deppish, Vern Wood, Mrs. Mary Anderson, Joe and Bebe Siegrist, J. Raymond Morris, Vernon Reaver, Dorothy Carter, Joe Hoffman and Mrs. Thomas Ressaud.

Those celebrating birthdays recently were Noah Robinson, of the Side Show band; Toy Wallace and Linda Voise, daughter of Jack and Alberta Voise.—FREDDIE FREEMAN.

Bailey Bros.

The Minot, N. D., municipal band gave a concert June 20, and our band took a busman's holiday to listen to it. Comment: Good band, but we can play faster and louder. Ben Thomas left the press staff and is back on his old job as 24-hour man, replacing George DeSilva. Sylvester Moore is doing a good job in the banner department. A VFW convention was in progress in Minot. The parade was highlighted by the following clowns; Albert White, Lew Kish, George Barnaby and Buck Leahy.

Sadie Anderson celebrated a birthday recently. Harry Miller, inside ticket seller, returned to his home in Canton, O. Business has improved considerably now that our paper is far enough ahead of us.

Personnel of the show extends sympathy to Mr. and Mrs. Skinny Goe, band master, on the death of Mrs. Goe's mother recently.

Lew Kish is supervising the recreation for the younger set.

Visitors: Rube Liebman, Billy Senior, Earl Shipley, Mr. Frick, Eddie and Golda Grady, Bill Longstreet, Mr. and Mrs. Montaine, Mr. Flick, Mack Wolten, George Perkins and Fay Avalon.—RUSTY BADER.

Hunt Bros.

At Bristol, Mass., we had to give three shows. Among recent visitors were Lady Cavendish; Frank Sopper, from the RKO office in Boston; Joe Walsh and wife, from the Benson Animal Farm; Lew Barton and Jimmy O'Neal, from the James Cole show.

We wound up the week in a blaze, but not of glory. We were attending a movie, put on by Harry Hunt each Sunday for the showfolk, when it was discovered that the new elephant truck was on fire. The fire department was called and promptly extinguished the blaze. The truck was damaged to the extent of \$1,000.—NORMAN HANLEY.

Polack Bros.' Western

Bakersfield, Calif., lived up to its reputation by offering the most difficult working conditions of the season and temperatures well above the 100 mark, dust thick enough to partially (See POLACK BROS. on page 90)

Dailey Side Show

MICHIGAN CITY, Ind., July 3.—Line-up of Dailey Bros.' Side Show, as caught here Tuesday, June 29, follows:

Executive-staff: Milt Robbins, manager; Chuck Gammon and Tom Murray, front; Kid Cummings, door-man; Mrs. Millie Curtis, lecturer.

Performers: Capt. Dee Nifong, untameable lion; Dave Curtis, magic; Rex (Americo) Carson, anatomical wonder; Pat Taylor, electric act; Francis Doran, snakes; Roy Chapman, Scotch piper; Joe Webb, mentalist; Johnny B. Williams, colored band; Johanna Rittley Webb, mitt camp; Velma Plumley, Pat Taylor, Cardessa Williams and Linda Delay, dancers, and Frances Deoran, annex attraction.

Rains, Wind Fail To Halt K-M Org In Minn., Wis.

CHIPPEWA FALLS, Wis., July 3.—Despite a violent wind, rain and hail storm during both performances, Kelly-Miller Bros. played to a full one and an overflow here June 29.

Capacity crowds greeted the org at Menomonie, Wis., despite the arrival of showers just before the evening performance. It was another full one at Wabasha, Minn., with a strong matinee.

It was the same story at Caledonia, Minn., with fine weather and a full house prevailing at night after a near-capacity matinee.

Full One for Dales In Connellsville, Pa.

CONNELLSVILLE, Pa., July 3.—Dales Bros.' Circus, under the auspices of the Connellsville Township Volunteer Fire Department, played to a capacity night house here after showers had hurt matinee biz.

Stand at Punxsutawney, Pa., was marked by excellent weather and a strong crowd at night, following a light matinee

Record Crowds Greet King at Lewiston, Me.

LEWISTON, Me., July 3.—A capacity crowd, termed by local police the largest ever assembled here, viewed King Bros. Wednesday night, June 30. Matinee was a near-capacity.

Biz was okay at Waterville, Me., and the org played to a full one at Rockland, Me., despite earlier rains which partially flooded the lot.

En route to Rockland from Eastport, where biz was disappointing, one of the org's combination tractor-trailers tipped over, but no one was injured seriously.

Presque Isle, Me., gave with a full matinee and a capacity at night. It was capacity for the matinee and an overflow at night in Fort Kent, where the show played Mrs. Jerome Harriman's international boundary lot.

Fort Fairfield registered strong houses at both shows, and biz also was good in Houlton despite rain.

During the stay in Fort Kent, many of the org visited the grave of Jerome Harriman in St. Louis Cemetery.

Somerset, Pa., Turns Out Big for Rogers Despite a Downpour

SOMERSET, Pa., July 3.—Despite a heavy rain which thoroly drenched the big top, Rogers Bros. played to a full night house here after a three-quarter matinee.

Showers trimmed the gate at the matinee in Bedford, Pa., but a near-capacity crowd viewed the show at night.

The org, getting a good break in the weather, played to straws at both performances in Robertsedale, Pa.

James L. Harshman, State chairman of Dan Rice Top No. 4, Maryland CFA, writes that he caught Rogers Bros. in Chambersburg, Pa., June 23 and enjoyed visits with Si Rubens, Montana Earl Brumbough, Tommy Whiteside, Frankie Lou Woods, Billy Sheets and Jerry Burns. The Rogers show was the sixth Harshman has visited this season.

THE ARCHIE GAYER SHOW GROUNDS
WISCONSIN CENTENNIAL
23 DAYS—4 WEEK ENDS
AUGUST 7 THRU AUGUST 23

Featuring:
TERRELL JACOBS WILD ANIMAL CIRCUS
SAM HOWARD'S AQUACADE
BILL MORTON'S WONDER SHOW
WISCONSIN WILD LIFE SHOW
WISCONSIN SPORTS SHOW

WANTED: Talkers and Grinders, Ticket Sellers, Acts of all kinds for Sports Show, useful people in all departments—Cal Hicks, contact. SCENIC ARTIST AND SIGN MAN.

ARCHIE GAYER
Administration Building, State Fair Park
West Allis, Wisconsin

Deckers Head for Greener Pastures After Poor Start

By Jim McHugh

NEWBURGH, N. Y., July 3.—Aided by good weather, and despite their having been predated by several other orgs, the Joseph J. Kirkwood Shows corralled tolerable business here for the week ended today. The co-owning Deckers, Ralph and Molly, however, have little cause for optimism as the season approaches the half-way mark for them. In the 18 weeks concluded to date, the shows have scored only four or five wins, hardly a creditable performance in the face of continuing high costs. Ralph still thinks that the shows will wind up on the right side of the ledger because, when people turn out, there is plenty of money to be had. Spending is off from the peak war years, but there is sufficient dough to make for highly satisfactory grosses. The only trouble is that it can't be had in the rain.

Good Dates Ahead

A couple of good dates could ease just about everyone off the nut. Ralph and his agent, Billy Briese, have a couple of that caliber coming up. Next week the shows will make a much heralded Fourth of July celebration at Dickson, Pa., where Ralph hopes that Roy Allen's front end gang will score a red one.

After a return date in Trenton, N. J., the following week the org goes into Washington for 10 days. The capital date, depending upon the weather, can easily erase the cares and worries resulting from a rocky early season.

While here, Ralph was busy plotting a fair route for next year and, incidentally, giving the current tour plenty of attention, while Briese was contributing much legwork to the future. If effort counts, the show is a cinch to do okay.

Units Spic and Span

Surprisingly, since the shows have already finished a lengthy trek thru mostly inclement weather, the equipment is spic and span and complete. And Al Beck, genial secretary-treasurer, is quick to point out that it is geared to make money.

The all-important rolling stock, Diesel plants, rides and other equipment, are in first-class shape, well painted and carry plenty of eye appeal.

Molly Decker announced that on a visit to the family manse in near-by Poughkeepsie, she had discovered her old brass drum, dusted it off and returned with it to the shows. She opined that everything would now be all right.

Imperial's Biz At Davenport Said Just Fair

DÁVENPORT, Ia., July 3.—A weather break this holiday week-end, like the show had the first part of the week, may chalk this spot up as very good for the Imperial Exposition Shows, which opened here Monday.

Org arrived here in plenty of time for the opening and the weatherman co-operated in every way. Business, however, up thru Thursday night, was called "just fair" by show officials. They added, however, that while the stand up to Thursday was not up to expectations, the holiday week-end probably will "put us over the top in good shape."

Following the stand here the shows move to Ottumwa, Ia., for a four-day stand.

Org flashed plenty of fluorescent here and show officials said they expected to add two more light towers soon.

Earl B. Hastings, formerly in the carnival business, has been retained to manage the Labor Day program at Fairbanks, Alaska. The program is under the auspices of the Fairbanks Central Labor Council (AFL).

Bad Weather Continues To Plague Ward

Week-End Spurt Is Needed

HIBBING, Minn., July 3.—Dealt a staggering blow when it encountered some of the worst June weather in history at Grand Forks, N. D., last week while playing the North Dakota State Fair, the John R. Ward Shows moved in here Tuesday (29).

Business up to tonight was called fair by shows' officials, altho attendance was far from on the heavy side, mainly because of cold and rainy weather. Shows arrived here Monday, June 28, in the midst of a cold spell. The cool weather continued until Thursday (1) when rain, which didn't help matters, started. Friday the sun came out, however, and businesses picked up.

Shows close here Monday night and if the weather is right over the holiday week-end, the org may wind up in good shape.

The Zorina Show, new addition to the midway, was to open for the first time tonight. Officials said show would have all new costumes, a new troupe and new scenery.

Bill Cowan, org's assistant manager, reported that wheels are nixed in Minnesota, but said otherwise all shows and concessions were operating.

Org moves from here to Virginia, Minn.

Mel Vaught Dies Following Stroke

JACKSONVILLE, Tex., July 3.—Melvin H. Vaught, 54, veteran carnival owner and operator, died last Sunday (27) of a cerebral hemorrhage at Jacksonville Hospital. He was stricken ill Thursday night, suffering a stroke which rendered him



MEL VAUGHT

unconscious, until the time of his death.

Vaught was in outdoor show business since his youth and for many years located on the West Coast, where he managed various carnivals. In later years he operated his own State Fair Shows, following which he held executive posts with the Hennies Bros., and John R. Ward shows. In 1947 he was manager of the Wonder Shows of America.

At the time of his death he was manager of W. A. Schafferis Just For Fun Shows, which were playing here when he was stricken.

Funeral services were held at the Sparkman Brand Funeral Home, Dallas, Wednesday (30) and interment was in Showmen's Rest (Grove Hill Cemetery, Dallas. Rev. Keith Kellow conducted the services.

Surviving are his widow, Pearl; three sisters and one brother, none of whom is in show business.

Chuck Montgomery infos that while passing thru Atlanta recently he was the guest of Ace Turner at dinner and the Nashville-Atlanta night ball game.

Surprise Biz In Michigan For Hennies

Negaunee Proving Okay

NEGAUNEE, Mich., July 3.—The spot is proving a surprise to Hennies Bros., which opened here Tuesday a throng away above expectations. "We've had four successive good still dates," one show official says here Friday, "and this spot, surprising enough, looks like it will keep pace. Kenosha, Wis.; Hammond, Ind.; Aurora, Ill., and Green Bay, Wis. gave the shows good business and things are moving along okay here. If we get good weather over the week-end, this will prove another winner."

Org moved in here from Green Bay and moves from here, after closing Sunday night (4), to Appleton, Wis. where it will be on tap for July holiday business.

Opening here Tuesday, June 2 shows received a big play. The weather took a turn for the worse Wednesday, however, and biz was slack. Thursday and Friday the weatherman co-operated and things leaped ahead. Spending is good here.

Org had a late debut in Green Bay because of weather. Shows arrived in plenty of time and were ready on schedule, but a heavy rain shuttered it almost before it could open. Opening the following day, however, was big. With only five more weeks to go before the start of the fair season, shows' painters are busy getting things shined up. All equipment will have a fresh coat of paint, and plenty of work will be done before the org moves into the fair dates.

Mrs. Harry Hennies, who was visiting her home in Hot Springs for five days, is back on the shows.

200 Pay Tribute To Bill Fleming, Well-Known Agent

BUFFALO, July 3.—Nearly 200 associates and friends attended Masonic funeral services for William Carleton Fleming here Wednesday (30). Burial was in Elm Lawn Cemetery in adjacent Tonawanda.

Bill, as he was familiarly known thruout the industry, was one of the best-known carnival general agents. He died Saturday (26) of coronary thrombosis. He would have been 71 next Saturday (10). At the time of his death he was serving his ninth year as general agent of the James E. Strates Shows.

His career, spanning nearly 50 years, included nearly every branch of outdoor show business. He emigrated to this country from Peterborough, Ont., his birthplace, in 1890, and acquired his first show business experience at the Pan American Exposition at the turn of the century.

With Buffalo Bill

He served William F. (Buffalo Bill) Cody as general agent before turning to the carnival business where he was associated with Capt. John Sheeler for six years, the T. A. Wolfe Superior Shows for two years, the Johnny J. Jones Exposition for five years and the John W. Kline Circus for two years.

Early in his career Bill managed and operated shows at Revere Beach and other amusement spots. He also was associated for a time with the (See 200 Pay Tribute on page 76)



OFFICIALS OF THE DOUGLAS GREATER SHOWS pause for a photo with visitors on the lot at Portland, Ore., recently. Left to right: N. Ernest Gresham, manager of Douglas Greater Shows; Donna Taggesell; Earl Douglas, Douglas Greater owner; Raymond (Bud) Douglas; Harry Sebar, past president of Show Folks of America; Midge Holding, concessionaire, and Donna Chalker, assistant to Secretary Lee of the Multnomah County Fair.

PENN PREMIER SHOWS

WANT

Wants for Bandle and Roll Down, Positively no... Two Darning Girls for high-class Revue, salaries. Foremen for Wheel and Octopus, excellent salaries for capable men. Want Hanky... of all kinds. Twelve bona fide Fairs. All reply to:

MARK CURLEY GRAHAM, Business Manager
PENN PREMIER SHOWS
July 5-10, Allegany, New York
One calls to Olean House Hotel, Olean, N. Y.

WANTED

Assistant Boss Canvasman
Men, Riggers, Candy Butchers and other
ful people. Come on. Long season South.

JACK MILLS

MILLS BROS. CIRCUS
Millon, Ohio, July 6; Wooster, 7; Wads-
th, 8; Kent, 9; Greenville, Pa., 10; Mead-
o, 12; Erie, 13; Dunkirk, N. Y., 14.

IT'S A RED ONE

BOOK BAZAAR UNIT OR CARNIVAL

WEEK AUGUST 2

OTHERS TO FOLLOW
HEART SUMMER VACATIONISTS
10,000 to draw from. Wire or phone:

H. WOLFE

FRANCIS HOTEL, NEWARK, N. J.

MRS. JACKLYN THOMSON

OWNER BIG COW SHOW

In touch with me immediately. Very
important and to your advantage.

DICK HARRIS

MANAGER TAMPA TRAILER SALES
P. O. Box 9058, Ph.: 33-7372, Tampa 4, Fla.

de Show People Wanted

ALL ACTS, TALKER, BALLY GIRLS,
TICKET SELLERS, HALF AND HALF. No
Minnie-Come-Latelys. Geo. Ryan, come on.
ening with Rafferty Shows in Morehead
y, N. C., July 5th. Those that worked for
before, wire; others, write.
COLLINS, THE MIRACLE MAN

SECOND-HAND SHOW PROPERTY FOR SALE

10 Wax Head American Beauty, Red Hair.
10 Hand Snow Ball Machine, good condition.
10 Band Suits, Flashy Colors, Bargain.
10 Each, Children and Ladies' window figures.
10 Ticket Box Parasols, Flashy Colors, New.
WEIL'S CURIOSITY SHOP
2nd St. Philadelphia 6, Pa.

BEST OFFER TAKES 'EM

12 CAR BOOMERANG

Allan Herschell MOON ROCKET

Bargain to right person

MIDWAY

O. Box 1887, State Fair Ground, Salt Lake City, Utah

GARDEN STATE IN '48

Now booking and contracting for our Fairs which begin with the GREAT KIMBERTON FAIR,
July 21 to 31; with American Legion Fair, Hackettstown, N. J.; Hudson, N. Y., Firemen's
Celebration, and the RHODE ISLAND STATE FAIR, Kingston, R. I., and the McClure Beansoup
Fair to follow.
Want Milk Bottles, Cat Racks, Slum Stores, Age, Scales, Photos, Cigarette Gallery, Lead
Series, Duck Pond, Fish Pond, Stock Wheels, Arcade, Over 12, any Stock Concessions.
Will place Grind Shows of all kinds. All address:

R. H. MINER JR.

at Jarvis, N. Y., this week; Newburgh, N. Y., to follow. Wire or come on, will place you.

J. L. (JIMMIE) HENSON SHOWS

CAN PLACE FOR

Louisiana, Mo. (Downtown), July 8-17; Jerseyville, Ill. (City Park), July 19-24.

and balance of season, Street Celebrations and Fairs thru Labor Day, then the Cotton in
Kansas. Legitimate Stock Concessions of all kinds; Fish Pond, Ball Games, Pitch-Till-U-Win,
Any clean Shows with own transportation. Place Roll-o-Plane or Octopus. Place A-1
neel foreman, other Ride Help. If you drink, don't answer. No Racket. Free Gate.

Majestic Greater Tabs Record Still Date at Lackawanna

LACKAWANNA, N. Y., July 3.—
Sam Goldstein's Majestic Greater
Shows racked up the biggest ride
and show gross it has ever scored at
a still date for the seven-day showing
which ended here Sunday night (27).
The concessions garnered propor-
tionately good business as the mid-
way remained open daily until about
2 a.m.

A free gate was used and proved
extremely satisfactory. Harry John-
son's cookhouse had trouble handling
the customers, even with extra help.
Jim Rapple's age and weight con-
cessions played to capacity. Dick
and Babe Keller had to fold their
popcorn stand when they ran out of
stock.

Bob Hallock, general agent, staged
a family reunion. Duke Jeanette and
Peazy Hoffman, of the Johnny J.
Jones Exposition, visited.

About 600 orphans were partied at
a special matinee. They were treated
to rides and refreshments with fore-
men and concessionaires all pitching
in to help.

TOLEDO BIG FOR WAGNER

(Continued from page 42)

of the Toledo Police Department, who
is well known to carnival and circus
folks; Mrs. Babe Barkoot and family,
Sam Hessler; Capt. George Timony,
of the Toledo detective department;
Joe Becker, Ethel Kyle, Mr. and Mrs.
Webney and family and the Bogdan-
ski family. Mrs. Webney is a sister
of Mrs. Al Wagner and Mrs. Bogdan-
ski is a sister of Mrs. Archie Wagner.

Business in Joliet, according to
shows' officials, was better than the
weather, with shows and rides get-
ting a good week's business. Pete
Berryman reported he chalked up his
best week of the season, previous to
this stand, at Joliet with the Rose
Midgets. The Saturday night in
Joliet especially was good for the
Rose troupe, which topped the shows.
Pandora, Maid 'n America and Little
Harlem were the top money shows
for the week at Joliet.

Following the stand here, the shows
move to Lansing, Mich., for six days,
starting Monday (12). Battle Creek,
Mich., follows Lansing.

Harry Lottridge Shows

NEWEST AND BEST
AMUSEMENT EQUIPMENT

PLAYING THE BEST MONEY-MAKING TERRITORY—WE KNOW WHERE TO GO AND WHEN

RIDE HELP

Foremen and Second Men on Two-Abreast Merry-Go-Round, No. 5 Ell Wheel, Smith & Smith Chalroplane, Comet. Rides are practically NEW. If you are a first-class Ride Man and can drive, will pay highest wages, mileage and bonus. Have never missed a pay day. The reason for this ad is drunks, Boozers, chasers, agitators, stay where you are. If married can use Wife as Ticket Seller or Concession Agent.

SHOWS

Must be well framed and have attractive Show Front with own transportation. No Girl Shows. Lee Houston, wire me.

CONCESSIONS

Legitimate Merchandise Concessions of all kinds. Canvas must be royal blue.

FOR SALE

32-Foot Merry-Go-Round Top and 8-Foot Sidewall, olive green, good condition, \$150.00. Reason for selling, all our canvas is royal blue. Wire—Don't Write—Wire.

HARRY LOTTRIDGE, Manager

Pineville, West Virginia, this week; Summersville, West Virginia, next week.

BRIGHT LIGHTS EXPOSITION

World's Brightest Midway

Want for Firemen's Celebration, McKees Rocks, Pa., at Stowe Township

Place one Flat Ride. Place Shows not conflicting. Place Legitimate Concessions not conflicting; good opening for PHOTOS, Penny Arcade, Motor Drome. Place Working Acts and Freaks for all new Side Show. Leonard Marshall wants Geek for Snake Show. Place reliable Ride Help, also Second Man for Merry-Go-Round. Clyde Benton, get in touch with Tom Shingledecker. Write or wire

JOHN GECOMA or L. C. HECK

Midland, Pa., this week.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Final closing time for late show ads is SUNDAY NOON

(Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

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2160 PATTERSON ST.

CINCINNATI 22, OHIO

PIONEER SHOWS

high class midway attractions

WAVERLY, N. Y., JULY 12-17

DOWN TOWN LOCATION UNDER STRONG AUSPICES

WANT—Non-conflicting Concessions, Show, Kiddie Rides. Then follows July 19-24, 55th Annual Central New York 21 County Firemen's Convention; best convention in Western New York. Connect now. Help in all departments.

MICKEY PURCELL, week July 10-17, Hancock, N. Y.

W.S. CURL shows

"A CLEAN MODERN MIDWAY"

WANT FOR

Brooksville, Ky, Fair, July 7-10—Northridge, O. (Dayton), Merchants' Carnival, July 12-17 Legitimate Stock Concessions of all kinds; Basket Ball, High Striker, Want Foreman for Ferris Wheel; must be able to drive Semi; salary, \$60.00 per week. No boozers. Must know the work. Address:

BROOKSVILLE, KY., and per route.

A.M.P. SHOWS

Fuggy

CONCESSIONS—String Games, Photos, Scales, Novelties, High Striker, Hoop-La, Pitch-Till-U-Win, Shoot-Till-U-Win, Lead Gallery, Basket Ball, Penny Arcade, Fish Pond, and any other not conflicting. SHOWS—Monkey, Animal, Wild Life, Mechanical, Fat Show or others of merit.

WANT—Man and wife to take over Cook-House, good proposition; must furnish reference. (Walt Miller, contact if interested.) All replies:

A. M. PODSOBINSKI

East Rainelle, W. Va., this week; Hinton, W. Va., next week.

New ELECTRIC CORN POPPER



TAVERNS
SCHOOLS
DRUG STORES
BUS STOPS,
ETC.

By all means
cash in on the
big pop corn
business with an

Excel, the only low priced big popper on the market. We set you up in business with corn, seasoning, bags, etc., all for \$121.90.

Write Us for Our Amazing Offer

INDIANA POP CORN CO.
MUNCIE, IND.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS



SHRUNKEN HEADS
As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$8.00; Male heads, prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunken Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.
TATE'S CURIOSITY SHOP
5240 EAST VAN BUREN
PHOENIX, ARIZONA

JOHN LEMPART Showmen's Supplies

Manufacturers of
FLUORESCENT LIGHTING

BRASS COTTER PINS

1329 N. Artesian Ave. Chicago, Ill.
HUMBOLDT 8197

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts.

State salary and all particulars in first letter.

FOR EXPORT

Popcorn Machines & Concession
Equipment & Supplies

BLEVINS POPCORN CO.
NASHVILLE TENN.

W. E. ATTRACTIONS CAN PLACE

A few Slum Concessions. Want Agents for P.C., Ball Game and other Slum Stores. Ride Help. Must drive. Good trucks, no junk; pay every week.

W. E. WEST, Owner

Watertown, Tenn., this week; Smyrna, Tenn., to follow.

1947 SPITFIRE FOR SALE

Complete with Fence and Ticket Booth. Ride in perfect condition.
PRICE, \$6000.00 CASH.

HATTIE WRIGLEY

1130 Cordova DALLAS, TEXAS

WORKING MAN

\$70 a week to sober man who can drive truck

THEODOR MEGAARDEN

235 West 46th St. New York 19, N. Y.

MIDWAY CONFAB

Mr. and Mrs. John B. Keel, Paul's Amusements, received a new Spar-tonette trailer at Springdale, Ark.

John (Happy) Spitzer infoes that he has entered St. Peter's Hospital, Albany, N. Y. He is in room No. 316.

Word comes from Peg George Van Camp that he has left the Jollytime Shows.

Francine and LaVerne were tendered a birthday party recently at the Parker House, Boston.

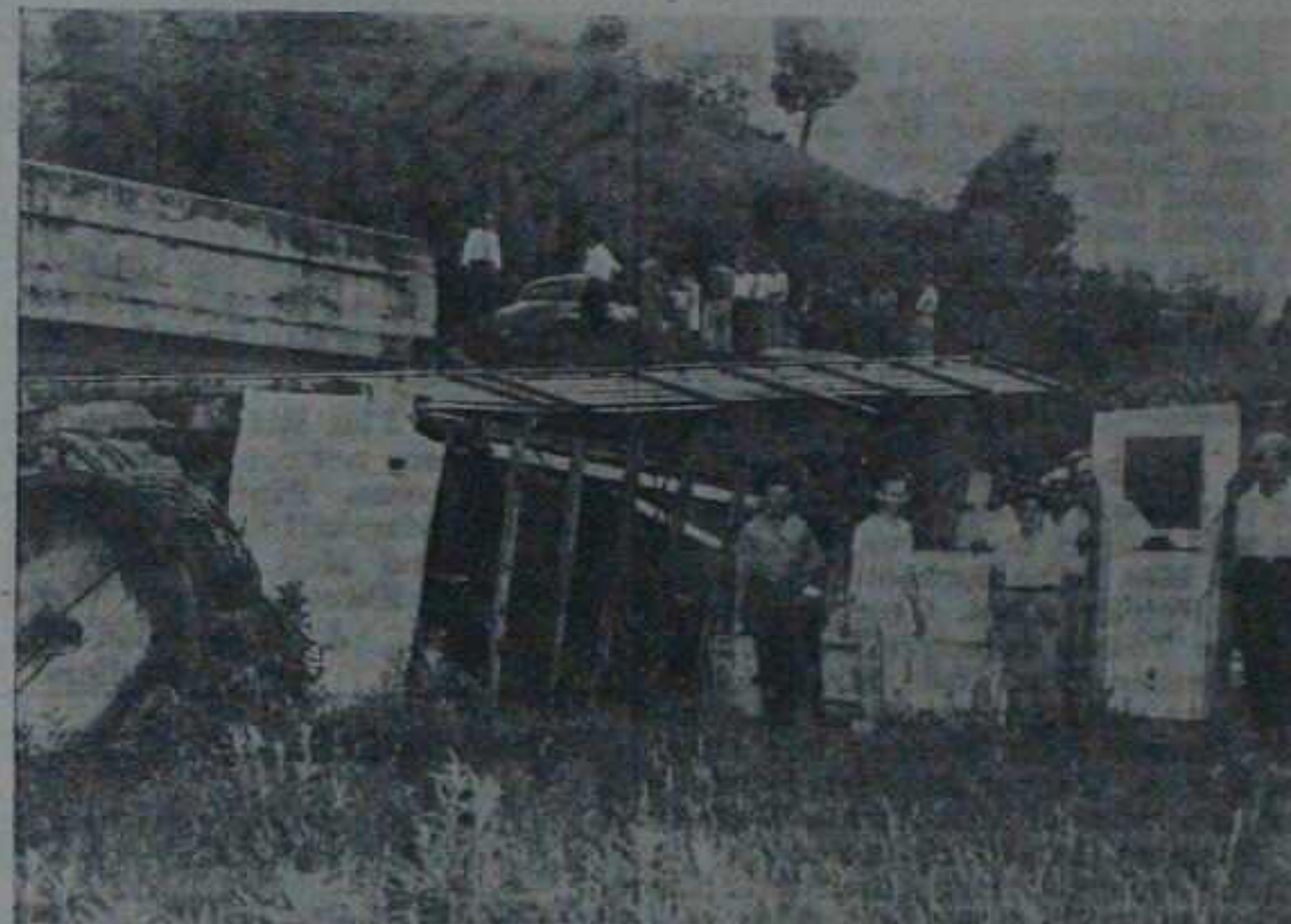
Bob and Marie Martin, Girl Show operators, joined the Tivoli Exposition Shows at Iowa City, Ia.

Homer M. Ginther, who operates rides in Indiana, is at St. Joseph's Hospital, Lexington, Ky., recovering from a serious stomach operation.

Johnny LaVerne, closing with the Big One in Bangor, Me., is preparing for the fairs, which he again will work with Francis Dwyer.

After closing with Central States shows in Fremont, Neb., Mae Jae Arnold has gone to St. Louis for an engagement at the Grand Theater.

Skeeter and George McAllan, of Paul's Amusements, spent several days in Joplin, Mo., visiting Mrs. McAllan's mother. They also visited



WHILE MAKING THE MOVE from Norton, Va., to Richlands, Va., recently, the transformer truck of the Johnny J. Denton Shows No. 1 plunged over a 20-foot embankment when the driver missed a sharp curve and lost control of the vehicle on a hill. The driver escaped with a broken arm. Only minor damage was done to the semi pulling the trailer and to the huge searchlight mounted thereon. The trailer frame was damaged beyond repair.

—Photo by M. E. Frenzel.

Mr. and Mrs. Ora A. Baker, Detroit game manufacturers, are visiting Baker's brother in Marshalltown, Ia.

Mr. and Mrs. T. W. Kelley, of the Marks Shows, celebrated their seventh wedding anniversary June 27 in Lewiston, Me.

Jack Gallagher reports that the Playland United Shows, playing a Negro suburb in Detroit, at Eight Mile and Wyoming roads, chalked up a near-record week recently.

friends on the Bogle & Reese Shows in Carthage, Mo.

Bill Bloom, former concession agent with Royal American Shows, is the new half-and-half annex attraction with Dick Best's Side Show on Al Wagner's Cavalcade of Amusements.

Jean Nadja, of Pioneer Shows, is managing both the Strip Follies and her new French Dolls Revue. Mitzi, Sandy and Lolly work in revue, and

ROYAL EXPOSITION SHOWS

Branchville, Maryland, this week, followed by eight more weeks of Firemen's dates around Washington, D. C., then 10 weeks of Southern fairs, starting at Sylvania, Ga., week commencing September 6th.

WANT

For Firemen's dates: Long Range, Frozen Custard, Scales, Darts, Novelties, two or three Kiddie Rides, one small Show to feature that is clean and worth while, Ball Game Agents that are not afraid to work, Bingo Helpers that are sober and two or three Second Men on Rides that are sober and can drive Semis.

For our Southern dates we can use any Major and Kiddie Rides not conflicting with what we have, all kinds of Shows that are capable of getting money (except Side Show, which is booked). Concessions of all kinds that work for stock only. Address all mail and wires as per route, **ROYAL EXPOSITION SHOWS.**

P.S.: JOHN LEFLER, CALL OR WIRE QUICK OR COME ON. Diner is now open for you. PHONE: TOWER 9650.

WANT

WANT

HARRIS UNITED SHOWS WANT

177 Million Dollar Wheat Crop, Western Oklahoma, 12 Fairs and 4 Celebrations. Out Until December 1st. Free Gate. No Grift.

Can place Kiddie Rides, Auto, Airplane Boat, Roto Whip, Miniature Train; join at once. CONCESSIONS that work for stock, Fish Pond, Duck Pond, Bowling Alley, some Percentage open, Pea Pool. Want Agents for modern Pan Game; sell X on Photos, Jewelry, Hi Striker, Novelties, Coke Bottles, Basket Ball, etc. Shows with own outfits, 20%. No Girl Shows wanted. RIDE HELP for 6 modern Rides—Wheel Foreman for new No. 5 Wheel, \$50 a week and bonus; Second Men, Semi Drivers. Man for Light Towers, General Carnival Help that can stay sober. FDR SALE—Skippy Fun and Glass House, made by Norman Smith, same as new, \$6000.00, Super Rolloplane, 1947 model, perfect, \$5000.00. Terms to reliable showmen. Address:

A. C. HARRIS, Manager

Crescent, Okla., this week; Fairview, Okla., week July 12th; playing the heart of the wheat country.

NOTICE

TO ALL WHO HAVE
CONTRACTED TO PLAY
OUR WESTERN CIRCUIT



**CONTACT
ME IMMEDIATELY
GIVING PRESENT
ADDRESS**

Associated Independent
Midway Operators, Inc.

Ray Marsh Brydon

Gen'l Rep.

917 W. Wilson Ave. Chicago.

STEBLAR GREATER SHOW

MIDLAND, MD., JULY 5 TO 10

WANT

Merry-Go-Round. Can place Photos, Fair Pitch, Custard, Lead Gallery or Slum Gallery, Balloon Darts, Hoop-La, any Shows with outfits. Also want P.C. Dealers and Store Agents.

All mail: Midland, Md.

WANTED—AGENTS

For Swinger and Buckets.

BILL PORTER

c/o George Clyde Smith Shows
Central City, Pa.

ZACK TRIPLET

WIRE

A. LITVIN

Northern Exposition Shows, Wolf Point
Montana, July 8 to 10.

Your Waco address does not answer.

FOR SALE

1 Parker 30-ft. Merry-Go-Round with organ, first-class condition; one 8-Plane Ride and Truck; 1 Transformer Truck with two 25 Kw. and one 75 Kw., complete with Cable and Junction Boxes.

MADISON BROS.

Little Wood, Lincoln Beach, New Orleans, La.
Phone: Crescent 9232

FOR SALE

1947 18-ft. Smith & Smith Chairplane, like new, used only a few months. Completely equipped, factory reconditioned. Write, wire or call.

SMITH & SMITH

Springville, New York

WANT—WANT

Small Cookhouse or Grab. Good place for the party who can cater to show people. Barbecue, ritzy, fine show. Munising, Mich., week of July then all Celebrations and Fairs to follow.

Write—Wire—Phone

E. W. SKERBECK, SKERBECK SHOWS

Trout Creek, Mich., week July 7

ATTENTION JOHN MORISEY

Please contact

TONY CANZZY

at the Hotel Alexander, Rochester, N. Y.
Stone 6410 after 2 p.m. URGENT.

Cookhouse Help Wanted

Highest salaries paid. Bill Cooper, get in touch with me.

B. L. HALL

c/o WALLACE BROS. SHOWS
Harrodsburg, Ky., this week

GOODY PHILLIPS

WHEELS CAPABLE HELP

making and not being able to find prosperity cause of this ad. The care King Brothers' Circus, Danam, July 9; Norwich, July 10; Widen, July 12; all Connecticut.

LOYD O. KILE SHOWS

are for balance season, only one of a kind, new for cotton money. Small Grab, Bingo, To Win, Ball Game, Cigarette Gallery, Cokes, Popcorn, Apples, Darts, Stock Stores of all 15.50. No gift, no gate. No drunks, please, are Wheel or any Major Ride, 25%. Join you can't miss here. Want capable Agents, or old, for Stock Stores, Penny Pitch, etc. Go-Round Foreman who can take full charge, and bonus. Oldtimers welcome, we have Wire or come on. Simmesport, La., July Floyd Kile, mgr. For Sale—10x12 Blue Top same, new this year, with Heart Pitch, com-175.00. Also 10x12 Cigarette Gallery, same of Top and Frame, complete with Guns, 20. Wire or write H. JORDAN.

WANT PROMOTIONAL MANAGERS

can handle Phone Men. Must be sober, reliable and no liars. Also able to finance self, are broke, do not answer. Must be ready to start immediately. Write or wire, stating you can be reached by phone.

JACK MILLS

c/o MILLS BROS. CIRCUS
Cincinnati, Ohio, July 8; Wooster, 7; Wadsworth, 6; Mt. S; Greenville, Pa., 10; Meadville, 12; Dunkirk, N. Y., 14.

ALL RIDE MEN

know me contact. Have all positions on Shooting Star and Dark Ride. Please come, as I need you at once.

ELLIS HALL

c/o W. C. Wade Shows, Unit No. 2
Carleton, Michigan

WANT TO BUY FOR CASH

#5 Eli Ferris Wheel

transportation. CAN PLACE RELIABLE BO MEN, semi drivers preferred. Wire or and pay your own.

CASEY SENS

c/o Lawrence Greater Shows
Gloversville, N. Y., this week

WANTED

RIDES OF ALL KINDS
AMERICAN LEGION CORN SHOW
Sept. 2-3-4. Contact

Robert L. Knable, Chairman
Abingdon, Illinois



MR. AND MRS. EDDIE L. WHEELER, of the Eddie L. Wheeler Shows, snapped with their daughter, Carol Jane, who joined the Wheeler family and shows recently.

Nadja single. Shows have been doing okay.

Fred Miller, Curly Brown and Herman Hum, concessionaires, enjoyed a week of fishing around Eminence, Mo., prior to playing the July 4 and 5 celebration at Eminence.

After closing with Dick Best on Cavalcade of Amusements, Tony Latino has taken over the front of T. W. (Slim) Kelley's Side Show on John H. Marks Shows.

J. D. Hatcher, formerly with the Marks show and now with Anderson's Greater, is in St. Joseph Hospital, Lexington, Ky., having undergone two operations with one more to go. His condition is fair.

While playing Peoria, Ill., Linda Lopez received a new 35-foot Schult Aristocrat trailer for her birthday from Manager Jimmie Farmer. She has framed a snake dance for Billy Peggy Bell, titled A Night in the Jungle.

Nickie Lee Chalkias celebrated her fourth birthday June 24 with a party for entire personnel of Snapp's Greater. Mrs. Bill Chalkias and Mrs. Ted Taiclet gave a pink and blue

NOW DELIVERING NEW 1948 Apex 4 Star CARNIVAL WHEELS



Complete Bingo Supplies.
Also Amplifiers.
SEND FOR FREE CATALOG

MORRIS MANDELL, INC.
131 West 14th St. (Dept. B), New York 11, N. Y.
CHelsea 2-3064



Apex 5 Star
BINGO
BLOWERS



Heavy Duty
Mounted
BINGO
CARDS
In Various Colors

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a money-back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity, 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

Immediate delivery
Star Poppers, Midway
Marvel Candy Floss

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODOR
2908-14 Smallman St.
Pittsburgh 1, Pa.

JOE MOSS
1261 E. Sixth St.
Los Angeles 21, Cal.

W.G. WADE

Shows



FIREMEN'S CELEBRATION

MUSKEGON, MICH., 10 Days, July 8-17

CAN PLACE MOTORDROME

Excellent Drome territory and splendid opportunity for wide awake operator, as no Drome has played this route for last three years.

LEGITIMATE MERCHANDISE CONCESSION PRIVILEGES ALWAYS OPEN.

W. G. WADE SHOWS

Muskegon, Mich., now; Monroe, Mich., July 19-24, follows Muskegon.
THEN OUR SOLID FAIR ROUTE STARTS

TRI-COUNTY FIREMEN'S CONVENTION

Parades—Friendship, N. Y., Week of July 12th—Bands

Want Shows with own equipment. 10-in-1, Monkey, Wild Life, Fun House or any Grind Show. Nothing too large or small. 25% of the gross. Long season south.

Want Concessions—Custard, French Fries, Fish Pond, Bowling Alley, Ball Games, High Striker, String Game, Darts, Cig. Gallery, Stock Wheels, Novelties, Snow Cones, etc.

I. K. WALLACE, Clarendon, Pa., this week

WALLACE & MURRAY SHOWS

WANT FOR V.F.W. CELEBRATION, RUPERT, W. VA., IN THE HEART OF THE COAL FIELDS, JULY 12-17.

SHOWS OF ALL KINDS. GIRL SHOW OPERATOR WITH AT LEAST 2 GIRLS—WE HAVE COMPLETE OUTFIT. GOOD OPENING FOR MOTORDROME. SNAKE SHOW. WILD LIFE OR FUN HOUSE. WILL BOOK FREE ACT AND SOUND CAR WITH CONCESSIONS. CAN PLACE CONCESSIONS. MUST BE LEGITIMATE: Photos, Devil's Bowling Alley, Fish Pond, Duck Pond, Huckly Buck, Balloon Darts, Cigarette Gallery, Guess Your Age and Weight, Cokes Bottles, Ball Games, Jewelry, String Game and all kinds of Show Concessions. WILL BOOK OCTOPUS AND HOLL-O-PLANE AT LOW PERCENTAGE. All address:

AL WALLACE, Mgr.

White Sulphur Springs, W. Va., this week; Rupert, W. Va., next week.

CAVALCADE OF AMUSEMENTS

Want sober, reliable Organist for new Hammond Organ, for our big Girl Revue. Also want capable Drummer.

Address: Toledo, Ohio.

WHEELS

Bozooks, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers

142 W. 24th Street New York 11, N. Y.

BULLOCK AMUSEMENT CO.
Learn entertainment for the whole family.

Wants on Account of Disappointment

Work House or Sit-Down Crab and small Bingo. Those who answered my last ad, write in. Good opening for other legitimate Stock Concessions. Also want Agents for Ball Game Bumper. Plenty of money in the coal fields.

Clendenin, West Virginia, this week; Glen Jean, week of July 12th.

FOR SALE OR LEASE

MIFFLIN COUNTY FAIRGROUNDS

REEDSVILLE, PA.

Acres of ground thru which flows a fine stream of water; located in some of Pennsylvania's finest surroundings. New 1/5 mile midget speedway, 5500 seats; very modern, permanent restaurant; modern lighting system; 17-stall horse barn. 1948 fair scheduled and advertising run. Reason for selling, other interests. Write or call

EARL E. BEAL

LEWISTOWN, PA.

PHONE: LEWISTOWN 5822

WANT FOR WANT
HASTINGS, PA.

PARADES

FREE GATE

CAMBRIA COUNTY FIREMEN'S CONVENTION

AUGUST 2 TO 7, WITH OTHERS TO FOLLOW

CONCESSIONS—Frozen Custard, Lead Gallery, Shoot-the-B, String Game, Bumper, Jewelry, Hoop-La, Basket Ball, American Palmistry, Bowling Alley, Fish Pond, Cork Gallery, Scales, Guess Your Age, Huckley Buck, Dart Balloons and any other legitimate Concession working for stock. No grift. An excellent opportunity for Lunch Stand and X on Bingo.

SHOWS—Can place A-No. 1 Shows with own outfit: Minstrel, Monkey, Wild Life, etc. An excellent opportunity for a flashy Arcade.

RIDE HELP—Excellent opportunity for Wheel Foreman for a new No. 5 Wheel; wages, percentage and bonus. Drunks and chasers, save your time. Must be semi-driver. Other Help needed on eight office-owned Rides in all departments.

Address All Answers to

THOMPSON BROS.' UNIT NO. 2

CRESSON, PA., THIS WEEK; ROCKWOOD, PA., JULY 12 TO 17.



WANTS CONCESSIONS

Bingo, Scales, Age and Weight, Novelties, Photos, any ten-cent Grind Stores. Want General Agent for season. Ride Help in all departments, Ferris Wheel Foreman. Agents for Percentage. Good Man for Fun House, salary and percentage. Canvas Man. High Free Act for balance of season. South Plainfield, New Jersey, July 5th to 10th; New Brunswick, New Jersey, to follow. Leo Bistany and Stanley Roberts not connected with this show.

ROX GATTO, Owner
PARK HOTEL, PLAINFIELD, NEW JERSEY

Peppers All States Shows

WANT

A-1 Foreman for 1947 Tilt, A-1 Wheel Man; also Second Men on all Rides. Wives sell Tickets or work Concessions. Men must be sober and reliable and drive semis. Drinking is the cause of this ad. Good wages. Join on wire. Want Girl Show Manager. Must have at least three girls. Shows with own transportation: Side Show, Mechanical Show, Illusion Show. Motor Drome wanted. "Speedy" Wilson, contact at once. Colored Porter wanted. Good wages.

PEPPERS ALL STATES SHOWS, Inside the Gate, Oak Ridge, Tennessee.

SILVER STAR SHOWS

Need Ferris Wheel and Merry-Go-Round Foremen. Electrician for Diesels. Mechanic Dick Martin and D. A. Dale, answer. Jim Campbell wants Pin Store and Blower Agents; use wives on other concessions or ticket boxes.

WANT TO BUY—40x60 TOP WITH OR WITHOUT BANNER LINES
Pocatello, Idaho, this week

LAWRENCE CARR SHOWS
New England's Finest

WANT CONCESSIONS OF ALL KINDS

For Malden, Mass., July 12-17; followed by Annual Veterans' Frolic Celebration
Fireworks Friday and Saturday

LAWRENCE CARR, Plymouth, Mass.

HAMMONTON, N. J., LADY OF MT. CARMEL CELEBRATION
JULY 12 TO JULY 17

Wanted for Independent Midway—Cook House, Grab, Water Melon Stand, Clam Bar, Age, Scale, Photos, Palmistry, Ball Games, Penny Pitch, Cork Gallery, any Concession that works for Stock. Can also place few PC Games if you have other Stores. No strong outfits. All address

WM. PERKINS, Concession Manager
Hammonton, N. J.

FREAR'S UNITED SHOWS Want

For a route of Celebrations and Fairs starting now at Norfolk, Nebra.; then South Sioux City. Want Hoop-La, Hi Striker, Country Store or any Stock Concession. Want Merry-Go-Round Foreman, Fly-o-Plane Foreman and Second Men. Come on in, top wages. Want Cook House Help. Doug Lawrence wants to hear from Frank Collier, Athletic Show man. Agents for Ball Games, Balloon Outfit.

ROY FREAR, Owner

shower July 1 for Mrs. Billy Chalkias and Mrs. Jim Thompson.

George Ice, Tony Latino and Bobby Kork, all members of the Side Show on the Marks Shows, were guests of Billie Burke on King Bros. Circus when the show played Waterville, Me.

Serpentina, with Micky Mansion's freaks on Gem City Shows, took delivery on a new Mid-Craft Trailer, bought by her manager, Bill Gregory. Harold Wetherbee has added a new girl to his line-up on the org. H. P. (Scotty) Scott has been joined by his family for the season.

Jesse Rogers suffered a severe fall in Del Crouch's Motordome on Endy Bros., night of June 30 while doing trick and fancy riding. Drome has following personnel: Del Crouch, manager; John Lilley, front; William Riley and Charles Moody, tickets; John Blackley, Jesse Rogers, Marie Perkins, riders; Henry Seders, mechanic.

Mr. and Mrs. Ted Chubbuck have joined the Buffalo Shows for the season with bingo and concessions. Mr. and Mrs. Harry Mason have joined with their trained animal show. With them is their son, Bill, with his Den of Death Show, and their daughter and son-in-law, Mr. and Mrs. Gus Augsburg with animals. Mr. and Mrs. Merrill Killenbeck are building a home on wheels.

Writing from Bradford, Pa., Mrs. Jean Kaslin pens that a baby shower was given for Mrs. Lorraine Sabott on Penn Premier Shows by her, Helen Nazar, Betty Phare and Louise Yallo. In attendance were Pearl Bailey, Elaine Shropshire, Ethel Bydaird, Lena Miller, Virginia Plummer, Connie Sparks, Dixie Lee Chiccarelli, Nettie Barfield, Jess Hollingsworth, Ann McGee, May B. Serfass, W. A. Powers, Helen Delaney, Betty Holloway and Catherine Crawford.

Fourteen offspring hatched by Helen Golden's python on Crystal Exposition Shows were recently sent by plane to the zoo at Washington. The Golden 10-in-1 has been playing to good business. Line-up includes Mrs. Golden, lecturer on snakes; Miss Electra, electric chair; Jean, sword box; Chief Washburn, magic; Mlle. Neo Pasha, Buddha; Cora, two-headed baby; Luke McLuke, upside down wonder; Kitty Kelly, annex; Bob Hoffman, boss canvasman and No. 1 ticket box, and George Johnson, No. 2 box.

Rosa (Baby Dumplin') Mack, feature of Follies of 1948 on the Johnny J. Jones Exposition, enjoyed a visit from her parents, Mr. and Mrs. Al Grant, during the shows' recent engagement in Erie, Pa. It was practically an old-home week for the family, as the Grants and Baby Dumplin' spent three years in Erie as representatives for Sportservice at the Erie ball park and stadium. Morris Lipskey, the Jones org bossman, is planning on enlarging the Follies for the fair trek, Grant reports.

Buddie Valier and Karl Alzora, of the W. C. Kaus Shows, were hosts at a farewell party for Biletza Ni-Fong, also a member of the Kaus org, who was called home by illness in her family. Party was given when the Kaus Shows played Clarksburg, W. Va. Guests included Biletza Ni-Fong, Buddie Valier, Karl and Tommy Alzora, Jackie Lynn, Mr. and Mrs. Bob Hewitt, Richard Hall, Jean Ross, Jack Cooper, Helen Richards and John Updyke. Music was furnished by Don Carvilla and Company. Biletza hopes to return to the Kaus org in time for the fair dates.

AL SEABOCK

Call me Wednesday, July 15,
7, Fort Stanwix Hotel
Johnstown, Pa.

GRAVES H. PERRY

NOLAN AMUSEMENT CO.
WANTS FOR YORKVILLE, OHIO
ANNUAL FIREMEN'S CELEBRATION
JULY 20 TO 24

Concessions and Shows of all kind. Other Celebrations to follow. No Still Dates. Booked solid. Address:

FRED NOLAN
Moxahala Park South Zanesville, Ohio

FOR SALE OR TRADE

Kiddio Auto Ride, \$800; 8-Car Portab Mangle Whip, \$1800; 10-Car Spillman He Dey, A-1, \$4500; Eyerly Loop-o-Plane, \$800; Hell's a Poppin', adult flat ride, 24 passenger loads on 1 truck, \$900; Army Surplus Light Plant, A-1, \$900; 5 Wurltzer Skee Ball Alley, each \$150. New Mug Outfit, used 2 weeks. A Rides now in operation. Terms to reliable party.

Permanent Address:

FRED NOLAN
Moxahala Park South Zanesville, Ohio
Phone 7937

ATTENTION
JOHNNY P. CIABURRI
WANTS

Experienced Agents for Ball Games and Darts for choice territory. Must be able to stand prosperity and must be non-alcoholic. Answer Care FRANCIS KELLY AMUSEMENT CO. Momauguin, Conn., this week; Meriden, Conn. next week.

IMPERIAL SHOWS
WANT

Wheel Foreman, also Foreman on other Rides, and Second Men. Top salaries, good treatment. Must be sober. Address:

BILL GULLETTE, Mgr.
Carrollton, Ill., Fair, July 11-16

CLAUDE SLAVIN

WIRE IMMEDIATELY
Where I can telephone or contact you. Very important.

ERNE SLAVIN
Care WM. T. COLLINS SHOWS
Jamestown, N. Dak.

FLORIDA AMUSEMENT CO.
WANTS

Shows and Slum Stores, Ball Games, etc. Want P.C. Dealers. We play Street Fairs. All jobs now given preference for our Florida Fairs. You all know I play them, it's not talk. Sault Ste. Marie, Mich., this week; Standish follows.

Address:

HOWARD INGRAM

OHIO VALLEY SHOWS

Want Stock Concessions and Shows, also Percentage Agents for

ROCKFORD, OHIO, AMERICAN LEGION STREET FAIR

July 12-17
ROXIE HARRIS, Red Key, Ind., this week

WANTED

Shows, Games, Eat House, Etc.
August 5-6-7-8, 1948.

WILL COUNTY FAIR, MONEE, ILL.
C. J. O'NEIL, Mgr.
Manteno, Ill.

SCALE AGENT

For very high-class Amusement Park. Must be sober and best of character. Answer immediately.

H. HARRIS
238 Rauber Street Rochester, New York

CLUB ACTIVITIES

National Showmen's Association
154 Broadway, New York

NEW YORK, July 3.—Executive Secretary Walter K. Sibley visited a number of shows recently, between forms, among them the Oscar Buck Shows at Yorkville, N. Y.; Ed of Mirth at Poughkeepsie, N. Y.; Dick's Shows at Dover, N. J.; Ma Bros., at Caldwell, N. J., and Mr's Acme Shows at Wharton.

Of prime interest to the club is the fact that all of these showmen expressed sincere interest in the club's building fund drive and they are willing to assist in any way possible, for which the club thanks them—Frank Bergen, Oscar Smith, Oscar Buck, Richard Dorf, Morris Vivona and Harry ...

The building fund committee has been looking over various buildings in the Times Square district which would be suitable for housing the NSA. It is an assured fact that the club is interested in acquiring its own quarters, many buildings being offered.

Clubrooms were closed Wednesday afternoon (30) out of respect to the late William C. Fleming, whose funeral took place in Buffalo. The funeral of Fleming leaves the chairmanship of the banquet committee vacant as he held this office by appointment of Prexy Strates. Strates will assign some other member to post in a few days. As Fleming concluded all of the preliminary work of the banquet before his death, the affair will not suffer. Dick ... and Sam Rothstein are vice-presidents of the committee, so the banquet job is in good hands.

Regular Associated Troupers

LOS ANGELES, July 3.—The lights were dimmed in memory of J. Harry ... who passed away June 24. Reports of the sick chairman, Sunshine Jackson, show that Maxine Ellis's sister passed away in Missouri. Lill Schue was ill, and that days Mackey has recovered from illness. Nathan, past president of the Ladies' Auxiliary of the Heart of America Showmen's Club, Kansas ... Mo., was the winner of the ... Madame Delma made and donated to the trouper.

Joe and Lillian Eisenman were up in San Diego for a meeting. Letters were read from June Gilligan, the West Coast Shows; Babe and ... Herman, of San Diego, and Jack

Showmen's League of America
400 So. State St., Chicago

CHICAGO, July 3.—Secretary Joe Streibich visited the Imperial Exposition Shows in Davenport, Ia. He visited with Martin E. Arthur, Joseph Scholibo, Harry (Cross Roads) Spitzer; William Snapp, of Snapp Bros.' Shows; Maurice Richby, Art Radke, Zeke Shumway, Frank J. Bligh, Stephen W. Porth, W. G. Earnest, Dave Friedenheim, Al Baysinger, Carl L. Hanson and Andy Kasin. Hanson advised his health may force him to take a rest. Ben Weiss reports he may have to return to the hospital.

Streibich returned from Davenport with the application of Carl E. S. Kristensen. Club members were sorry to learn of the deaths of William C. (Bill) Fleming and Mel H. Vaught, the former in Buffalo and the latter in Jacksonville, Tex.

Al Latto is in Roosevelt Hospital here. Membership cards for 1949 are ready. Buffle Harris came in from the Johnny J. Jones Exposition for attention at the Alexian Brothers' Hospital. Josephine Haywood still is confined to American Hospital, and Dr. Max Thorek advises an operation may be necessary.

Dave Fineman visited the clubrooms. Arthur Hockwald, of the Clyde Beatty Circus, is a daily visitor. Jack Kaplan advises he has left the Ward Shows and is now located here. Fred Donnelly joined Mickey Doolan at the latter's Kiddyland Park. Mr. and Mrs. Lou Keller will spend the July 4 holidays at Lake Delavan, Wis. The application of Roy (Buster) Smith has been received from Vince McCabe.

Recent visitors at the clubrooms have included William Hetlich, Charles Levine, Manuel Blasco, George L. Crowder, Eph Glosser, R. D. MacDowell and Rev. Lucian Arrell, the latter from Fargo, N. D.

Ladies' Auxiliary

Members went on a tour of the Snite Furniture Company and were presented with a gift. Mrs. Ralph Glick, chairman of the bazaar, reports a donation of aprons from her co-chairman, Mrs. Henry Belden. The Chicago Heart Fund will receive a donation from the proceeds of the bazaar which begins November 26.

Word has been received that Nan Rankine, past president, is in Michigan with the Happyland Shows. Al Latto, husband of Blanche, is seriously ill and is hospitalized.

and Orel Kent, of the Silver Star Shows. Doc and Clara Zeiger left for a northern trip. Jessie Loomis is with her daughter, Allerita Foster, who is recovering from an operation. The Zeigers donated a hand-crocheted tablecloth for the bazaar.

Lucille King, house chairman, announces that plans are being made for a picnic in August. Sis Dyer and Sunshine Jackson left for the Crafts No. 2 Shows. Those seen around the clubroom each meeting night are Emily Bailey, Rose Fitzgerald, Pete Steinkellner, Donna Day, Lillabelle Williams, Nancy Meyer and Jim Dunn.



WANT **WANT** **WANT**
WEEK JULY 12TH TO 17TH
HUNTINGTON STATION, LONG ISLAND, N. Y., AND
BALANCE OF SEASON
OUR FAIRS START WEEK AUGUST 2ND, BUTLER, PENNSYLVANIA

CONCESSIONS—Penny Arcade, Jewelry, High Striker, Ball Games, String Games, Duck Pond, or any Hunky Pank Concession. Will place any Grind Store that will play for merchandise.

JOE ROSS wants Agent for 28-foot Bear Wheel; have X on all Fairs.

SHOWS—WILL PLACE HILLBILLY, MECHANICAL OR ANY WELL-FRAMED SHOW.

RIDES—Will book for season LOOPER, FLY-O-PLANE OR ANY RIDE THAT DOES NOT CONFLICT WITH WHAT WE HAVE. THIS SHOW HAS FOURTEEN OF THE BEST FAIRS IN PENNSYLVANIA, VIRGINIA, NORTH AND SOUTH CAROLINA.

RIDE HELP—Can use good Second and Third Men for all Rides; those that can drive semis preferred. We pay the highest salaries, and we pay them and have a long season. Can also use few good Foremen. What can you handle? Wire.

MONKEY SPEEDWAY wants Help of all type.

PROF. VADALIA wants all kind of minstrel talent . . . Musicians, Tap Dancers, Singers, Colored Girls . . . light brown. This is one of the better "Jig Shows." Place a good Jig Show Talker, will give a great deal.

TINY TIM wants good Talker on Fat Show.

TED BARRO WANTS Talker to work on Motordrome. Must be one of the best, as this is a great Drome show. Can place good Girl Rider.

Jake Aufmon (Sealo) wants Side Show talent.

Everybody wire this week:
SAM E. PRELL, PRELL'S BROADWAY SHOWS
Babylon, Long Island, New York, this week; then per route.

W. G. Wade Shows
UNIT NUMBER TWO
WANT FOR CADILLAC, MICHIGAN
22d Annual Festival—In the Heart of the City
July 12, 13, 14, 15, 16 and 17
NORTH MUSKEGON, MICHIGAN OLD HOME WEEK, JULY 19-20-21-22-23 AND 24
CAN PLACE legitimate Concessions of all kinds. Snake Show, Crime Show and Penny Arcade.
WANT—Ferris Wheel Foremen and Second Men for Merry-Go-Round and Tilt-A-Whirl.
Write or Wire
C. D. MURRAY, Mgr.
W. G. Wade Shows Unit No. 2 Carleton, Michigan

CARAVELLA AMUSEMENTS
NEW CASTLE, PA.
Will book or buy immediately, Merry-Go-Round, Tilt, Moon Rocket. Must be in good shape and price must be right.
Also want Agents for P. C. Tables. Address New Castle, Pa., this week.

AMUSEMENT CENTRE SACRIFICE
Wonderful opportunity in Florida for Indoor and Outdoor Amusement Operators, Carnival Groups and Night Club Operators. I will sacrifice a good business, consisting of Bar, Restaurant, Private Dining Room, Dance Floor, large Amusement Room for Arcade, Percentage Games, Pin Games, Salesboards, Juke Organ (Dancing Hostesses can be big drawing attraction). Building, 40 by 80, is beautifully furnished, decorated and equipped, latest Night Club design, wonderful setup and on a main highway location; open 7 days week. I have approximately \$15,000.00 invested. Can be bought with a reasonable down payment, balance on easy monthly payments to suit buyer. No experience necessary. Has living quarters. I own and lease considerable property in this vicinity and am anxious to relieve myself of too much confinement caused by my various business enterprises and interests. I will consider leasing to responsible party. This property has lots of additional land for future expansion and Carnival Winter Quarters if so desired. Adjacent to U. S. Naval Base which has approximate \$400,000.00 monthly payroll and is expanding. For further details and information, contact:
MR. PHILLIP
Care The Veterans' Club, Green Cove Springs, Fla. Phone: 4501

DICKERSON SHOWS
Want for Society Hill, S. C., Peach Harvest Festival, July 12 to 17, and our Fairs starting in August and ending in Florida, Dec. 18: Chairplane, Merry-Go-Round, Kiddie Ride or one more Flat Ride, 15% of Gross.
SHOWS—With or without outfits. Huck Liles, come on.
CONCESSIONS—Bingo, Ball Game, Duck or Fish Pond, Bowling Alley, Clothes Pin, Cork or Lead Gallery, Popcorn, Snow, Candy Apples, Candy Floss, or any Stock Concessions, \$15.00 per week. Only two of a kind at our Fairs. Don't miss this one. You can get it. Saw mills, brick yards, furniture factory and peach picking. All pay on 15th. All wire:
FRANK DICKERSON, Society Hill, S. C.

GEORGE CLYDE SMITH SHOWS
WANT
Ball Games, Hoop-La, Watch-La, Pitch-Till-U-Win, Cigarette Shooting Gallery, Bowling Alley, Sales, Bumper, Penny Arcade. Wanted—Mechanical City, Snake Show, Side Show. Wanted—General Ride Help. Truck and Semi Drivers. All replies:
GEORGE CLYDE SMITH SHOWS
CENTRAL CITY, PA., THIS WEEK; LILLY, PA., NEXT WEEK.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

SHOWS

ORGANIZED MINSTREL

Salary and Guarantee

Must be high class. We have 35-passenger bus for transportation. We especially need a high class Show of this type for 10 top Fairs in Pennsylvania, West Virginia, North and South Carolina. Fairs include Charleston, W. Va.; Winston-Salem (Colored), N. C., and Union, S. C. If you are a minstrel show performer you know these spots.

Will also book a MECHANICAL, HILLBILLY and RHUMBA SHOW.

RIDE HELP WANTED

Ride-O Foreman, \$75.00 a week. Second Man who can drive semi, come on. Elmer Crews, get in touch with us.

CONCESSIONS — PENNY ARCADE and PHOTOS, JEWELRY, Novelties and few other Hanky-Pankies.

HELP—Second Men all Rides, must be licensed truck drivers; also useful Show People all departments.

Lawrence Greater Shows
CLOVERSVILLE, N. Y.

SAMMY LANE SHOWS

SWEET HEART OF THE OZARKS

CAN PLACE

For Big I. O. O. F. Celebration, Willow Springs, Mo., July 7-8-9-10, City Park, and balance of season.

Mug Outfit, Candy Floss, Guess Your Age, Grab, Novelties, Shows, Merry-Go-Round or Rides not conflicting. Notice, Committees—Have few open dates.

FROM THE LOTS

Merryland

MIDLAND, Mich., July 3.—Shows moved here from Gladwin, Mich., and played to large crowds when weather permitted. Rides and concessions did well.

Kenneth L. Moyer, is co-owner and general manager; Clarence N. Crittenden, co-owner and general representative; Muriel M. Moyer, secretary; Marvel A. Crittenden, treasurer; Donald B. Moyer, superintendent; Frank Koss, assistant superintendent and in charge of Ferris Wheel; Earl Martin, Merry-Go-Round; William Chamberlain, Chairplane; Cowboy Jim Smith, Miniature Train; Bill Arthur, Kiddie Autos; Robert Sasse, airplane ride; Mrs. Frank Koss, in charge of ticket sellers; Bruce Crittenden, maintenance man.

Concessionaires: Tony Carl, 3; Jimmy Freitas, 3; O. Kirkpatrick, 3; Bob Brown, 6; George Drake, 4; B. Blackburn, 1; M. Gamble, 1; Mr. Shirts, 1; Mildred Schaefer, 1; Mr. Boots, cookhouse; Mr. Elmers, ice cream; Mr. Culver, three concessions.—GEORGE WOOD.

Del-Mar

MONESSEN, Pa., July 3.—Org opened here Monday night to a large crowd, but biz was only fair. Last week at Mutual, Pa., was a slow one. A surprise wedding anniversary party was held in Mutual for Manager Al Del-Flore and wife. Another new tractor has been added. Equipment has that new look, results of Al on the spray gun, and McDowell on the lettering. Walter Stoffel and Walter Cole booked three joints this week.

W. C. Kaus

CLARKSBURG, W. Va., July 3.—The rains finally caught up with us the past three weeks. Morgantown, Shinnston and Clarksburg were almost washouts. Business held up fairly well when weather permitted but biz here was way off from former years.

In Charleston June 1, Leo and Juanita Fecteau, of the Sid Alcido troupe, became the parents of twin boys. Fred Wright is seriously ill in St. Mary's Hospital, Clarksburg. George F. Whitehead, business manager, is on the sick list.

The Clarksburg committee was one of the most co-operative the shows have ever had. Headed by Sgt. Virgil Shack, and assisted by Lieut. Vince Onestinghel, Sgt. Pat Meloy and other members of the police department, the committee went all out for us. Special radio broadcasts were arranged daily from the Court House Square, with the school boy patrol band of 72 pieces being featured.

Cathy and Bill Kaus Jr. arrived to spend the summer. Recent visitors have included H. C. McCarter, Pete Thompson and Bill Trump, of the Cetlin & Wilson advance; John Hanley, former circus operator and now selling the Quality Press in Charleston, W. Va.; Maj. James N. Hardin, State commander of the VFW, Department of Tennessee; Father Curran, Concord, N. C., and Mr. and Mrs. J. J. Lloyd, formerly of the Marks Shows.

General Manager Russell C. Owens announced two new tops, another major ride and a Funhouse would be added before our Eastern and Southern fairs begin.—GRAVES H. PERRY.

Douglas Greater

EVERETT, Wash., July 3.—Owing to excellent teamwork on the part of personnel, the show was successful in overcoming difficulties caused by the flooded Columbia River in the Portland, Ore., area and opened last week's stand at Hoquiam, Wash., to excellent business Tuesday (22), only one day late.

Trouble was encountered en route to Hoquiam when the semi carrying three Diesel generators rolled down a 20-foot embankment after the rear wheels struck a soft shoulder on the detour along the Columbia near Rainier, Ore. Ferd Shulz, driver of the semi, escaped injury in the fall which turned the 20-ton load on its side. Also taking a spill over the embankment was the car driven by Dick and Mon Russell. They escaped serious injury. Their car was pulled out and they were able to continue the journey.

Meanwhile, Earl Douglas, show owner, and Manager N. Earnest Gresham arrived at the scene and directed activities of retrieving the Diesels and wrecked semi, a job that consumed all Sunday and Monday. Among those pitching in on the rescue job were Tiny Star, Sam Goldstein and Larry Kirkbride, concessionaires; Ben Brooks, mechanic, and Frank Murphy and Emil Nelson, ride men.

Wolfe Amusement

ROWELSBURG, W. Va., July 3.—Rain held down attendance the first part of the week. But during the latter part, with ideal weather and the firemen's parade, business spurted and the week wound up on the profit side for all concerned.

Following one-day stands in Franklin, W. Va., July 4, and at Thomas, W. Va., July 5, the show starts its trek South and East.

Everyone is looking forward to the day when we jump out of the mountains and get back into level country again.—ERNEST SYLVESTER.

GIRLS GIRL

For Girl Show and Posing Show. A want feature Stripper. Top salaries. Want Talker and Ticket Seller. Pa. Lacey, wire and come on.

F. W. MILLER

care Wade Shows,
Muskegon, Mich., July 7th to 17

FOR SALE

KIDDIE FERRIS WHEEL

Brand new, portable, complete in every detail, 12 ft. high, 6 seats, cable drive, ¼ h.p. motor.

CAMERA EXCHANGE

194-196 S. Main Street
Wilkes-Barre, Pa.
Phone: 2-8837

CONCESSIONS WANTED

Photo Gallery, Hi-Striker, Guess Your Weight-Age, Hoop-La; must be good equipment.

We carry a good class of people, two spots a week, low privilege. No flats or gypsies—no liquor.

Klein Amusement Co.

Fort Pierre, S. D., July 3, 4, 5; Murdo, July 7-8.

WANT AGENTS

For Skillo, Count Store, Blower and No Store. Work every day. Wire

J. H. DUGGAN

c/o Larry Nolan Shows, Cheyenne, Wyo., July 3-4-5; Tribune, Kan., 6-7-8; Oakley, Kan., 9-10-11

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 with the Silk City Shows at Allendale, New Jersey, week of July 5 to 10. No letters answered.

R. MASTROIANNI

444 Sanford Ave., Newark 6, New Jersey
Phone: Essex 5-1912

Want Motordrome Rider

To take over best equipped Drome on road. This Drome in A-1 shape; has four 101 Motorcycles. Show playing virgin Drome territory. Present Manager and Rider must leave for California. Wire permanent address:

JOHNNY TINSLEY SHOWS

22-A E. Court St., Greenville, S. C.,
or at per route.

WANT

MERRY-GO-ROUND

Popcorn, Crab, other concessions open. Small show playing Northern Michigan.

AYOTTE SHOWS

McBAIN, MICH., JULY 8-11.
P.S.: Neil Darrow, contact at once.

ADVANCE MAN

That can deliver and knows Publicity. Must be sober and no fancy salary until ability proven. Ticket sent if we know you.

PARK PRODUCTION

445 E. Commerce—G-7021
San Antonio 5, Texas

FOR SALE

KIDDIE AIRPLANE RIDE, 10 Passenger, all in perfect shape, with Trailer to haul same, \$850.00. Pulls back of any car.

HOWERTON TIRE CO., P. O. Box 25, Eureka, Mo.

WILL BOOK

FERRIS WHEEL — SKOOTER — PRETZEL

for one of the largest Outdoor Events on the North American continent, last of August thru Labor Day. Equitable percentage. Possibility booking one other new ride.

Write BOX 183, c/o The Billboard

155 N. Clark St.

Chicago 1, Illinois

DICK'S Greater Shows

Mountain Home, Pa., this week; Little Ferry, N. J., week July 12th

WANT Guess Your Age and Scales, Short Range Gallery, Ball Games, Grind Stores that work for ten cents. Wild Life, Penny Arcade, Funhouse. Will book Rolloplane.

R. E. GILSDORF, General Manager

FOR SALE

FOR SALE

One Small Bingo, new. Can also be booked on show for season. Reason for selling, other business. Can be seen at the B. & H. Amusement Co., Leesville, S. C., July 5th to 10th.

Want Agents for Grind Stores, also P. C. Agents and General Help.

S. B. WEINTROUB

FOR SALE
NO. 5 ELI WHEEL
 Excellent condition with beautiful
 Star and Circle—can be seen near
 N. Y. City.
 ALSO
 tractor with 24 ft. side board trailer.
 Complete outfit ready to move for
 \$500. If shopping, please don't answer.
 Box 332, The Billboard
 564 Broadway New York, N. Y.

WANTED AT ONCE
 Men for Girl Show, Side Show, Double
 and Baby Show, join at once. Ed Fluke,
 owner; good proposition. Also two Girls for
 Show; salary, \$50.00 a week.
 Wire at once:
EARL MEYER
 ROSS MANNING SHOWS
 Week July 5th, Fort Fairfield, Maine

PEEDY SAYRES WANTS
GIRL DROME RIDER
TRICK OR STRAIGHT RIDER
 GOOD SALARY, SHARE OF TIPS,
 LONG SEASON.
 Address, care of:
AMERICAN EXPOSITION SHOWS
 Oil City, Pa., this week.

CAN USE
 Two Spot Workers with Tools.
EACH CONCESSION CO.
 In Care Leo Finkler.
 Cedar Point, Sandusky, Ohio.

WILD LIFE FOR SALE
 Can be seen in operation on Graceland Greater
 Am. Balmbridge, O., week of July 4th; Circle-
 O., following week. Consists of 40 cages
 Animals and Birds, 1940 Chevrolet Truck,
 20x40-foot Flameproof Top. Can be
 sight for any reasonable offer.
BILL DUBOIS
 Hotel Chillicothe, O.

FRANK ORGAN SERVICE
SERVICE NEAR AND FAR
 48 Waveland Ave., Chicago 41, Ill.
 Phone: Pensacola 2613

LOT SUPERINTENDENT
WANTED
 I place Experienced, Capable Man who knows
 understands duties of a LOT SUPERIN-
 TENDENT of a large, well organized Show and
 execute the job. One who can build as well
 out it on and off the lot.
BOX D-354
 c/o The Billboard, Cincinnati 22, Ohio

WANT CARNIVAL
for Annual Springport Homecoming Aug. 12-13-14
 RIDES AND CONCESSIONS
 Have Ox Roast, complete Sports Program, Free Acts. V. F. W. sponsored.
 Write Wire Call
W. K. GIBBS, Springport, Michigan — Phone 150

TILT FOR SALE — TILT FOR SALE
TUB TILT-A-WHIRL WITH MACK TRACTOR AND MARTIN TRAILER, AND \$7,500.00
FORD TRACTOR AND TRAILER, complete, ready to take out
KW. TRANSFORMERS WITH SWITCHBOARD AND 1,000 FT. OF RUBBER
CABLE MOUNTED ON 1 1/2-TON CHEVROLET VAN TYPE TRUCK WITH PORT- 700.00
ABLE HIGH LINE TOWER ON TOP OF TRUCK 500.00
1-TON VAN TYPE 1938 DODGE TRUCK
 Above equipment has been reduced for quick sale.
 Address: 2315 W. Scott St., Milwaukee 4, Wis.
GIELOW RIDES

WANT CARNIVAL
 interested in setting up first-class Carnival 30 feet out of the city of Chicago on busy Route 54.
 over poles on grounds; a square block; four densely populated communities (amusement starved).
 natural for the rest of the summer. Have all the necessary contact. Write or wire:
NAHAZ ROGERS
 1426 W. 111TH ST., CHICAGO 43, ILL.

Page Bros.
 CAMDEN, Tenn., July 3.—Biz in
 Franklin, Tenn., was good despite
 fact the org had to play on a lot dif-
 ferent than the one originally sched-
 uled.
 Recent additions include Sandy West,
 Geek Show; Stanley Western, three
 concessions; George Emmerson, busi-
 ness manager; the Davison brothers,
 custard, and Morris Drennan, three
 concessions, Ace Turner closed as as-
 sistant manager. Billie Williams, of
 Rogers Greater Shows, was a visitor
 in Franklin. A new Chevrolet tractor
 has been added to pull one of the
 Tilt-a-Whirl trailers.

Staff: W. E. Page, owner-manager;
 Mrs. W. E. Page, secretary-treasurer;
 George Emmerson, business manager;
 R. A. Dougan, general agent; Tom-
 mie McCloud, billposter.
 Rides: Johnnie Butler and Eddie
 Merrill, Ferris Wheel; Rondall Cash-
 ion and Earl Ragland, Merry-Go-
 Round; Frank Hunter and Billie Hal-
 cumb, Chairplane; Elmer Cassano and
 Bill Wright, Tilt-a-Whirl; James Mo-
 field and James Keener, Loop-the-
 Loop; Curly Grimes, Miniature Train,
 and Jimmie Johnson, boat ride.

Shows: Herman Emberton, Monkey
 Show; Robert Kline, Funhouse; Ed-
 die Woods, Side Show; Ralph Deich,
 Wild Life; Sandy West, Geek Show;
 Jack Peeler, Illusion, and Pop Ed-
 wards, What Is It?

Concessions: Abe Frank; Jesse
 Johnson, 2; Paul Pittman, 12; Clyde
 Branner, 6; J. D. Green, Curly
 Franses, Stanley Western, R. A. Dou-
 gan, Weldon Ward, 3; Jack Settle, 4;
 Charles Lynch, Jackson Peeler, R. D.
 Williamson, Davison brothers and
 Morris Drennan, 3.

Midway of Mirth
 CHATSWORTH, Ill., July 3.—Trip
 here from Newnan, Ill., was made in
 record time. Because the org was not
 scheduled to open until Wednesday,
 June 30, it gave plenty of time for
 painting and retouching so the show
 will have plenty of flash for July 4.
 Billie Goodrich is working in the
 office while Esther Speroni is away
 on business. The Madame June Ex-
 hibit, managed by Tommie Davis,
 left to play new territory. Lillian
 Campbell and Roberta Larabee are
 bingo collectors.

George Barrett, son of Esther
 Speroni, who underwent an operation
 and was back on the show, suffered a
 relapse and had to return to the hos-
 pital. Mrs. Ethel Reese has been dis-
 charged from the hospital.
 Mr. and Mrs. B. C. Hines drove to
 Herrin, Ill., to visit their children.
 Gene Scott, a member of the show
 for two years before joining the navy,
 is expected home on a furlough
 shortly.
 This org remains in Illinois until
 September and then will start its
 southern tour.

CARNIVAL REQUIREMENTS

12-2 Type S
TIREX HEAVY DUTY
RUBBER COVERED CABLE
11c 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 (ALL COLORS) and Fixtures

● ALSO A COMPLETE LINE OF ALL OTHER ELECTRICAL GOODS
 ● NET PRICES UPON APPLICATION ON ANY PARTICULAR ITEMS YOU DESIRE

● Overnight service within 500 miles of Chicago. ● Orders shipped same day ● We invite you to visit our large warehouses.

EXCELLENCE IN ELECTRICAL PRODUCTS

Englewood
ELECTRICAL SUPPLY CO.
 5801 S. Halsted St., Chicago 21

WRITE, WIRE OR PHONE
Eddie Murphy or Max Aver
 Phone ENGLEwood 7500

CARBONS for 60" SEARCHLIGHTS


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.

\$4 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



O-P-E-N F-A-I-R-S

Due to the sudden suspension of one of the Major Eastern Shows, we have six weeks of outstanding North Carolina Fairs open. If your Show has open time in either September or October, and you have earning capacity, we might do business. Contact:

THOMPSON & RUMLEY
 BOX 1083 DURHAM, NORTH CAROLINA
 Phones: 6-0771 or X-5813

FREE ACT—We can use one more outstanding Free Attraction for seven weeks; must be good and must make salary right for these weeks.
 Room for a few Clean Demonstrators.

BISTANY GREATER SHOWS
WANT

To open July 19 for Big Celebration in Freehold, N. J., and 2 other big ones to follow, and going South into my Florida dates.

Can use set of Rides or any kind of a Ride that wants to stay out all winter. Will book Shows with their own outfits. Concessions: Everything is open. Can use Bingo for the entire season. Mrs. Wason: Can book you; wire me. Like to hear from a good High Free Act for the season.
 Wire or Write:
LEO M. BISTANY
 SHERATON HOTEL NEWARK, NEW JERSEY

BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS
AT A SACRIFICE!

4 2 1/2 gal., latest model super-automatic freezers	@ \$1,059.00
5 60 gal. hardening cabinets, latest model	@ 486.00
5 40 gal. hardening cabinets, latest model	@ 370.00

Freight Prepaid!
 Write or phone **R. B. BOX**
 216 N. Martin St. Elizabeth City, N. C. Telephone 165

FOR SALE THIS MODERN, PORTABLE COOK HOUSE & TRACTOR



1942 GMC CC-402 Tractor, 26 ft. Aluminum Trailer, converted into Cook House, with big Refrigerator Units built in, Hot and Cold Water, Dishwasher, Garland Range with Griddle, Butane Tanks, Meat Block, Saws, meet all sanitary laws any place; complete like cut, with Tractor. Original cost, Trailer and Tractor, \$10,500. Our price, \$4,000.00. Terms to responsible people. Now with Wonder City Shows en route. Contact

ROBINSON TRUCK & EQUIPMENT CO., Inc.
Wire or phone. Mobile, Alabama.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Final closing time for late show ads is
SUNDAY NOON (Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them
Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.

2160 PATTERSON ST.

CINCINNATI 22, OHIO



10 Days Downtown, New Albany, Ind.

WANT—Organized Side Show, Girl Show, Posing Show and Minstrel Show; have complete outfits for the above, including Sound Sets, to join immediately.

CONCESSIONS—Frozen Custard, other Legitimate Concessions; will sell exclusive on Novelties for 12 Fairs.

HELP—Ride Help and useful Show People that drive Semi-Trailers. All replies:

NEW ALBANY, INDIANA, JULY 8th-JULY 17th.



60 RIDING DEVICES • Oldest—Largest—Most Reliable • 7 UNITS

BROWNSTOWN, INDIANA, ANNUAL HOMECOMING—JULY 19-24

FOLLOWING CONCESSIONS STILL OPEN: Basketball, Coca-Cola Game, Huckley Buck, Ring-a-Duck, Cane Rack, Pop-'Em-In, Slat Rack, Bumper, Add-'Em-Up Dart, High Striker, Box Ball, Hoop-La, Jewelry, French Fries, Waffles, Novelties, Penny Arcade.

HUNTINGTON, INDIANA, FREE FAIR, AUGUST 3-7

Add-'Em-Up Darts, Bumper, Pop-'Em-In, Over 12, Cane Rack, Jewelry, Apples and Floss, Milk Bottles, Hoop-La, Huckley Buck, High Striker, Scales, Box Ball, Block Pitch, Root Beer, Waffles, French Fries. Address inquiries:

1300 NORTON AVE., COLUMBUS 12, OHIO

**WANTED TO BUY
MONKEY DROME WALL CARS**

RED CRAWFORD SILVER SPRAY PIER, LONG BEACH, CALIF.

FOR SALE COMPLETE CARNIVAL FOR SALE

Three Major Rides, two Kiddie Rides (all Rides and transportation for Rides A-1); new 50Kw. transformer and ground wire. One complete Side Show. This Show making money on proven route and booked with Fairs until Nov. 1st. Show plays Arkansas, Missouri, Nebraska and Kansas. Terms: Cash. No deals. Address all wires and letters to:

BOX D-344, CARE BILLBOARD, CINCINNATI 22, OHIO

FROM THE LOTS

O. C. Buck

KEENE, N. H., July 3.—The long trek over the mountains here from Utica, N. Y., was made in good time and without serious mishap. Some of the trucks were stalled by burned out clutches and were late in arriving. However, everything was up and ready for the opening, and weather was ideal. Business was good.

Jean O'Donnell is hospitalized in Bennington, Vt., with a heart ailment.

Whitey Sutton received a shipment of boa constrictors for his Reptile Show. On opening the box he found 29 little ones. Whitey garnered some front-page publicity with them.

Mrs. Oscar C. Buck and Oscar Jr., are spending a few days on the show. Other visitors included Wilfred Rummillard, Nelson Cardin, Mr. and Mrs. Wilfred Front, Paul La Cross and Bill Buck.

The annual benefit jamboree was held and was well attended. Entertainment was furnished by Jack Kearns and the Dream Hour Revue. Whitey Sutton acted as emcee. Box lunches were auctioned off. Total realized from the entire affair amounted to \$721.—ROY F. PEUGH.

West Coast

KLAMATH FALLS, Ore., July 3.—Org moved in here for the July 4 celebration and goes from here to Bend, Ore., where, on Thursday (8) the folks will put on a "show within a show."

According to Sam Dolman, concessionaire, business is off this year, due, mainly, to the weather which plagued the shows thruout Northern California. Dolman said the Yreka Gold Rush was a bloomer except for the final Saturday night when business was excellent. The rides, particularly, Dolman said, did well that night. Closing day, a Sunday, was hit by extremely hot weather.

Committee for the event at Bend will be Judge Harry Meyers, Sheriff Louis Leos, Chairman Hunter Farmer, Emsee Al Rodin and District Attorney Sam Dolman. Ladies on the show will supply the food.

Attention, Early Payton, Strings Cohen and Joe Mettler: Max Hillman of this org made a hole-in-one on the 165-yard 12th hole in Medford, Ore. Feat was witnessed by Ed Barnett, Sam Dolman, J. M. Brown and Al Rodin. Event was duly celebrated at a night club, the tab, of course, being picked up by Max.

Ohio Valley

KEWANNA, Ind., July 3.—Biz during eight-day stand, which opened here Monday, June 28, has been the best of the season for this org. Show, under auspices of the city board, is first to play here in eight years, and the entertainment-starved natives have made the stand a good one for all concerned.

Bingo and Rutherford's novelties reported top money among the concessions, with the Merry-Go-Round pacing the rides.

Owner-Manager Roxie Harris leaves to visit the Eli factory at Jacksonville, Ill.—BILL HARRIS.

Florida Amusement

CHEBOYGAN, Mich., July 3.—Despite rain almost every night, we went on nightly but business was on the short side.

Mr. and Mrs. Clay May left the show here. Curly Ward has been pinch-hitting as general agent and doing a good job. The writer has been enjoying home-made biscuits since getting into the new trailer. Incidentally, our trailer village has taken on added flash with all the new trailers.—IODINE BAILEY.

Pacific Coast

SPRINGFIELD, Ore., July 3.—This org and the Redwood Empire Shows combined for this date under auspices of Veterans of Foreign Affairs. A marquee was specially constructed for this stand and two huge spotlights were used plus a loud speaker system. Combined orgs used 50 cent admission price. Weather ideal and business good.

Busiest men on the lot were Anthony Masseth, owner of the Redwood Empire Shows, and E. Pickard, James Barber, co-owners of the Pacific Coast Shows, who entertain the visitors.

The new Roll-o-Plane, recently purchased by E. Pickard from Ziegler Shows in Tacoma, is expected any day. Also due to arrive is a truck for the ride. Booked for the rest of the season are the Octopus C-Cruise, owned by Thomas Armstrong of Salem. Both Arms and Virginia Kline visited here.

Doc and Lucille Gilligan entertained a host of showfolks at a ghetti dinner. E. Pickard, accompanied by Leonard and Dorthea, spent two days in Tacoma business. Carmen (Skippy) O'Connell, Portland, visited her friend the show. Mrs. Mae Craft and Carl and Charles, arrived from Las Vegas to spend a few weeks with Craft's mother, Mrs. Les Berns.

Al and Gladys Wells spent a few days visiting Mrs. Wells's sister in Helens. Mr. and Mrs. Grover W. visited Portland. The house trailer owned by Mr. and Mrs. James B. was wrecked en route here.

Cocktail parties were in vogue at the VFW clubrooms. Those entertaining were Mr. and Mrs. E. Pickard, Mr. and Mrs. Anthony Masseth, and Mrs. James Barber, Mr. and Mrs. Valentine Bitz, James Davis, Charles Keane, Jean Masseth, Walter Katz.

Lucille Gilligan conducted a benefit for the Pacific Coast Showmen's association and its ladies' auxiliary. General Agent Everett W. Coe, president of the PCSA, spent several days visiting the shows here before going to Medford.

Before the closing here the Pacific Coast Shows were booked for a turn engagement under auspices of the VFW. Date is for the week of August 15. Org will be spotted for the regular lot in Springfield. WALTER de PELLATON.

KIDDIE RIDES

FOR SALE

10-Car Allan Herschell Auto, '41, rebuilt new Platforms; Mangles Whip, used 8 weeks with extras, like new; Sunshine Train, 4 cars with extras, 8 weeks old. Rides sold with or without trucks. Seen in operation, 25th and Clearfield Streets, Philadelphia, Pa. Write:

KERR

1617 N. Sydenham St. Cash on

BAZAARS FOR CHARITIES

WANT

Concessions of all kinds: String Games, Ball Games, Fish Pond, all kinds of Eating Concessions, Custard.

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SEYMOUR COLLIER**

JOHNNY J. WATKINS

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STAR LIGHT AMUSEMENT

Wants for Coweta, Okla., week July 5-11. Mug Outfit, Bingo, Fish Pond, Pitch-Till-Y-Win, any Stock Concessions except Ball Game, Popcorn and Snow Cone. Want Baby Ride any kind. Show open. Chas. R. Taber, 1st F. Turner, write or wire at once. Ride Help. First Man on Wheel and Mix-Up that can do truck. Picnic Committees, contact at open dates. HENRY JENKINS, Mgr.

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Spitfire, A-1 condition, with transporta-
complete \$7,500.00; 22-Ft. Parker Merry-
rod, new side wall, perfect condition, with
rotation, \$5,000.00; 24-Seat Chairplane
transportation, \$1,700.00. All Rides and
are in A-1 condition; come and get them
first served. Can be seen in opera-
week at 15th and Canal, Houston, Tex.
Write or wire:

WER'S UNITED SHOWS
N. SAMPSON, HOUSTON, TEXAS

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**MOTORIZED SHOW, WHO CAN
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AIR SECRETARIES & COMMITTEES, NOTICE

Six-Ride Show available Central Illi-
most week of July and first week of
8. Please contact

AMES P. MURPHY
CLEVES LE MAY 23, MO.
Phone: Plateau 4342

FOR SALE

Portable Skating Rink, 40x100. Con-
new push pole tent with chains, used one
good Maple floor and frame, lots of con-
locking, 165 pairs Chicago skates like new,
Basson sound system of two speakers, turn-
and mike; skate counter, benches, skate
tool box, electric clock, pop cooler, parts,
wiring, inside and out; records. This rink
equipped with first-class equipment. Now
ing in good location which will last thru
summer. A real bargain at \$5,500.00.
Contact owner: BOX D-361
c/o Billboard, Cincinnati 22, O.

QUALITY TRAILERS

your new Spartan Trailer with toilet and
Also, new and used in Vazabond, Zim-
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Dodge Cab-over engine truck with special
layers two, low mileage. Concession trail-
We trade or finance and deliver anywhere.
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SELLHORN'S Mich.

FOR SALE

chor made 10x14 Coke Bottle Outfit com-
p ten weeks old, \$195.00; one new Double
ton Candy Machine. Circus style, with table
ber lead wire, \$125.00.

PAT BRADY
c/o ROGERS GREATER SHOW
Princeton, Ind., week of July 5.

FOR SALE

1947 SPITFIRE

ed in a park, excellent condition, lot extra
ried to sell.

GEORGE R. SEXTON
ennett Ave. FLINT, MICH.

OR SALE—BRAND NEW #5 ELI WHEEL

h transportation, \$9,650.00; without transportation, \$8,650.00. This
eel has never been in the air and is still in original crates. Transportation
ists of 1939 Ford Tractor with 26 ft. Trailer.

JACK KLAUSEN

8 No. 18th St.

Phone: Fairfax 2449

Kansas City, Kansas

RIDE BOYS

in touch with Bert Frost here if you want a good First Man job on Wheel or Merry-Go-
nd; top wages I mean, and good conditions with pay every Tuesday. Long season. Wild
and Merry-Go-Round Mac and Little Red, would like to hear from you.

SUMMERVILLE, PA., JULY 5 to 10.

CESSIONS WANTED: Fish Pond, Duck Pond, Jewelry, String Game, Hoop-La. Have good
ing for FUN HOUSE. Have 20x30 Top for Show People.

ART WHITE SHOWS

Permanent address: 317 Brown Ave., Butler, Pa.

Lawrence Greater

SYRACUSE, July 3.—This was a
record still date for the org. Red and
Edna Osteen, new this year with
their cookhouse, are doing okay and
like trouping. H. H. Whitfield joined
and took over one of Sam Levy's
percentage tables. Mrs. J. F. Mc-
Devitt, wife of the secretary, planed
to New York for a few days. A. C.
Ackley (Parker Diggers) moved in a
day early to make a survey of the
layout.

With schools closing, the show has
had an influx of youngsters. Mrs.
Pudie Smith's daughters visited their
mother and grandparents, Mr. and
Mrs. Hiram Beale, for a few days.
Kate Masucci and her daughter, Ann,
look alike. Anna Miller and daughter,
Carole, flew in from Lancaster, Pa.,
to be with the French fry Millers. Bosco
Sandler was visited by Mrs. Sandler.

Jake and Kate King have a well-
framed Monkey Show and are getting
a big play. Bill Woodall has eight
girls in his posing show. Ray Young
is now fronting his Funhouse in
clown make-up and it has helped
business.

One of the best attended and most
enjoyable parties of the season was
staged in the Side Show top at 2 a.m.
Sunday morning (28) by Bob, May
and Fan Renton in honor of the 33d
wedding anniversary of their parents,
Mr. and Mrs. Al Renton, of Side Show
fame. Bob has a show of his own.
The twins, Fay and Fran, are identi-
cal in appearance and dress.

Jack Perry and Roger Fingar vis-
ited.—HERB SHIVE.

Crafts 20

OAKLAND, Calif., July 3.—Biz
here has exceeded all expectations,
and stand on the Auditorium parking
lot is scheduled to run thru July 4.
Both rides and shows are ahead of
last year's grosses. Weather has been
good and outlook is for more of the
same.

A bouquet to Frank Warren for job
he has done in laying out the lot.
Every nook and cranny is filled, and
asphalt walks make for a swell mid-
way.

Charles Sanches has replaced Jim-
my Johnson as billposter. Sanches,
with the aid of Jack Durie, did a solid
job of papering the town. The author
handled the remainder of the publi-
city.—LOUIS ROSENBERG.

Thompson Bros., No. 2

SWISSVALE, Pa., July 3.—Aus-
piced here for the Volunteer Fire
Company, hosts to the 34th Allegheny
County Convention. Midway was
jammed opening night and shows
fared well. Weather was okay until
Thursday, when it rained, but the
crowd remained. It also rained Sat-
urday. Org has had rain the last four
week-ends. Mrs. Yingling's tent
caught fire but little damage was
done.—BUD WIEGAND.



Here's PROOF from Operators: 'POLAR PETE' SNOW CONE Machines PAY OFF!

ACTUAL REPORTS SHOW . . .

On location everywhere, the new,
exclusive 'Polar Pete' Snow Cone
Machine is a big-time money-maker.
Don't take our word alone when we
say you can earn 900% profit with the
'Polar Pete' Snow Cone Machine. Here
are the reports from just four of our
operators:

WICHITA FALLS, TEXAS—At the base-
ball park, \$65 net profit in 2½ hours
—one Sunday game.

KENNYWOOD PARK, PA.—\$165 gross
sales of 'Polar Pete' Snow Cones in
one-half day.

COLUMBUS, OHIO—Snow Cone sales
worth \$35 in just 2½ hours of opera-
tion at the Zoo.

DALLAS, TEXAS—A small neighborhood
movie theater reports a net profit of
\$115 per week in Snow Cone sales.

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Regular stock of famous RB Hybrid popcorn—the
quality popcorn for all-round satisfaction... more
pop—less waste. Also carry full line of supplies at
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C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT
WEST (KY.) FAIR, PADUCAH, KY.

WEEK JULY 12 TO 17 (DAY AND NIGHT)

HORSE RACING, HORSE SHOW, STOCK AND AGRICULTURAL EXHIBITS
Will place a limited number of Legitimate Stock, Slum and Direct Sales Conces-
sions, such as Jewelry, Scales, Taffy, Novelties or any other Legitimate
Concession.

Would like to book Independent Shows with own outfits, such as: Monkey Show,
Fun House, Mechanical or any attractive Show catering to ladies and
children. We hold the exclusive contract for all Games and Attractions
for this event. All wire:

C. C. GROSCURTH, Gen. Mgr.

All this week, MARION, KY.; then PADUCAH, KY.

GOLDEN RULE SHOW

BOSWELL, PA., JULY 12-17

WANT French Fries, Cork Gallery, any Hanky Panks not conflicting. Shows with own equip-
ment, Sound Truck, Kiddie Rides now and for the Shade Gap Picnic. Mr. Buckland, please
contact Mr. I. M. Harper, Shade Gap. Help—Second Man for #5 Ferris Wheel.
CONFLUENCE, PA., this week.

MAJESTIC

GREATER SHOWS

UNIT NO. 1 CAN PLACE FOR UNIT NO. 1

CHOICE STILL DATES, CELEBRATIONS AND FAIRS

WAVERLY COUNTY FAIR
WAVERLY, VA., SEPT. 6-11

SUFFOLK COUNTY WHITE FAIR
SUFFOLK, VA., SEPT. 13-18

MONTGOMERY COUNTY FAIR
TROY, N. C., SEPT. 20-25

PICKENS COUNTY WHITE FAIR
PICKENS, S. C., SEPT. 27-OCT. 2

ELBERTON, GA., COLORED FAIR, NOVEMBER 1-6

A BIG ARMISTICE WEEK CELEBRATION, NOVEMBER 8-13
AND A WINTER'S WORK IN SUNNY FLORIDA

RIDES—Merry-Go-Round, Ferris Wheel, Chairplane, Octopus, Spitfire, other
Major Rides not conflicting

SHOWS—Grind Shows with own equipment, Funhouse, Arcade

CONCESSIONS OF ALL KINDS—Preference to those joining now

ADDRESS SAM GOLDSTEIN, Sandy Lake, Pa., This Week

CHESTER COUNTY WHITE FAIR
CHESTER, S. C., OCT. 4-9

OCT. 11-16

TO BE ANNOUNCED LATER

ATHENS COUNTY COL. FAIR
ATHENS, GA., OCT. 18-23

ANDERSON COLORED FAIR
ANDERSON, S. C., OCT. 25-30

VIRGINIA

GREATER SHOWS

The Show With The Proud Reputation
WANT AT ONCE

Popcorn and Candy Apples, Ball Games, Frozen Custard, Long Range Shooting Gallery, Mug
Outfit, Penny Pitches, Huckley Buck, Cotton Candy, all kinds Legitimate Grind Concessions.
Curley Thornton and Johnny Riddick want Trombone Player, Chorus Girls for Minstrel.
Want Girl Show Manager with two or more Girls for Wagon Front Girl Show. Larry Ostrow,
come on.

Mail and wires to:

WM. C. (BILL) MURRAY

CULPEPER, VA., this week; ANNAPOLIS, MD., next week.

HELLER'S ACME SHOWS

WANT FOR ROSETTE, PA., MOUNT CARMEL CELEBRATION—EIGHT BIG DAYS,
INCLUDING SUNDAY, JULY 19 TO 26

FIREWORKS SATURDAY, SUNDAY AND MONDAY

WANT CONCESSIONS: Rotaries, Shooting Gallery, Cork Gallery, Root Beer Barrel, French
Fries, Hoop-La, Pitch Games. Only legitimate Concessions tolerated.

WANT Carnival Auto Mechanic, also Ride Help. Free Act, Plantation Show and any
high-class Shows. Paul Towns wants Short Range Gallery Agent; prefer truck driver.

WILL BOOK Rolloplane, Octopus, Cambridge, Maryland; Pocomoke City, Maryland; Home
Week Celebration, Pasley; Virginia Fair.

This week, Saddle River (Township), N. J., Route 6 and Fifth Street, 11 big days, July 8 to 18,
two Sundays; then the big one. All address as per route.

P.S.: For Sale—Eight-Car Mangels Whip; Kiddy Chairplane, rides 12; one Kiddy Rocket,
rides 18. Priced to sell.

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 stain-
less steel and aluminum. Will last indefinitely. Reference, Frank
Thomas, General Equipment Co., of Indianapolis. Contact

GOLDING'S CONCESSIONS

2915 East Riverside Drive Phone: Talbot 1437 Indianapolis, Ind.

RAW

SHOWS

WANT FOR BALANCE OF SEASON

Grind Stores, Penny Arcade, Ride Help. Have complete Side Show, also other Tops.
First Fair, Owego, N. Y., July 25th; Honesdale, Pa., July 6-10.

C. A. STEPHENS SHOW WANTS

FOR HAYS, VIRGINIA, JULY 5-10

CONCESSIONS—Glass Pitch, Coke Bottle, Snow Floss, Apples, Hoop-La, Penny Pitch, High
Striker, American Palmistry. Will book a couple of neatly flashed Grind Stores. Agents
for Stock Stores. RIDES—Book any Rides not conflicting. SHOWS—Two Girls for Girl Show,
Ticket Sellers on Side Show and Snake Show.

Wanted for Hooker, Oklahoma, Street Celebration

JULY 8-10

Shows, Rides and Concessions. Book Photos, Snow Cones, Popcorn, Roll-down, Raffle, Skillo and Stock
Store Agents. Glass Pitch and Jingle Board Agents, Electricians. Bazo Bennett wants Swinger Agent.
Bob Gregory wants Cookhouse Help. Call or wire

KENNETH or RUTH THOMPSON

HOOKER, OKLA., JULY 8-10

FROM THE LOTS

Prell's Broadway

WEST HEMPSTEAD, N. Y., July 3.—Prell's Broadway Shows opened here Monday (28) for their first stand of the season on Long Island.

The three weeks in Connecticut were financially and socially satisfactory. Many visitors from the John Marks Shows, which were in the region, were on the lots at the three Connecticut spots. Also in that area were the Coleman Bros.' Shows and both of the Coleman boys visited with Sam Prell.

At Norwich our electrician, Mack Klein, was joined by his family and took over the candy floss, which his wife and son are operating. Irish Knight came on from Baltimore to take over the billposting job. The writer returned from a 10-day trip and helped stage Kiddies' Day.

Joe and Abe Prell plan to have their families with them while the shows play the annual stands on Long Island, and Ben Prell, who has taken over the special agent's work on the shows, already has his family with him. Paul Prell's wife joined him at Norwich for the remainder of the season.

It has been rumored that Patty Finnerty and Dorothy Miller are planning a surprise for the folks on the org. Joe Grosso is building a new merchandising joint which he will preem when we start our fair dates. Mrs. Grosso is still handling popcorn and apples.

Sam Prell and the writer plan to visit some of the contracted fair spots. Equipment is being readied for the best list of fairs this org has ever had, and everyone is in good spirits after battling the weather for almost four months. — ALLAN TRAVER.

Lee United

COLEMAN, Mich., July 3.—Stand here, under auspices of the American Legion, was not up to par with previous years. Mrs. Glen Preston received her button award from the Michigan Showmen's Association Auxiliary. Jerry Haywood has the show children rehearsing daily for the children's party, which comes off shortly before the kiddies return to school, and has unearthed some unusual talent.

Dreme May and Albert Odbert joined their mother for their vacation. Also arriving recently was William Preston Jr. Visitors have included Ben Sawyer, of the Sagina Fair; Joe and Mrs. Stoneman, of the John McKee Shows; Juanita and Shiek Hennessey and Curly Taylor, Florida Amusement Company.

Mrs. May Halstead won the thousand pennies in the Louis-Walcott fight pool and it took her days to count 'em all. — WALTER A. SCHAFFER.

Alamo Exposition

WOODWARD, Okla., July 3. — Rain and more rain welcomed the org to Woodward. Despite the weather the show was up and open for business Monday night (28). Biz was off for rides and shows but the concessions did fairly well, everything considered.

Thomas Stanley, Archie Dorner and Mrs. Castle joined the side show, Mrs. Castle with her annex attraction. Miller Williams's and Rose Ruback's guess-your-age is doing good business. Okie Goode now has the pin store. Swede Browning is with George Lane in the nail joint. Ramona Maxwell is selling tickets on the pony ride.

Will the 40-milers, who use the address of General Delivery in any big city, drop me a line? How about it, Jim? — SAMMY SAPSON.

Maine Amusement

JONESPORT, Me., July 3.—bou, Me., June 21-26, proved good most concessions and shows, crowds attending. Visits were changed with the Columbia S playing near by.

Rides include Dick Wilcox, Wheel, Chairplane, Kiddle Kiddie Auto; Ray Flanders, Ma Go-Round. Concessionaires are py Flanders, Tommy Keegan, game; Keith Mahar, novelty Harry Hershey, Babe Evans, house; Florence Young, Gypsy Joe, scales; Dave Blotner, Ponzi, milk bottles; George S balloon dart; Vivian Lloyd, ciga sho-ting gallery; Bud Carleton, Lloyd, 7-11; Helen Hurd, pitch u-win; Fred Hurd, add 'em up Lewis Malone, slum dart store; Valliere, buckets; Mrs. Valliere cream; Joe Doherty, Ritchie Rih son, swinger. Shows are W Brown, Girl Show; Hap Green, M ey Show, and George Storti, 10-

A party was given at summer h of Mr. and Mrs. Wright at G Lake and 40 of the folks attende SAM EDSTINE.

Art White

ROSSITER, Pa., July 3.—Sh here this week on a downtown Monday night biz was good. Tues night a heavy downpour slowed d early operations but rides and c cessions did a late business up midnight. The folks had a spagh dinner at the Brandon Hotel. M ager White has added a new l plant, trailer and tractor. Al Pr has a new Snow Cone, and Sh Fisher, a new cork shooting galle Pat and Tom Grande have bing BURT FROST.

Mighty Page

PAINTSVILLE, Ky., July 3. — short jump into here for week June 21, everything being set up Sunday night. Auspices was American Legion, using a new three blocks from the business d trict. Biz was not up to expectatio Robert Saulsberry is building a Sna Show, which he will have on a 3 foot semi. Bill Thompson's sist Louise, has joined for remainder the season.—BOB BUFFINGTON.

Hill's Greater

ALLIANCE, Neb., July 3.—O played its first celebration of t season here, auspices Alliance Rod Association, and had fair biz. Su day was best day of the week. J Williams has added two concession now having 12. Mr. and Mrs. Ed Clark and Mr. and Mrs. H. P. H have received new trailers.—BON NIE HOLIFIELD.

RED WOODS WANTS

BUCK PULVER, MIKE CONNORS and RED KYE to contact him at once at HENNIES BROS.' SHOWS, NEED FERRIS WHEEL HELP. Address:

Appleton, Wis., this week; Sheboygan, Wis., next week.

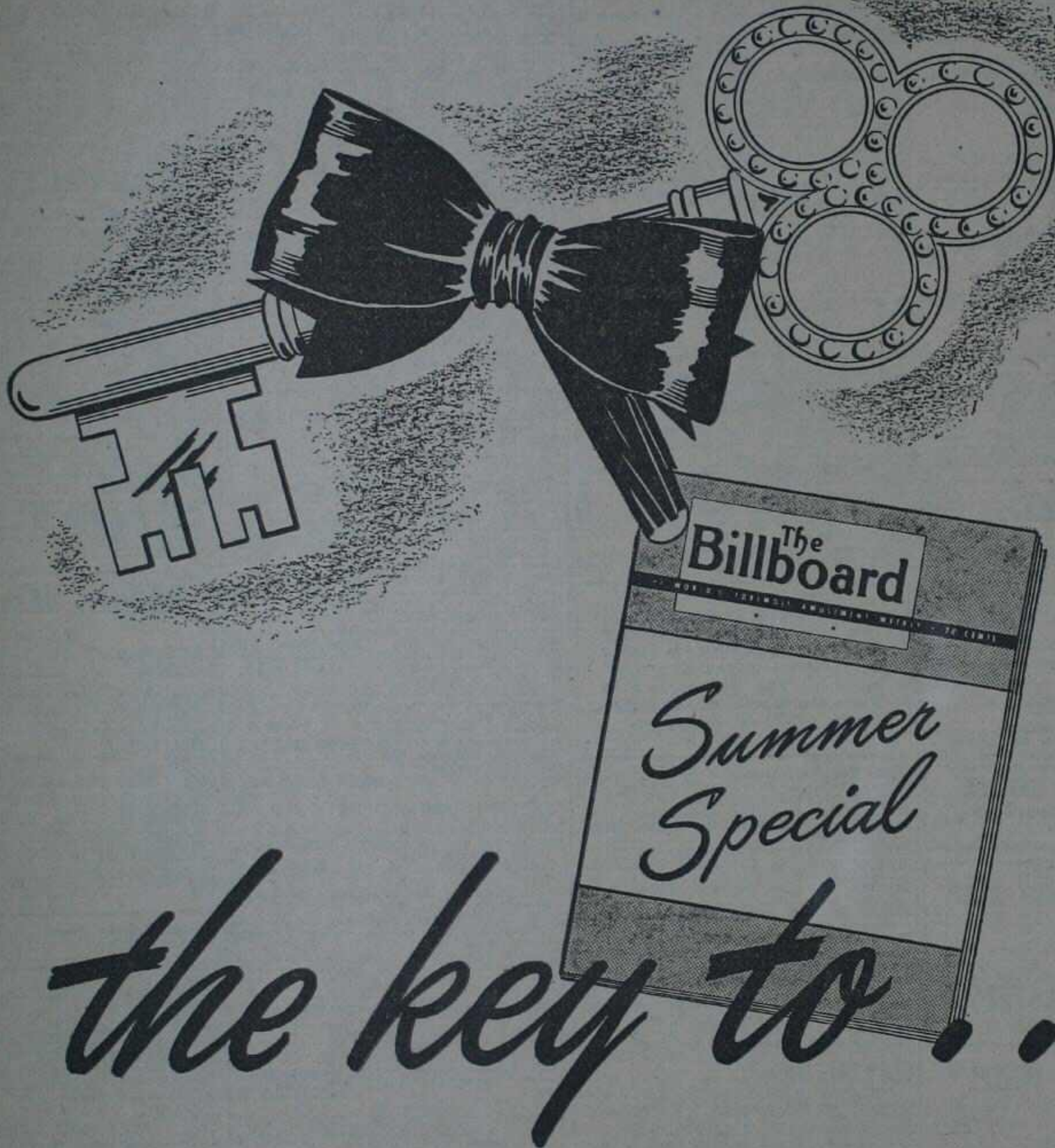
NAIL STORE AGENTS WANTED

Sober Men who can join at once.

Herman (Greenie) Pluda
c/o CAVALCADE OF AMUSEMENTS
Toledo, Ohio, this week; Lansing, Mich., next week.

WANTED CARNIVAL

Or Independent Rides, Shows and Concessions to Centerville, Indiana, Warne County Fair, Aug. 2 to 7. Also bona fide Street Fairs to follow. Address:
E. G. BLESSINGER
Care Center Township Assessor's Office
Office Phone 6112 MUNCIE, IND.



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Your advertising, amply illustrated and described in the SUMMER SPECIAL, will serve as your "key" to the summer market.

reserve space now! forms close
 W E D N E S D A Y , J U L Y 2 1

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Ponca City, Okla.
American Beauty: Marion, Ia.
American Eagle: Wheatland, Ind.
American Midway: Rockwell City, Tenn.
American United: Cut Bank, Mont.
A. M. P.: East Rainelle, W. Va.; Hinton 12-17.
Ayotte: McBain, Mich., 8-11.
Baker's United: (Beach Grove) Indianapolis, Ind.
Barker & Ernie's: Penn Yan, N. Y.
B. & C.'s Expo.: Clayton, N. Y.; Potsdam 13-19.
Becht, Lee: Greenhills, Cincinnati, O.
Bee's Old Reliable: Morehead, Ky.
Bernard & Barry: (Willowdale Park) Toronto, Ont., Can., 8-10; (Withrow Park) Toronto 12-14; (McGregor Park) Toronto 15-17.
B. & H. Am.: Leesville, S. C.
Big Four Am. Co.: Algonquin, Ill., 7-10.
Blue Grass: (Fair) Marion, Ky.; Paducah 12-17.
Bogle & Reese: Liberal, Mo.
Boone Valley: Ogden, Ia., 8-10; Churdan 12-14.
Borup's United: Mortons Gap, Ky.
Brewer's United: Houston, Tex.
Bright Lights Expo.: Midland, Pa.; McKees Rocks 12-17.
Brownie's Am.: Chanute, Kan.

WANTED

Merry-Go-Round Foreman, must be sober and drive semi. Salary \$50.00 per week, plus bonus \$10.00 per move and 2% of gross. Pay day Thursday, never missed. Can also place Concession Man, Easton, Md., until July 10; Princess Anne, Md., July 12 to 17; then Snow Hill, Md.

VAN BILLIARD SHOWS

NELSON KLINGENSMITH

WANTED

Shows and Concessions, September 8-9-10-11, Day and Night, No X. A rural Agricultural Fair. Farmers have plenty money this year.

UNION COUNTY WEST END FAIR

Mr. William Bauserman
Laurelton, Pa.

WANT CHARACTER MAN QUICK

Must be fast, accurate study. Extra money if handle stage. Wire

SCHAFFNER PLAYERS

Kahoka, Missouri, July 5 to 10

WANT NO. 5 WHEEL

Immediately for cash. FOREMEN for Wheel and Jinky. Top salary to right man for season in one territory.

V. MANLY

117 W. Saratoga St. BALTIMORE, MD.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Final closing time for late show ads is

SUNDAY NOON

(Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.

2160 PATTERSON ST.

CINCINNATI 22, OHIO

WANT FOR OCONTO, WIS., CENTENNIAL

July 15-18, inclusive, and other Celebrations to follow

Want Concessions of all kinds that can work in Wisconsin. Want Shows: Mechanical, Snake or Animal. Want Ride Help for Ferris Wheel, Merry-Go-Round, Octopus, Chair Swing and Kiddie Rides. Address all replies to

DAIREE STATE SHOWS

BOX 225, WAUKESHA, WISC.

P.S.: Want Free Acts for Celebrations; Animal Acts preferred.

Buck, O. C.: Claremont, N. H.
Buffalo: Westleyville, Pa.
Bufflock Am. Co.: Clendenin, W. Va.; Glen Jean 12-17.
Burkhart Am. Co.: Earlville, Ill.
B. & V.: Honesdale, Pa.
Capell Bros.: Durant, Okla.
Capital City: Stearns, Ky.
Caravelia Am.: New Castle, Pa.
Carr, Lawrence: Plymouth, Mass.; Malden 12-17.
Casey, E. J., No. 1: (Fair) Dauphin, Man., Can., 5-7; (Fair) Melville, Sask., 8-10; Elk-horn, Man., 12; (Fair) Shoel Lake 13-14; (Fair) Russell 15-17.
Casey, E. J., No. 2: Lintlaw, Sask., Can., 7; Kamsack 9-10; Humboldt 13-14.
Cavalcade of Amusement: Toledo, O.
Central States: Herington, Kan., 8-10.
Cetlin & Wilson: Clarksburg, W. Va.
Chanon, Jimmie: Ansonia, O.; Muncie 12-17.
Coleman Bros.: Pittsfield, Mass.
Collins, Wm. T.: (Fair) Jamestown, N. D.; (Fair) Pessenden 13-15.
Columbia: Machias, Me., 7-10.
Continental: Woodsville, N. H.
Crafts Expo.: Stockton, Calif., 6-11.
Crafts 20 Big: Martinez, Calif., 6-11.
Craig, Harry: Sapulpa, Okla.
Crandell, L. C.: Albany, Ind.
Cumberland Valley: Tullahoma, Tenn.; Shelbyville 12-17.
Cunningham's: New Martinsville, W. Va., 9-17.
Curl, W. S.: (Fair) Brookville, Ky.
Del-Mar: Elizabeth, Pa.
De Luxe: Colchester, Conn.; Wilson 12-17.
Denton, Johnny J., No. 1: Galax, Va.
Dickerson: Society Hill, S. C., 12-17.
Dick's Greater: Cresco, Pa.; Little Ferry, N. J., 12-17.
Dobson's United: Lake City, Minn.; Colfax, Wis., 14-17.
Douglas Greater: Bellingham, Wash.
Down River Am. Co.: New Baltimore, Mich.
Drago Am.: Miami, Ind.
Dudley, D. S.: Perryton, Tex.; Wheeler 12-17.
Dumont: Ambridge, Pa.
Eddie's Expo.: Irwin, Pa.
Elliott, L. W., Am. Co.: Ewart, Mich.
Emshoff: Antioch, Ill., 9-11; Spring Green, Wis., 18-18.
Eudy Bros.: Fitchburg, Mass.
Exposition at Home: South Plainfield, N. J.;

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.

New Brunswick 12-17.
Ferris: Towanda, Pa.
Fidler United: Janesville, Wis.
Fleming, Mad Cady: Port Valley, Ga.
Florida Am. Co.: Sault Ste Marie, Mich.; Standish 12-17.
Francis, John: Prairie du Chien, Wis.
Franklin, Don, No. 1: Mineral Wells, Tex.; Haskell 12-17.
Franklin, Don, No. 2: Cross Plains, Tex.; Haskell 12-17.
Fraser, Sam: Kenesaw, Neb., 8-10; Wood River 12-14.
Frear's United: Norfolk, Neb.
Gaiety: Attica, N. Y.; Sodus 12-17.
Ganote United: Barnes City, Ia.
Garden State: Port Jervis, N. Y.; Newburgh 12-17.
Gem City: (63d St. & Kilbourne Ave.) Chicago, Ill.
Gentsch, J. A.: Cadiz, Ky.
Gifford's: Waynoka, Okla.
Ginther's Am.: Orleans, Ind.; Jasper 12-17.
Golden Gate: Dixon, Ky.
Golden Rule: Confluence, Pa.; Boswell 12-17.
Golden West: (Fair) Pleasanton, Calif., 6-18.
Gooding American Expo.: Oil City, Pa.
Gooding Am. Co., No. 1: Chillicothe, O.
Gooding Am. Co., No. 2: Lagouier, Ind.
Gooding Am. Co., No. 3: Punxsutawney, Pa.
Gooding Am. Co., No. 4: Wellsville, O.
Gooding Am. Co., No. 5: Farrell, Pa.

Gooding Greater: Marietta, O., 5-8; (Fair) Franklin, Ind., 11-16.
Graceland Greater: Bainbridge, O.; Circleville 12-17.
Gra-Loy: Andrews, Ind.; New Paris 12-17.
Granite State, No. 1: New Bedford, Mass.
Greater Rainbow: Dwight, Neb., 9-11.
Greater United: Hereford, Tex.
Groves Greater: Plaquemine, La.
Gulf Coast: Macon, Mo.
Happy Attrs.: Crooksville, O.; Middleport 12-17.
Happyland: Battle Creek, Mich.
Harris United: Crescent, Okla.; Fairview 12-17.
Harrison Greater: Oakland, Md.
Keller's Acme: Saddle River, N. J., 8-18.
Hennies Bros.: Appleton, Wis.
Henson, J. L.: Louisiana, Mo., 8-17.
Heth, L. J.: New Albany, Ind., 8-17.
Hill's Greater: Hot Springs, S. D.
Home State: Crookston, Minn.
Hottel, Buff.: (Fair) Metropolis, Ill.
Imperial Expo.: Ottumwa, Ia.
Imperial: Carrollton, Ill.
Jayhawk Am.: Sabetha, Kan.
J. & B.: Shenandoah, Va.
Johnny's United: Cayuga, Ind.; Rosedale 12-17.
Jollytime: Beaver Meadows, Pa.
Jones Greater: Mason City, W. Va.
Jones, Johnny J., Expo.: (Fillmore & E. Delavan) Buffalo, N. Y.
Joyland Midway Attrs.: Drayton Plains, Mich., 8-11; Manchester 12-17.
J. P. M.: Westboro, Mass.
Kaus, W. C.: Fairmont, W. Va.; Johnstown, Pa., 12-17.
Kelly, Francis: Momaugula, Conn.; Meriden 12-17.
Keystone Expo.: Dallas, N. C.
Kile, Floyd O.: Whimsport, La.
Kirkwood, Joseph J.: Trenton, N. J.; Ham-monton 12-17.
Klein Am.: Murdo, S. D., 7-8.
LaCross Am.: Hillsboro, N. H.
Lamb, L. B.: Princeton, Ill.
Lane, Sammy: Willow Springs, Mo.
Lawrence Greater: Gloversville, N. Y.
Lee United: Grayling, Mich.
Lewis, Ted: Spring Valley, N. Y.
Lone Star: (Joyland Park) South Haven, Mich.
Lottridge, Harry: Pineville, W. Va.; Summersville 12-17.
Maine Am.: York Beach, Me.
Magic Empire: Seymour, Ind., 5-17.
Majestic Greater: Sandy Lake, Pa.
Manning, Ross: Presque Isle, Me.
Marion Greater: Pelzer, S. C.
Marks, John H.: Waterville, Me.
McKee, John: Michigan Center, Mich., 7-10.
Merriam & Robinson: Woodward, Ia., 8-10.
Merry Midway: Colfax, Ind.; Oxford 12-17.
Merryland: Reed City, Mich.
Miami Valley: Lucasville, O.
Midway of Mirth: Gibson City, Ill.
Midwest: Elgin, Ill., 15-17.
Midwestern Expo.: Adel, Ia.
Mighty Hoosier State: Terre Haute, Ind.
Mighty Page: Everts, Ky.
Model: Independence, Ia.
Model Shows of Canada: Montreal, Que., Can., 5-17.
Modernistic: Tasley, Va., 5-8; Church Hill 10-17.
Mound City, No. 1: Carthage, Ill.
Murray Am. Co.: Delavan, Ill., 7-10; Fairview 12-14; Bellevue 16-18.
Nessler's: Griggsville, Ill., 5-8; Greenview 12-17.
New England Am. Co.: Brattleboro, Vt.; Great Barrington, Mass., 12-17.
Nolan, Larry: Tribune, Kan., 6-8; Oakley 9-11.
Northeast Am. Co.: Dalton, Mass.; Saybrook, Conn., 19-24.
Northern Expo.: Wolf Point, Mont., 8-10.
Northwestern Am. Co.: Republic, O.
Ohio Valley: Red Key, Ind.
Olson Greater: Hunter, N. D., 8-10.
Orange Blossom: Shepherdsville, Ky.; Vevay, Ind., 12-17.
Page Bros.: Trenton, Tenn.
Palace: Hooker, Okla., 8-10.
Palmetto Expo.: Campobello, S. C.
Paul's Am. Co.: Cassville, Mo.; Wheaton 12-18.
Peerless Celebration Am.: Roaring Springs, Pa.
Penn Premier: Allegany, N. Y.
Pepper's All-State: Oak Ridge, Tenn.
Pike Am.: Weaubleau, Mo., 7-10; Cross Timbers 12-14; Macks Creek 16-17.
Playland United: (Gratiot Township) Detroit, Mich.; Morenci 12-17.
Playtime: Mascoutah, Ill.
Playtime Am., No. 1: Salem, Mass.
Playtime Am., No. 2: Hyannis, Mass.
Pleasureland: Dasher, O.
Powelson Greater: Ashville, O.; Antwerp 12-17.
Prel's Broadway: Babylon, L. I., N. Y.; Hunt-ington Station 12-17.
Purvis: Lively, Va.
Raftery, James M.: Morehead City, N. C.; Jacksonville 12-17.
Reid, King: Newport, Vt.
Roger Bros.: East Grand Forks, Minn.; Bem-idji 13-18.
Rogers Greater: Princeton, Ind.; (Fair) Mt. Vernon, Ill., 12-17.
Resen, H. B.: Louisa, Ky.
Royal American: (Fair) Calgary, Alta., Can.; (Fair) Edmonton 12-17.
Royal Crown: Mansfield, O.
Royal Expo.: Branchville, Md.
Rupe's Midway for Fun: Hoxie, Kan.; Leoti 12-17.
Schafer: Round Rock, Tex., 8-17.
Scotty's United: West Des Moines, Ia., 7-17.
Shan Bros.: Paintsville, Ky.
Silk City: Allendale, N. J.
Silver Star: Pocatello, Idaho.
Silver States: Laurel, Neb.
Skerbeck: Trout Creek, Mich.; Munising 12-17.
Smith Am. Co.: Lindale, Tex.; Carthage 12-17.
Smith, Casey: Weatherford, Okla.
Smith, George Clyde: Central City, Pa.; Lilly 12-17.
Snapp Greater: Muscatine, Ia.
Southern Valley: Kennett, Mo.
Standard: Lovell, Wyo.
Starlight Am. Co.: Rusk, Tex.
Stebler Greater: Midland, Md.
Stephens, C. A.: Hays, Va.
Stipe's Tomahawk, Wis.; Phillips 12-17.
Strates, James E.: Binghamton, N. Y.
Stumbo, Fred R.: Pineville, Ma.
Sunset Am. Co.: (Fair) Barnesville, Minn., 8-10; (Fair) Warren 12-14; (Fair) Fertile 15-17.
Tatham Bros.: Sullivan, Ill.
Texas: Farwell, Tex.
Thomas Joyland: Anderson, Ind.; New Castle 12-17.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Brookings, S. D., 6; Sioux Falls 7; Sioux City, Ia., 8; Denison 9; Council Bluffs 10.
Beatty, Clyde: Duluth, Minn., 6-7; Superior, Wis., 8; Brainerd, Minn., 9; St. Cloud 10; Willmar 11.
Cole Bros.: Adrian, Mich., 6; Three Rivers 8; Eikhart, Ind., 8; Benton Harbor, Mich., 9; Gary, Ind., 10; Michigan City 11.
Cole, James M.: Greenfield, Mass., 6; Northampton 7; Westfield 8; Hudson, N. Y., 9; Delmar 10.
Dalley Bros.: Decatur, Ill., 6; Springfield 7; Jacksonville 8; Moberly, Mo., 9; Columbus 10.
Gould, Jay: Buffalo Lake, Minn., 7-8; Alexandria 8-11; Windom 12-13; Silver Lake 14-15; Cambridge 16-17.
Hunt Bros.: Riverhead, L. I., N. Y., 8.
Kindian's, E. P., Circle K Ranch Rodeo: (Ball Park) Fall River, Mass., 8-11; (Westboro Speedway) Worcester 14-18.
Kelly, Al G., & Miller Bros.: St. Charles, Minn., 6; Waseca 7; St. Peter 8; New Ulm 9; St. James 10.
King Bros.: Nashua, N. H., 6; Putnam, Conn., 8; Norwich 10; Meriden 12.
Mills Bros.: Massillon, O., 6; Wooster 7; Wadsworth 8; Kent 9; Greenville, Pa., 10; Mead-ville 12; Erie 13; Dunkirk, N. Y., 14; James-town 15; Bradford, Pa., 16; Salamanca, N. Y., 17.
Polack Bros. (Eastern): (Fairgrounds) Austin, Minn., 6-8; (Ball Park) Eau Claire, Wis., 9-11; (Fairgrounds) Fond du Lac 13-15.
Polack Bros. (Western): (Shrine Temple) Los Angeles, Calif., 9-18.
Ringling Bros. and Barnum & Bailey: Utica, N. Y., 6; Syracuse 7; Rochester 8; Tomawanda 9; Erie, Pa., 10; Youngstown, O., 11; Cleveland 12-13; Toledo 14-15; Detroit, Mich., 16-18.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Beam's, Ward, Dare-Devils: Dover, N. J., 10-11; Islip, N. Y., 12; Bridgeport, Conn., 18; Albany, N. Y., 18.
Bradley & Benson Hillbilly Jamboree: Rapid City, S. D., 9.
Holiday on Ice (Coliseum) Salt Lake City, Utah, 5-14.
Miller's, Irvin C., Brown-Skin Models (Frolie) Birmingham, Ala., 8-9; (Palace) Memphis, Tenn., 11-17.
Pan-American Animal Exhibit: Greensburg, Ky., 7-8; Edmonton 9-11; Jamestown 12-13; Monticello 14-15; Whitley City 16-18.
Punkett's Stage Show: Hershey, Neb., 8-10; Sidney 12-14; Kimball 15-17.
Slout Show: Charlotte, Mich., 5-10; Albion 12-17.
Thompson Bros.: Everett, Pa.
Thompson Bros., No. 2: Cresson, Pa.; Rockwood 12-17.
Tidwell, T. J.: Colorado City, Tex.; Tulsa 12-17.
Tinsley, Johnny T.: Forest City, N. C.
Tivoli Expo.: Atlantic, Ia.
Tri-City Rides: Sabula, Ia.
Turner Bros.: Bloomington, Ill., 7-17.
50th Century: South Omaha, Neb.
Twin City: Calansville, Mo.
United Expo.: McLansboro, Ill.
United States: Waynesburg, Pa.
Van Billiard: Easton, Md.; Princess Anne 12-17.
Veterans United: Humboldt, Ia., 5-8; Manson 9-11; Bancroft 12-14; Schaller 15-17.
Victory Expo.: Pana, Ill.
Virginia Greater: Culpeper, Va.; Annapolis, Md., 12-17.
Wade, W. G., No. 1: Muskegon, Mich., 8-17.
Wade, W. G., No. 2: (Fair) Carleton, Mich.; Cadillac 13-18.
Wallace Bros. of Canada: (Fair) Portage la Prairie, Man., Can.; (Fair) Yorkton, Sask., 12-14; (Fair) Melfort 15-17.
Wallace Bros.: Harrodsburg, Ky.
Wallace, I. K.: Clarendon, Pa.; Friendship, N. Y., 12-17.
Wallace & Murray: White Sulphur Springs, W. Va.; Rupert 12-17.
W. E. Attrs.: Watertown, Tenn.; Smyrna 12-17.
West Coast: Bend, Ore.; Eugene 12-18.
Whalen & Riley: Hobart, Okla.
Wheeler, Eddie L.: Red Boiling Springs, Tenn.
White, Art: Summerville, Pa.
White Star Attrs.: Marysville, O.
Wilson Famous: North Chillicothe, Ill.
Wilson Greater: Oak Creek, Colo.
Wolf Greater: Bird Island, Minn., 6-8; Monte-video 9-11; Willmar 12-14.
Wolfe Am.: Thomas, W. Va.
World of Mirth: Kittery, Me.
World of Pleasure: Lima, O.
World of Today: Washington, Ia.

Board Vetoes Minny Train

For Roseville, Calif., Park

ROSEVILLE, Calif., July 3.—An item of \$7,500 for a miniature steam railroad train for Royer Park here has been eliminated from the tentative park budget by the city council. Over-all slash of the budget this year was \$11,500.

The council's action, however, does not cause the plan to be abandoned, because Park Superintendent Willard Dietrich was asked by the council to contact concessionaires with the view of installing and operating the railroad on a commission basis.

City Dads Close Endy 1 Night in Somerville, Mass.

SOMERVILLE, Mass., July 3.—Endy Bros. Shows ran into a bit of trouble here when a group of local Aldermen ordered the shows closed Thursday (1) night as a result of charges of misrepresentation on candy sales and some squawks about girl shows.

Attorney Alfred Wasserman, of Boston, was called in by Owner David Endy, who flew in from Miami, and the trouble was straightened out with shows playing out the week, minus the girl shows. While the shows lost little business, since the closing order came late at night, the show's management expressed dissatisfaction with the spot and may pass it up in the future. The take for the week was estimated at \$40,000—a big drop from the red one of \$100,000 at Charleston recently.

Endy opens at Fitchburg, Mass., Monday (5), and is putting on a heavy advance publicity job there.

Long Island Stand Gives Prell Okay Biz

NEW YORK, July 3.—Prell's Broadway Shows chalked up a good run the past week at near-by West Hempstead, L. I. The large, rectangular lot faced the railway station and business center of the town.

Rain before closing time Monday (28) hurt some. Tuesday (29) was hot and clear weather and attendance was hypood, with crowds staying late. Shows on the back lot did exceptionally well as did most of the rides, games and concessions.

At this spot, the show had eight major and three kiddie rides, including a new High Ball, two Ferris Wheels, Whip, Tilt-a-Whirl, Rolloplane, Caterpillar and Merry-Go-

Charles Bell Dies Of Heart Ailment

WAUKEGAN, Ill., July 3.—Charles H. (Red) Bell, 69, veteran carnival trouper and ride operator, died at St. Theresa's Hospital, Waukegan, Ill., Tuesday (29) of a heart ailment.

Bell's outdoor show career began with the Con T. Kennedy Shows, following which he became associated with the C. W. Parker Factory at Abilene and Leavenworth, Kan. Later he joined the C. A. Wortham Shows, where he operated rides and shows until 1921, after which he was with the Morris & Castle, Isler, Dodson's World's Fair, Snapp Bros., Eddie Hock's Imperial, Byers Bros., Tilley, C. A. Vernon, J. George Loos, Bunting and Magic Empire shows.

In 1947 he was with the Bell-Vinson Shows and at the time of death was operating the Playland Penny Arcade on the Turner Bros.' Shows.

He leaves his wife, Martha; a son, Billy, now with the American Beauty Shows; a daughter, Mrs. Jack Vinson, ride operator on the W. G. Wade No. 1 Unit Shows, and two grandchildren.

A member of the International Association of Showmen, St. Louis, for many years, he was buried in Showmen's Rest, Memorial Park, St. Louis, July 2.

Round. Also the Barro Bros.' Motor-drome, monkey races and a funhouse.

Shows on the back lot were Bob White's Scandals, Ginger Rae's Fantasies of '48, Harlem on Broadway, Fat Show, a big Side Show and a crocodile pit show. White's show, with good ballyhoo, did top business, but spending was good all along the line.

Prell's shows came here from Connecticut where they wound up three weeks of fine business at Norwich. New London also was okay altho extremely bad weather killed off business on three of the six nights in that spot. At East Hartford the shows registered one of the best weeks of the season, despite losing the opening Monday night when Hunt Bros.' Circus occupied the lot.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT FOR BOULEVARD AND IRWIN LOT, ATLANTA, GEORGIA

Next week and other outstanding locations in and around Atlanta, followed by a route of real fairs.

Want Hanky Panks of all kinds, no exclusive. Want first class Cookhouse or Sit Down Grab that caters to showfolks. Address

JOHNNY T. TINSLEY SHOWS

Forest City, N. C., this week; Atlanta, Georgia, next week.

CAPELL BROS. SHOWS

America's Cleanest Midway

"Still an Enviably Success"

DURANT, OKLA., this week; ADA, OKLA., next week—V.F.W. Summer Jubilee, downtown, in the heart of the city (not in the country). Celebrations and Fairs until November.

WANT
STOCK AND SLUM CONCESSIONS OF ALL KINDS. Bumper, Fish Pond, Pitch-Till-You-Win, Darts, Country Store, Ball Games, or what have you? Wire or come on! CAPABLE ATHLETIC SHOW MANAGER WITH TALENT. MANAGER WITH TALENT FOR GIRL SHOW. (No drunks.) SOBER HELP FOR 10 MODERN RIDES. USEFUL SHOW PEOPLE, CONTACT NOW FOR A LONG, PROFITABLE SEASON. All address:

H. N. (DOC) CAPELL, Mgr.
AS PER ABOVE

P.S.: Fred Lesler and Mr. Kirk, who were with me at Siloam, contact me.

GEM CITY Shows

THE DIAMOND of the SHOW WORLD THE BEST IN THE MIDDLE WEST

WANT SHOWS COMPLETE WITH OWN TRANSPORTATION FOR THE FOLLOWING FAIRS. Our Fair season opens July 29 and runs thru September 12, playing the following Class "A" Fairs in Wisconsin and Michigan: Monroe, La Crosse, Wausau; Escanaba, Mich.; Manitowoc, Elkhorn (Labor Day) and Beaver Dam.

WANT MOTORDROME (Collier, get in touch with me), SNAKE SHOW or ANY SHOW IN KEEPING WITH THE FOLLOWING ATTRACTIONS THAT ARE NOW ON OUR MIDWAY: Mansion's Hollywood Circus Side Show, Mansion's Hollywood Monkey Show, etc. (No Shows such as Wild Life Shows will be booked.) IF YOU HAVE A SHOW OF MERIT, WILL GIVE YOU A GOOD PROPOSITION FOR THE ABOVE ROUTE OF FAIRS ONLY. Apply:

W. E. SNYDER

c/o HOTEL SHERMAN, CHICAGO, ILL., JULY 8 THRU 13

WANT

Experienced 2nd Men for Octopus and Ferris Wheel.

JACK KELLY

General Delivery, South Bend, Ind., July 6-11.

ROBERTSON BROS.' SHOWS

Want for Estill, Ky., this week, followed by Stone, Ky., July 12-17, then a long list of fairs.

CONCESSIONS: Will sell "X" on Custard and Jewelry. All stock concessions open. Will book any show with own equipment. Will book any ride not conflicting with our own. Help Wanted in all departments.

All replies to **BOB ROBERTSON**, Estill, Ky., this week. Bob Robertson, Mgr.; J. A. Robertson, Asst. Mgr.; Chas. Gregg, Legal Advisor.

JIMMIE CHANOS SHOWS WANT

FOR MUNCIE, IND.

Legitimate Concessions of all kind. Want a Girl Show, must have two or more girls. Will book any other Show with own outfit, small percentage. We have Street Celebrations and Fairs. Want Penny Arcade for Portland, Ind., Fair. O. K., Jimmie Smith, come on. All replies to

JIMMIE CHANOS

Ansonia, Ohio, this week; Muncie, Ind., to follow.

WONDER CITY SHOWS

Want Hanky Panks of all kinds. Will sell "X" on Popcorn, Photo Gallery, Bingo, Diggers, Candy Apples and Snow Cones. Can place Agents for Pin Store, Roll Down, Wheels and Skillo. Have complete outfit for Ten-in-One, Girl Show, Snake Show and Hall and Ball. Want Operator with people. Notice, Ride Operators! Can place Octopus, Rolloplane, Tilt and Spitfire. Good proposition. Will guarantee 10 Fairs and a good route of Still Dates for balance of season. Can place Agent who knows Mississippi, Louisiana and Texas. This show will be out until Xmas. Address:

JOE KARR, Covington, Tenn., July 5 to 10; then as per route in The Billboard, as we are headed south.

WANT

One Agent for Long Range Gallery and two for Hanky Panks. Plenty of flash and stock. These Concessions work in all Wisconsin Fairs. George and Lorraine, please contact.

PAUL M. FARRIS or JACK ROWE

c/o Snapp Greater Shows, Muscatine, Ia., this week; Rock Falls, Ill., next week; then 8 Wisconsin and 4 Arkansas Fairs in succession. No blanks.

GOLD MODEL SHOWS

Livingston, Tenn., all this week.

Want Hanky Panks and Penny Arcade—one of each. Going into tobacco belt. Will sell exclusive on Photo, Custard, Diggers, Lead Gallery, etc. Will book Mitt Camp. Have opening for two more choice Concessions, RIDES—One major Ride. Exclusive on Kiddie Ride for Kiddiland. Want Manager with Girls to join on wire. Have complete outfit, 30x60 top with 70 ft. banner line, for Five-in-One, Ten-in-One, Athletic Show, or what have you? Can place Shows with own outfit, 15% committee only. Can place efficient Ride Help that drive semi, Drunks and chasers, save stamps. Want Carpenter and Painter with tools to join on wire. Those joining now will be given preference for all winter's work at army camp now holding 50,000 or more soldiers.

All address **MANAGER, Gold Model Shows**

P.S.: Stanley Roberts, Leo Bistany, Charlie Sutton, contact manager at once.

CAVALCADE OF AMUSEMENTS

The Nation's Largest and Finest Midway

WANT CAPABLE MAN FOR POPCORN WAGON (no drunks). **WANT** RIDE HELP ON SKOOTER AND HI-BALL. **WANT** COLORED PORTERS FOR TRAIN. **WANT** WORKINGMEN FOR GIRL SHOW. Have opening for high-class Photo Outfit, also can place Scales and Arc. All address:

AL WAGNER, Mgr. Toledo, Ohio, this week; Lansing, Mich., next week.

P.S.: Jack Allamon, wired you; join at once.

GREATER UNITED SHOWS

Want Octopus and Ferris Wheel. Want Man and Wife to take charge of Illusion Show on percentage. Place Side Show and Grind Shows of any kind. Want Kiddie Ride Help, Truck Drivers. Hereford, Texas, this week; Lamesa, July 12-17; Lovelland, July 19-24; Littlefield, July 26-31; Wichita Falls to follow. All in heart of wheat belt, with South Texas Fairs to follow. Address:

J. GEORGE LOOS

MAJESTIC

GREATER SHOWS

UNIT NO. 2 PLAYING MICHIGAN FAIRS UNIT NO. 2 CAN PLACE

RIDES—Ferris Wheel, Octopus, Chairplane, Kid Rides and other Rides not conflicting

SHOWS—Grind Shows, with own equipment; Girl Show (Jimmy Johnson, contact); Funhouse; Viewing Show (Mr. Ayotte, contact)

CONCESSIONS—Popcorn, Photos, Age and Scales, Candy Floss, French Fries, Salt Water Taffy, Arcade, Candy Apples, 10c Concessions of all kinds

Look These Over • Here They Are • Look These Over

COOPERSVILLE ANNUAL HOMECOMING
& CELEBRATION
AUGUST 5-6-7

ATHENS ANNUAL HOMECOMING
& CELEBRATION
AUGUST 18 THRU 21

MILFORD COUNTY FAIR
AUGUST 10 THRU 14

ARMADA AGRICULTURAL FAIR
AUGUST 26 THRU 29

NORTH BRANCH COUNTY FAIR, SEPTEMBER 3 THRU 6

THEN SOUTH FOR ALL FAIRS AND A WINTER'S WORK IN SUNNY FLORIDA

Address SAM GOLDSTEIN, Sandy Lake, Pa., This Week

ATTENTION ALL CUSTARD OPERATORS

We now have a good prepared mix for you show people. Tested and proven a real money maker. Watch the repeats. All you need to add is water. No muss, no other supplies to keep in stock, every batch the same delicious product. This mix sold with a money-back guarantee. 20 pounds dry powder makes 10 gallons of good mix. No odor, no after taste.

250-lb. Drum at \$.33 per pound

100-lb. Drum at \$.34 per pound

50-lb. Drum at \$.35 per pound

IMMEDIATE DELIVERY

Wire, Call or Write

GENERAL EQUIPMENT SALES, INC.

824 So. West St.

Telephone: Riley 7137

Indianapolis 2, Indiana

GULF COAST SHOWS

WILL SELL EXCLUSIVE ON POPCORN AND PEANUTS. WANT TO BOOK ONE MORE RIDE: TILT, OCTOPUS, SPITFIRE OR ROLL-O-PLANE, ALSO FUN HOUSE. WILL FURNISH TENT AND FRONT FOR ANY SHOW. WILL FURNISH OUTFIT FOR GIRL SHOW.

ADDRESS:

F. M. SUTTON SR.

Macon, Ga., July 5-10.

SUNSET AMUSEMENT CO.

WANTS

Scales, Hanky Panks and Ball Games.

Help on Tilt, Dodgem, Spitfire, Caterpillar, C-Cruise.

Barnesville, Minn., Fair this week; Warren, Minn., Fair next.

WANTED

—RIDES—

COUPLE GOOD SHOWS

Week Celebration of first oil well drilled, August 23 thru 28. Two blocks from center town. V.F.W. sponsored.

Box 269, Titusville, Pa.

RIDES WANTED

FOR 41ST ANNUAL LYONS FAIR

Aug. 25th to 28th inclusive

Lyons Community Club

D. R. EDWARDS

Lyons, Indiana

WANTED

Information on Rides, Concessions, Aug. 11-14, for

EMMET COUNTY SPORTSMEN'S SHOW

Petoskey. Write

PETOSKEY CHAMBER OF COMMERCE

Petoskey, Michigan

WANT FERRIS WHEEL

For American Legion Mardi Gras July 28, 29 and 30

Very active annual affair. This is a good spot because it is a closed section to Carnivals and Circuses. Contact AMERICAN LEGION MARDI GRAS COMMITTEE, c/o C. G. Nickerson, 811 N. 5th St., Millville, N. J.

WANTED

RIDES AND CONCESSIONS

For ST. ANN'S PARISH FESTIVAL

July 26-31

Best spot in Eastern Pennsylvania. Substantial profits guaranteed. Write REV. J. G. KUNDRESKAS

Luzerne, Pa.

Phone: Kingston 7-0828

Dailey Sports an Entertaining Card

(Continued from page 5E)

show moves along rapidly and smoothly.

Price Scale Listed

Prices this year for the Dailey show are matinee: Adults, \$1.20; children, 60 cents and reserves an added 60 cents. Night ducats go at \$1.50 for adults, 80 cents for children and reserves at 80 cents extra.

Opening with the spec, entitled Bengal, the show moves into high at the outset and parades practically its entire stock before the customers. The feature is, of course, its baby elephant which has received so much publicity, thanks to the efforts of Bev Kelley and his able assistants, Allen J. Lester and Frank Morrissey.

The principal riding act is Display No. 2 and features Rose Marie, Norma Davenport Plunkett, Larry Garden, Charles B. Hammer and Eddie Murillo. Jimmy Van, producing clown, parades 11 funnymen in Display 3. Members of clown alley are Reuben Ray, Edward Buckley, Bubba Moody, W. H. Jackson, Walter Schyler, Wyatt Davis, John E. Kimmet, George P. Kelley, Nico Marcos, Pipo Rolon and Charles Sanders.

Balancing Traps on Card

In rapid order come balancing traps, featuring Emma Valdez, Si Kitchie, the Del Morale brothers, the Fernandez brothers and Francisco Renosa; a riding act, featuring the Riding Martins; hand balance, with Fernandez brothers, the Del Morale brothers, Andrex Solie and Freddie Marquette; the Corky Plunkett Troupe, trampoline; a Liberty horse act, starring Hazel King, Freddie Fredericks, Eddie Murillo, Lottie Ray and Riley Huggins; the elephant ballet, featuring Norma Plunkett; dogs, ponies, web aerial ballet, foot juggling, etc.

Performers get a valuable assist from Joe Rossi and his band and from Burt Wickman, who handles the announcing duties in a highly capable manner.

Entertainment Is There

True, there are faults to be found with the Dailey program. For instance one could beef about the fact a wild animal act is missing and that the show lacks a flying act. But, on the other hand, you can't help admit, as you leave the big top, that it was an entertaining program from start to finish. After all, that's what you went for—entertainment—and that's exactly what the Dailey show gives.

Show's executive staff includes Ben and Eva Davenport, owners and managers; R. M. Harvey, general agent and traffic manager; Peter H. Lindeman and J. R. Hervey, contracting agents; William L. Oliver, manager of Advance Car No. 1; Tom Gunnels, manager of advance Car No. 2; Joe Gunnels, opposition billing brigade; Harry Doran, checker and route rider; Bev Kelley, director of press and radio publicity; Frank Morrissey and Mel Miller, assistant to Kelley, and Allen J. Lester, contracting press.

The program, when caught Tuesday, follows:

Display (1) "Bengal" spec. Display (2) Riding act, featuring Rose Marie, Norma Plunkett, Larry Garden, Charles B. Hammer and Eddie Murillo. Display (3) Clowns. Display (4) Slide for Life, Francisco Renosa, ladders and single traps. Display (5) Balancing traps, Emma Valdez, Si Kitchie, the Del Morale brothers, the Fernandez brothers, Francisco Renosa. Display (6) The Riding Martins. Display (7) Clowns. Display (8) Hand balance, the Fernandez brothers, the Del Morale brothers, Andrex Solie, Freddie Marquette. Display (9) Corky Plunkett Troupe, trampoline. Display (10) Liberty horses, featuring Hazel King, Freddie Fredericks, Eddie Murillo, Lottie Ray, Riley Huggins. Display (11) Elephants. Display (12) Wild West line-up. Dogs, worked by Tommy O'Brien, Lottie Ray, Barbara Ray, Nona Washington. Display (13) Web aerial ballet. Display (14) Clowns. Display (15) Foot juggling, with Eva Vasquez, Charlie Ricci, Rebecca Droquet, Walter Powell. Display (16) Hula elephants.

Rodeo Scheduled Aug. 7-8 At Tahoe Valley, Calif.

TAHOE VALLEY, Calif., July 3.—Plans for sponsoring a rodeo August 7-8 have been announced by the local American Legion post here, according to John Lawson, commander. Lawson said the event will be coupled with a beauty contest and carnival. Proceeds will be used to furnish the new legion hall.

An agreement has been reached with R. M. Livingston, of Red Mountain, for staging the rodeo which will be held at Sky Harbor Airport here.

Folk Acts for N. C. Event

CANTON, N. C., July 3.—Reed Wilson, Smiling Red Raper, Joe Pressley and Aunt Samantha Baumgardner are among the attractions booked for the Haywood County Folk Festival to be held on Canton High School's athletic field July 22-24 under Veterans of Foreign Wars auspices, reports Robert E. Wood Jr. Arrangements have also been made for square dance competitions.

R-B N. E. BIZ BIG

(Continued from page 5E)

for the hit goes to Frank Braden. No difficulty was encountered during the 259-mile haul.

Prime Location

A prime location at the city-owned Bass Park, first-rate publicity and a long absence all added up to top business.

The only other town made in Maine, Portland, provided additional good business, Tuesday (29).

The show made a fast 90-mile run into Manchester, its only New Hampshire date. Big crowds turned out for both performances.

A bus strike Thursday (1) at Worcester, Mass., failed to hold down crowds as the show drew near-capacity at the matinee and an overflow at night. The circus personnel busses were among the few extra-passenger vehicles seen on Worcester streets.

WANTED

Rides and Concessions for ANNUAL HOMECOMING

TWO DAYS

Either July 24 and 25 or July 31 and August 1

This is an annual event and always very successful. Sponsored by American Legion. For further particulars, write WARREN CLAUSEN Lauridsen Post No. 408, American Legion Chebanse, Ill.

CONCESSIONS WANTED

FOR ITALIAN FIESTA

JOLIET, ILL., JULY 26 to AUGUST 1

Rides and Popcorn already booked. Want Cotton Candy, Snow Cones, Mug Outfit, High Striker, Mouse Game, Pan Game, Pitch-Till-You-Win, Novelties, Nickel Pitch, Stock Wheels and what have you? Can use any Hanky Pank Concessions; privilege, \$35.00 for the period. All Percentage Outfits work on Percentage. No grift, so save your time and mine. Address:

FRED A. POTENZA

741 N. Welcott Ave., Chicago 22, Ill.

NOTICE

To Float Builders American Legion State CONVENTION

Huntington, West Va., August 14th.

Mammoth Parade. Contact

ROBT. O. ELLIS

916 West Virginia Bldg.

Merry-Go-Round Wanted

For Annual Celebration. Quote flat fee. No admissions charged. 1 day only, Sept. 11.

Write:

ROBERT GRAHAM

PLATTEVILLE, WIS.

Gooding Personnel

COLUMBUS, O., July 3.—Personnel of the various units of the Gooding Amusement Company follows:

Executive staff: Floyd E. Gooding, corporation president; Kathlee Holleran, secretary; Boris Zechman, secretary to Gooding; Geneva Liana, pay roll clerk and personnel department; Janet Cox, receptionist; James Wolfe, painter; O. Buck Saunders, agent; John Lampton, agent; Charlie Pottorf, billposter; Charles Lymer, carpenter; Paul Sheline, ride foreman; Herbert Perry, assistant painter; Alva Foterol, Robert Stewart, Dale Ferguson, Herchel Conley and Frank Phillips, helpers.

Pence Unit

Pence unit (ride employees)—George E. Pence, manager; Katherine Pence, secretary; C. C. Keirns, Alfred A. Steed, Hugh W. Blazer, Frank Durham, Josiah Davis Register, Ralph Hall Jr., Richard Inman, Raymond Bailey, Pete Samuel Booth, Clyde Allemen, Charles M. Latham, Joseph E. Price, Gerald Mowder, Glenn A. McBride, James B. White, Betty Inman, Hazel Keirns, Elizabeth Durham, Eileen Laughman and India White. Booked on rides—Frank O'Neil, William H. Lee and Gerhard Ralph Prenton.

Pence unit (concessionaires)—Bill McCoy, R. A. Niday, Ray Schwartz, Murry Butterfield, John McCallister, Henry Barnes, William A. Bernauer, Ruth Bernauer, Robert Herr, John Joens, Roy Jeffers, Esther Lake, Mr. and Mrs. Lloyd Jeffers, Mr. and Mrs. Ralph Shimp, Mr. and Mrs. Gabriel Sterling, Sybil Baker, Bob Baker, Nolan Byers, Mrs. Louise Byers, James Farne, Jimmie Pritchard, Frank Hamilton, Fred Hamilton, Claude Dixon, Betty Dixon, Adolph Robinson, Michael Grell, Stephen Lake, Frank Hunt, Richard Burdick, Mr. and Mrs. William Stophel, Frank Hoyle, Richard Gallagher.

Pence unit (shows)—Karl Denton, D. W. Denton, Leo Zaccchini, Tilly Zaccchini.

Bouic Unit

Bouic unit (ride employees)—George A. Bouic, manager; Mary Bouic, secretary; Floyd Collins, Robert A. Grimes, Earl V. Pultz, Lewis Dalton, Henry Johnson, Eugene Geer, Alvester Pfeiffer, W. C. Miller, Bertha Miller, Roland K. Walters, Russel Swank, Elizabeth Swank, Mrs. Louis McCuen, Buddy Starks, Robert Lawrence, Cora Lawrence, Samuel Tope, Martha Tope, Richard Dell, George Lockhart, Carl Miller, Richard Eugene Seymour, Thomas Floyd Wheeler, Harry V. Beller, Kenneth Lockhart, Dewitt Fisher, Wheeler Zimmer, Marilyn Beller, Loren Howard, Andrew Frank Perigo, Elmer Hawk, Franklin Clifford, Roy Lynn, Robert Davis, Theodore Smith, Ethel Smith, Hazel Tidd, Louis Tidd, Ed Thomas.

Bouic unit (concessionaires)—Rodger M. Work, Irene M. Work, James Taylor, Carl Martin, Allen Hopper, Dora Hopper, Ray S. Hyde, H. F. Shindeldecker, Bette Shindeldecker, Gary Shindeldecker, W. D. McCuen, Mark McCuen, Alvin Hanning, James H. Drew, Frank Leonard, Harry Francis, George Milkina, Ann Gallagan, Hubert Lemlyn, Bill Southerland, Pauline Moore, Tom Moore, Donald Downey, William Sandberg, Carl Beem, Mr. and Mrs. Alva P. Pyle, Henry E. Shapiro, C. H. Shriver, Bob Nolan, Mr. and Mrs. Alvin Downey, C. H. Heikens, Charla Lee, Mr. and Mrs. Fred Lemer, D. Rose, W. H. Harrisby, Monroe Gibbs, James Kellar, Thelma Kellar, Eula Drew, Norman Bergeran, Bill Huges, John Gallagan Sr., Richard Marton, Sammy Visger, Joe Kline, Kitty Kline.

Bouic unit (shows)—Mark Williams, Major Cox, Mr. and Mrs. St. Clair, Mr. and Mrs. Dubose, Mr. and Mrs. Van Cameron, Wesley Blair, Vincent L. Thomas, Harvey W. Good, Charles Thomas, Darwin Christensen, C. O. Simmons.

Gooding Greater

Gooding Greater (ride employees)—Gerald Frantz, manager; Leota Frantz, secretary; Ernest Hook, electrician; Jesse Alexander, Robert Burris, Robert Cox, William Duncan, Ralph Fishburn, Arthur Holstinger, James and Jesse Honcell, Julius Johnson, Carl Jones, Lewis McKensy, Leonard Martz, Herman Neff, James Neversall, William Ohles, Robert Taylor, William Hoover, Howard Simpson, Fred Ankrum, Charles Bane, Garnet Howell, Viola Neversall. Booked on rides—Eddie, Mary, Earl and Lucy Ingalls, Raymond Sparks, Ernest Bell, Arthur Shoemaker, Elva Mills, Charles Jackson, Donald Kaptin, Clarence Haxlett, Homer McCormick, Willard Caudill, D. R. Gowin, Mosele Gowin, T. W. Clark, H. L. Douglas, Florence Douglas, Samuel Paudleton, Joseph and Josephine Rose.

Gooding Greater (concessionaires)—Mr. and Mrs. E. Williams, E. A. Muncey, Dorothy Brenaman, Mr. and Mrs. F. P. Pope, Mr. and Mrs. Tony Trippi, Louis Shoffer, Dean Spooner, Lawrence Ackley, Rith Ackley, Ross Ackley, Alfred E. Smith, Mr. and Mrs. Frank Cook, Hank Krollskowski, Kay Leisure, William Leisure, Ambers Hancel Cox, Clarence Ernest Pennington, Ronald Van Cury, Angelo Bloutness, Mr. and Mrs. E. A. Richards, Mr. and Mrs. Earl Fisher, R. M. Andress, Tom Jones, Mark Evans, Floyd Oiler, Mrs. Callie Eaches, Johnnie Estle, Philip Lemp, Stanley Macely, Mr. and Mrs. Lew Halton, Victor Maag, Virgil Collins, Mrs. Joe Miller, Little Joe Miller, Albert Saxton, W. J. Young, Bert Cram, Buddy Klingelheber, Leonard Rush, Bud Clark, Pauline Clark, Dick Crampton, Jack Cunningham, Jury Happeny, Elva Clark, Rupert and Grace Otterbacher, Curtis and Gaylor Otterbacher, Lois and Gerald Otterbacher, Opal Hitt, John Chapman, Lee Brenaman, Leonard Hodge, Sherman Nance, Billy Howell, W. J.

McCollum, E. A. Howard, Robert Howard, Mrs. Robert Howard, Kenneth and Corrine Luxton, Mary Parsons, Harry Foebuck, E. L. Brenaman, Harry Drees, Maurice Myers, Esther Myers, William Ducey, George Woodworth, Venus Poley, John and Miami Babcock, William Estel, Red Harris, Mr. and Mrs. Woodie Simpson, Max Feldman, Lester Carter, Helen Carter, Carl H. Torno, Walter L. Lank, Harry and June Boyles, Chick and Margaret Delaney, Robert and Josephine Allsup, Earl Osgood, Louise Wilson, Maxine Greene, Bennie DeVeochls, Bill Bradley, Marie Garrett, Teel Garrett, Mac McCloud, Philip Lentz, Bob Smith, Donald Brooks, Erma Crumbaugh, George Schiver, Melvin Otterbacher, Jay Reynolds, Gertie Morris, Theodore Jones.

Gooding Greater (shows)—Jay J. Ramsdall, Edward Deuny, Milton Bair, Edgar and Nancy Craw, G. W. McIntosh, Mrs. Bessie McIntosh, Mrs. Sarah McIntosh, Thais McIntosh, Gene D. McIntosh, Capt. Frank LeRoy, Floyd Smith, Mr. and Mrs. Paul Smith, Mr. and Mrs. Virgil York, Mary and Walter Stoffel, Wallace Caldwell, Frank Lentini, Helen Shupe, Harlan Ison, Mr. and Mrs. Nelson Lindeman, Mr. and Mrs. E. W. Brundell, Mose Smith, Burrell Counts, Charles Clark, William Sayres, Stewart Little, William Fears, Stella Sayres, Patty Sayres.

Riffle Unit

Riffle unit (ride employees)—Ray Riffle, manager; Rene Riffle, secretary; Paul Nichols, Don Applegate, Nicholas Wadika, Chester Green, Joseph Shaw, Cora May Shaw, Louis and Rachael Walsh, Byron Conner, Lawrence Bauer, Thomas McComb, George L. Daugherty, Frank Gallana, Victor Lane, William Lewis, Charles Freshner, Lloyd Moss, Merle Hoak, Robert Condy, W. Woodrow Griffin, May Allen Man, Floyd Goldinger, Mance Lemaster, William Kaibas, A. W. Gooding. Booked on rides—Ed Strassburg, Juanita Strassburg, Joe Green.

Riffle unit (concessionaires)—Nello Pacinni, M. J. Diaz, Gilbert Lanon, William Bluton, Louis Jacobs, Calvin Riser, Zoe Zimmer, Dorothy Gunther, Zelma Brown, Maxie Simon, Seville Simons, Tony Haywood, Edith Botts, Freddie Pope, Charles Kovachick, Gerald Easter, Dorothy Bolton, Earl Carrol, Dannie Glen, Hank Gunther, Larry Chancey, Chloe Gooding, Gertie Hill, Hopy Hoplinson, George Sims.

Address Unit

Address unit (ride employees)—Randolph Address, manager; Ella Address, secretary; William H. Webb, Gale Halley, Lewis Collins, Alonzo Pence, Clyde Taylor, Mitchell Moore, Joseph Naugle, Raymond Halsey, John W. Greene, William H. Thompson, Elza Mills, Doris Pence, Frances Collins, Gladys Brusmeyer, Frank Brown, Emily Thompson, John Cabbage, Anthony Natchie, Casey Dennis, Mae Reynolds, Frank Young, Earle Davis. Booked on rides—Allan Deggeller, Richard Senert, George Miller, Tommy Esque, Clyde Taylor.

Address unit (concessionaires)—W. J. Winslow, Russel Arnold, Mary Ellen Arnold, Carl Studhaler, Mr. and Mrs. Charles Gross, Mike Whitkofski, Neal Carlin, Rudy Rohback, Vernon Shank, William Snodgrass, Dock Gott, Bob Schoop, Paul Pope, Odell Markham, Bruce Campbell, James McEneany, Joe Weisgaber, Johnnie Geyer, Dick Johnson, Robert Johnson, Mrs. Audrey Johnson, Mrs. Dick Johnson, William Stredel, Mr. and Mrs. A. Cecil, Joe Rose, Paul Marine, Charlie Grove, Paul Beatty, Frank Cupp, Frank Woolard, Mrs. Hinkie, Bob Slagle, Jack Hendrix, Mrs. Jack Hendrix, Bob Lumbatis.

Address unit (shows)—Mr. and Mrs. Charles Martin, Loden Smith.

Lampton Unit

Lampton unit (ride employees)—Herschel Lawrence, Frank Pietrzak, Art Paxton, Eric Ray, Jesse Helmer, Homer Dennison, Betty Paxton, Lola Dennison, Cora Lawrence.

Lampton unit (concessionaires)—Charles Gannon, Homer Dennison, William Skinner, William Kuehne.

O'Brien Unit

O'Brien unit (ride employees)—Charles O'Brien, manager; S. B. Berkshire, secretary; Lawrence Martin, electrician; William Griffin, Charles Peck, Blaine Allen, Fred Gifford, Norman Shanna, Robert Ramsay, Lowell Hilliard, Orion White, William Floyd, Earle Foltz, Ronnie Karam, Mary Hockeramith, Raymond Smith, William Trevana, Walter Blocher, Eugene Batton, Everett Batton, John J. Miskottis, Charles R. Miller, Arlen Cox, William Lewis, Victor Lane, Delbert Hawkins, Fred Derr, Don Hockeramith, Betty Derr, Josephine Allsup.

Enright Unit

Enright unit (ride employees)—John Enright, manager; Joseph Gaskell, secretary; Vera Enright, Helen Lawrence, Grace Hartley, Joy Canturbury, Elliott Bond, Harry Siders, George Mason, Dewitt Lawrence, Roy A. George, William Sprouse, Charles Hartley, Moody, William Vaughn, Hubert Overman, Wesley Jackson, Guy Burkett, William Decker, Loren Howard, Andrew Perigo, Elmer Hawk, Franklin Clifford, Roy Lynn, Robert Davis, Leonard Moss, Robert Hilton, William Vance, Frank Sgandurra, Claude Cripple, Johnnie Webb, Mike Meehan, David W. Decker.

Enright unit (concessionaires)—Robert Keener, Sylvia Keener, Otto Dressler, George Smith, Mabel Smith, Irvin Brown, Howard Scalf, Steward Scalf, Carl C. Matthews, Jim Walker, Don Albanese, John Albanese, James Bennett, David Feldman, Clara Hayden, Frank Cuba, Wilbur Critten, Margaret Hall, Earnest Hall, Lorrin Pickens, Betty Blocher, Port Bretzius, Gertrude Bretzius, Russell

Final Curtain

(Continued from page 41)

widow, Gertrude, a pianist, and one son. Interment in Evergreen Cemetery, Detroit.

SOKOLOFF—Mrs. Vladimir, wife of Vladimir Sokoloff, actor, June 22 in Hollywood.

SORLIE—George, 63, former theatrical manager, producer and actor, recently in Sydney. Before his retirement in 1945, he toured for many years with one of the biggest tent shows in Australian legit.

STEWART—Doc C. C., 58, pitchman and med show operator, recently in Tennessee. Survived by his widow, a son and brother.

STRONG—Templeton, 92, American composer, June 27 in Geneva, Switzerland. His *Paraphrase on a Chorale by Leo Hassler* was last played by the National Broadcasting Company's Symphony Orchestra in January. Other of his works have been played by the Philadelphia Orchestra and the Philharmonic-Symphony at the Lewisohn Stadium, New York.

TENNI—Ombono, Italian motorcycle racer, July 1 in Bern, Switzerland.

TONEY—Jay Stone, baritone, June 22 in Marshalltown, Ia. He was a member of the Southernaires, Negro ensemble heard over the American Broadcasting Company network.

UNDERWOOD—W. G., 72, partner in Underwood & Ezell, Texas theater operators, June 27 in a Dallas hospital. He had been in the theater business in Texas for the last 45 years. Survived by his widow, a daughter, Sally, a brother and two sisters. Interment in Hillcrest Mausoleum, Dallas.

VAN DEN BERG—Bertha, 70, former concert pianist, June 25 in Beverly Hills, Calif. She was one of the few woman pianist to play for Toscanini with the New York Philharmonic. Her son, Richard Abbott, actor, survives.

VAUGHT—Melvin H., 54, veteran carnival owner and operator, and at the time of death manager of W. A. Schaffer's Just for Fun Shows, June 27 in Jacksonville (Tex.) Hospital of a cerebral hemorrhage. Besides having been associated with various carnivals, Vaught managed Vickery Amusement Park in Dallas in 1945 for T. Riley Hickman Kellow. Survived by his widow, Pearl; three sisters and one brother. (For further details, see Carnival Department.)

VELEZ—Lilian, 24, radio and film actress, stabbed to death at her home in Manila June 27. Bernardo (Narding) Anzures, actor and co-star with her in several films, was arrested and charged with the crime. Survived by her husband, Jose Climaco, Manila night club entertainer and manager, and a daughter, Vivian.

WEICHSELFELDER—Murial, 60, stagehand, June 20 in Fort Wayne, Ind.

WYNN—James F., 62, stage manager of the Colonial Theater, Hartford, Conn., recently in that city. He had previously been stage manager of the Center Theater there.

Marriages

BAGLEY-CARI-CARI—William J. Bagley Jr. and Mrs. Claire Cari-Cari, director of station relations for the Gardner Advertising Company, June 24 in St. Louis.

BOWMAN-ARCHIE—Guy Bowman, known as Brother Bill on the WJBK *Hillbilly Hit Parade*, and Elizabeth Ann Archie, June 19 in Detroit.

CHOATE-SHIRK—Edward A.

Adair, Belle Bretzius, Adelme Haas, Gene McDonald, Helen Dayer, James Dayer, Ralph and Frances Barr, Tommy Salvo, Homer Dearwester, Guy Kliver, William Hoyle, Edward Greer, Kenneth Bostwick, Donald Matthews.

Choate, legit producer, and Jane Ann Shirk, June 23 in Irvington, N. Y.

ELLIS-GUERTIN—Lee Ellis, announcer, and Loraine Guertin, record librarian and ex-diskier, both on WSPR, recently in Springfield, Mass.

FEINGOLD-HARRIS—Sam V. Feingold and Adele Harris, daughter of Ted Harris, managing director of the State Theater, Hartford, Conn., pic-vaude house, June 20 in that city.

FERRER-HILL—Jose Ferrer, actor-producer, and Phyllis Hill, actress-ballerina, June 19 in Greenwich, Conn.

FLANAGAN-STEWART—Neil Flanagan, news editor at WTAM, and Jacqueline Stewart, sports writer, recently in Cleveland.

GREEN-SUSSMA—Hy Green, band booker, and Susan Sussma non-pro, June 20 in New York.

GROOD-WOLFE—Jack Grood, manager of Chez Ami nitery, Buffalo, and Mildred E. Wolfe, assistant director of the Kleinhans Music Hall, June 22 in Buffalo.

HOLMGREN-ALBERS—Carl Warner Holmgren, announcer on WJD, and Kay Albers, music staffer with the American Broadcasting Company, June 26 in Chicago.

KLOCKER-JORGENSEN—Bernard Klocker and Marie Jorgenson, both appearing in a revival of *Naughty Marietta*, recently in Los Angeles.

KRAUSE-DEAN—Jack Krause non-pro, and Susan Dean, dancer, June 26 in Philadelphia.

MacDONAGH-O'REILLY—Donagh MacDonagh and Sheila O'Reilly, actress, June 2 in Dublin, Ireland.

McNEIL-LUESCHER—Archibald McNeil and Marilyn Antoinette Luescher, daughter of the late Mark A. Luescher, publicist and theatrical producer, June 1 in Jacksonville, Fla.

MERRYMAN-LANTZ—Bob Merryman, announcer at WLW, Cincinnati, and Mary Louise Lantz, WLW actress, recently at the bride's home in Cincinnati.

MITSinkIDES-DARRIEUX—George Mitsinkides, author, and Danielle Darrieux, French actress, recently in Paris.

MORGAN-WALKER—Freddy Morgan, former member of the Morgan and Jones banjo team, now with the Spike Jones Band, and Carolyn Walker, June 19 in Las Vegas, Nev.

PALMER-JAMES—Joe V. Palmer and Helen James, concessionaires with the American Midway Shows, recently in San Antonio.

PEYSER-GREEN—Arnold Peyser, publicity staffer for David O. Alber, and Lois Green, formerly on the staff of WNEW, June 27 in New York.

PRIMA-CRITES—Louis Prima, band leader, and Tracelene Crites, recently in New York.

RIGGS-MILLS—Tommy Riggs, radio comedian, and Noel Mills, actress, recently in Easton, Pa.

ROBINSON-STETTNER—Bert Robinson, staff announcer at WHTT, Hartford, Conn., and Phoebe Stettner, June 20 in New York.

ROPP-BEATY—John C. Ropp, program director of WKIX, and Sarah Wilson Beaty, June 15 in Columbia, S. C.

RO-ZEE-ASCHE—Ro-Zee, WINS resort commentator and columnist, and Renee Asche, vocalist with George Town's ork, June 30 in New York.

THOMAS-VAUGHN—John R. Thomas, non-pro, and Alberta Vaughn, comedienne of the silent film days, June 23 in Los Angeles.

VAN ORMAN-CLARK—Harold Van Orman, hotel chain owner and former Indiana lieutenant governor, and Kittie Clark, former performer with the Ringling circus, in Chicago recently.

WATSON-REED—George Winslow Watson, announcer at WTOR, Torrington, Conn., and Lois Joyce Reed, recently in West Hartford.

WHITAKER-LA SALA—Victor Whitaker, member of the vaude act, the Whitaker Brothers, and Jacqueline La Sala, with the Three Rays vaude act, recently in Camden, N. J.

American Midway Shows**WILL BOOK**

Any Rides not conflicting for 14 Fairs.

Have openings for Hanky Pank Concessions.

Address

DON M. BRASHEAR, Mgr.

Rockwell City, Iowa, this week;
Fort Dodge, Iowa, next week.

Majestic Greater Shows

Can place Acts for well-framed Side Show, also Talker-Manager for same. Concessions of all kinds. Steel mills and smoke stacks for next five weeks, then fairs. Concessions address: **MAXWELL KANE**, Exchange Hotel, Franklin, Pa. All others address:

SAM GOLDSTEIN

Sandy Lake, Pa., this week

FOR SALE**SUPER ROLL-O-PLANE**

First-class condition. Booked for the entire season. Have 14 bona fide Fairs. CHEAP FOR CASH. Reason for selling, other interests.

JACK PUGAL

c/o JOHN R. WARD SHOWS
Virginia, Minn., this week

WANT

CAPABLE TRAINMASTER who can handle men. Must be strictly sober. CAPABLE FOREMAN FOR LOOPER.

Cavalcade of Amusements

Al Wagner, Mgr.

Toledo, Ohio, this week; Lansing, Mich., next week.

**CAN PLACE
COUNT STORE AGENTS**

Hot Springs, South Dakota, July 6-13; Rapid City, S. D., and Lead, S. D., to follow. All Fairs. Wire

SCOTT LAMB

c/o Hill's Greater Shows

**LEGAL ADJUSTER
ASSISTANT MANAGER**

Three Shows last sixteen years. Best of reference.

BOX D-362

c/o The Billboard Cincinnati 22, O.

WANTED

Agents for Coke Bottles, Hi-Striker, Darts, etc. Adams, Jack Rogers and Ray McLean, come on in at Akron, Mich., this week.

EDDIE McKEOWN

Midway of Mirth Shows**WANT**

SECOND MEN ON ALL RIDES. CONCESSIONS NOT CONFLICTING. Address:

Cibson City, Ill., this week; Rankin, Ill. (Street Fair), next week; Farmersville, Ill. (Fair), July 20-24.

ARCADE FOR SALE

85 ft. neon lighted front. 70 machines, including Iron Claw Diggers, Mills Punching Bags, 16mm. Moving Picture Models, many other floor models and plenty of counter machines; also counter boards and jacks, light stringers and stringers for machine plug-in. Pennants and many extra parts, also other machines needing repair. Will sell as complete unit, \$1500; plus 1 year's storage of \$150. This equipment is worth more than twice this price, but I have other interests and don't have time to operate it. Contact **D. J. FRANCIS**, c/o Hennies Bros. Shows, Appleton, Wis., this week.

**North Adams
Okay for WOM**

NORTH ADAMS, Mass., July 3.—Frank Bergen's World of Mirth Shows was outgrossing last year's take by a small margin as it headed into its final day here. The shows, which have been hounded thruout the season by almost daily rain, encountered the season's first heat wave here. As a result of the high temperatures, crowds were late in arriving.

The previous week at Poughkeepsie, N. Y., proved a near-blank, due largely to the fact that the org was predated by numerous other shows and had to compete with the city's biggest annual event, the Regatta, a college rowing classic, which incorporated street parades and the choosing of a queen.

Eddie Howe, press representative, closed the season in Poughkeepsie.

Author Bill Gresham and staff photographers of Life magazine completed their assignment in Poughkeepsie. Frank Bergen and the shows are scheduled for highlighting in an early issue of the magazine.

Bergen and Bucky Allen, concession managers, spent Friday (2) looking over the grounds of the Rutland (Vt.) Fair which they will play later. They are attempting to present the shows more satisfactorily than has been possible in the past due to the difficult terrain.

**Trio Awarded \$10,568
In Merry-Go-Round Mishap**

BOSTON, July 3.—A Suffolk Superior Court found, Tuesday (1), for Mrs. Hazel C. Jeroma, of Hyde Park, for injuries received when she and her daughter, Lorraine, were thrown from a Merry-Go-Round, owned by William T. McNally, well-known Quincy ride owner. A verdict of \$9,500 was awarded to Mrs. Jeroma; \$125 for Lorraine, now five years old, and \$943 to Vincent Jeroma, the husband.

The accident occurred in East Dedham, May 29, 1945, when the vertical shaft holding the flying horse became loosened at the bottom and threw Mrs. Jeroma and her daughter several feet against some packing cases.

**Gutman Wills \$200 to NSA,
Organization's First Bequest**

NEW YORK, July 3.—Eugene Gutman, concessionaire, who died recently, bequeathed \$200 to the National Showmen's Association (NSA), \$1,000 to the United Jewish Appeal, Inc., and the residue of his estate to Morris Gustow, a long-time friend and associate on the Ringling-Barnum circus, according to his will which was probated here this week.

The bequest is the first ever made to the NSA, Walter K. Sibley, executive secretary, revealed. The money is to be used for unspecified purposes.

Gutman was employed for many years by Miller Bros., Big Show concessionaires.

**George Daugherty, Gooding
Employee, Suffers Burns**

BROWNSVILLE, Pa., July 3.—George Daugherty, 50, of Natrona, Pa., near Pittsburgh, suffered first and second-degree burns when fire broke out at the Gooding Amusement Company shows here this week.

Daugherty, it was said, was mixing gasoline and paraffin to waterproof canvas when the mixture boiled over on a hot plate and ignited. In addition to Daugherty's injuries, several concession stands were burned. Carnival property loss was estimated at \$4,000.

**A Tribute
to Bill Fleming**

By James E. Strates

GLEN FALLS, N. Y., July 3.—The death of William Carleton Fleming at his home in Buffalo June 26 marked the passing of one of the few remaining general agents of the old school. The nine years that Bill Fleming was associated with me and the James E. Strates Shows were nine of the most pleasant years of my career as an outdoor showman. We were closely associated during those years and his passing grieves me as deeply as tho I had lost a member of my immediate family. Ever a Chesterfieldian and always a stickler for politeness, Bill could pass as a successful businessman or a retired banker. He was courteous to everyone all the time. Down-at-their-luck troupers hunted him for what he called, "Holding up my end."

His loyalty to his employers and their shows knew no bounds. His accomplishments in show business were legion. He joined my organization during the lean years when it was expanding and did his part toward making it a success. Not one to boast of his yesteryear accomplishments, Fleming often spoke of his work at the Buffalo Exposition, his days as ticket seller with the Sells Bros.' Circus, and as general agent for the Mighty Sheesley Midway, the late Johnny J. Jones Exposition and the T. A. Wolfe Shows. He never forgot them and was a continuous booster.

He numbered his friends in the outdoor show and fair fields by the thousands. He demanded the respect of the biggest in the business and the political world. Show business has lost a real showman, a friend and a grand fellow. His passing has left a vacant spot in many hearts on our and many other midways.

JAMES E. STRATES.

**200 Pay Tribute
To Bill Fleming**

(Continued from page 60)

Polack Poster Printing Company of this city.

Bill was known thruout the numismatic world for his collecting and dealing in rare and precious coins. Early in the century he owned and exhibited, mainly under bank sponsorship, a collection of nearly 20,000 rare coins. The exhibit was used to stimulate the acquisition of new depositors.

NSA Banquet Chairman

He visited *The Billboard* New York offices the Saturday before his death to exhibit new coins recently acquired and to announce plans for the annual banquet and ball of the National Showmen's Association, of which he was general chairman.

Among those attending the services were Max Cohen, executive secretary of the American Carnivals Association, who handled funeral arrangements; James E. Strates, owner, and a large delegation from the James E. Strates Shows; Myron Colegrove, of the B & C Shows; Co-Owners Morris Lipsky and Buddy Paddock, general agent Ralph Lockett, contracting agent and Mrs. Peazey Hoffman, and Mrs. Hody Jones, all of the Johnny J. Jones Exposition; E. Lawrence Phillips; Roy Nealand, local booker, and Ernest Delabates, Frances Scott, Jimmy Rose, George Reinhardt, Harvey Wilson, Charles Frazier and William Wendler. About 60 floral offerings were received.

Survivors are Mrs. Margaret Albright, an adopted daughter; a sister, Mrs. Alec Beattie; a brother, George, and two nephews, William C. and George.

**Lawrence Greater
Chalks Record Still
Date in Syracuse**

SYRACUSE, July 3.—A record still date was garnered by the Lawrence Greater Shows during its eighth day, two-Sunday, showing which wound up here June 27. Herb Shiv general agent, reporting it as the best date in the 14 years the shows have been in operation, said that attendance eclipsed the 5,000 mark nightly with the exception of Friday (26) when the org had to compete with the airing of the Louis-Walcott fight.

Hefty business was garnered both Sunday matinees, altho the afternoon play Wednesday and Saturday was poor. A teen-age drum and bugle corps paraded nightly to the show grounds and attracted considerable attention. Everyone, including the 64 concessions in the line-up got money.

J. W. and Ann Ackley and Bill Miller joined with guess-your-age and weight stands; Phil and Charlotte Delano placed a new confection stand; Arthur Weidman joined with a short range; Mrs. Mike Ruffo added a hoop-la; Stan and Peg Wilzak a freezer custard, and Pete and Marie Christ and Kitch and Whitey, darts. Casey and Bertha Sens had a big date with their bingo, remaining open several nights until 1:30 a.m.

Sam and Shirley Lawrence have had the paint crew readying the org for fairs. Dr. William Weiss, brother of Mrs. Levy, visited. He was accompanied by Tony and Mary Martisa, whose brother, Johnny, is in charge of transporting the shows. Business manager and Mrs. Tommy Carson motored to Watertown to visit Mrs. Carson's sister. Their nephew, Tommy Carson Clark, returned with them.

**Golden West Biz
Runs Ahead of '47**

OAKLAND, Calif., July 3.—Weather has been bad for the Golden West Shows thus far, but business has held up surprisingly well. Receipts are well ahead of 1947.

The following is the show's personnel:

STAFF: Harry (Polish) Fisher, owner and manager; Homer Rees, ride superintendent and assistant manager; Harold Shapiro, secretary; Rose Fisher; treasurer; Nathan Cohn, administrator, co-owner; Mrs. Rees, mail, and Prince Omrah, press and *The Billboard*. Cookhouse is in charge of Robert Clifford, with William Bonds, Whitey Stack, George Strons, Cathie Evans, Agnes Jones and Ruth Johnson, assistants. Emma Clifford has floss candy, snow cones and candy apples; Ruth Rodgers and Ted Robbins, popcorn, peanuts, ice cream and soft drinks; Mr. and Mrs. Spawn, jewelry, grab and engraving, and Franco and Kagan, short range and shooting gallery.

Ride line-up is as follows: Ferris Wheel, Wallace Larcaux, Everett Lee Davis, Ivan Sherer, Korris and Mrs. Davis, tickets. Merry-Go-Round, Birdie Davis, operator; Arkie Davis, Benjamin Boone, George Acker, Robert Sacks and Rose Barron, Spiltfire, Otto Picum, owner-operator; Scotty Marshall, foreman; Alvin Erickson, Harry Otis, James Borris and Mrs. Picum. Merry Mix-Up, Arthur Bowler, operator; William Borris, James Jones, Jessie Karn. Air-o-Planes, H. B. Clifford, owner-operator; Imogene De-Cline, Walts-Elle, Mrs. Arkel Davis, owner; Young Gregory, operator; Bezie Davis, tickets. Pony Ride, William Thompson, owner-operator. Russell Webb is operator and superintendent of all kiddie rides.

Concessions: Roy Pursley, bingo, with two assistants; long rifle range, William Dahmael; cigarette gallery, Mary Dahmael; balloon darts, James Holland; scales, Samuel Angel; pan game, over and under, log game, ham and bacon, Eddie Harris; dolls and bronze horses, Pete Vito; watch-la, Judy Norris; chips, Thomas Norris; ball games, Homer Rees, owner; Eugene De Cline, William Snelson; glass pitch, Earl Staughn, Mrs. Straughn and son Lowell; duck games, Mr. and Mrs. Price; bell game, Jimmie Holland, Alvin Russell, Novsties, Mr. and Mrs. Bert, Fred Weideman; high-striker, Samuel Barron; balloon wheel, Mrs. Rees; fishpond, Earl Ballard, devil's bowling alley, Jean Epps.

Shows: Movie Monks and Mutts, Don Barker, owner and trainer; Bob Kerns, talker; Al Kinsey, assistant trainer; Mrs. Barker, tickets. Mystery Show, Mrs. Tom. Funhouse, William Thompson, owner; William Hill.

Night watchman, Ivan Lawler; chief electrician, Edward Wallace; assistants, John Poney, Albert May.

RSROA Show of Champions Draws 1,200 at Worcester

WORCESTER, Mass., July 3.—Leo Doyle's Webster Square Arena here rang the bell June 21 with 1,200 paid admissions at its first annual RSROA night at which was featured a cast of state, regional and national champions that is said to have been one of the largest ever offered in a skating exhibition.

Many RSROA New England operators and pros attended the show, proceeds of which go to the Roller Skating Rink Operators' Association of the United States for the advancement of amateur roller skating.

Presented by the Webster Square Figure and Dance Club, the show was produced by Webster Square's professional, Armand Champa, with Norman Allen assisting at the organ and Armand Lavigne acting as emcee. A special attraction was the appearance of Mickey Meehan, of Roller Skating Vanities.

Included in the cast were Jeremy Manigan and Francis Hickey, Bal-A-roue Rollerway, Medford, Mass., northeastern regional juvenile dance champions; Gilbert and Lorraine Rebello, Medford, second-place regional winners in juvenile dancing; Joan Chandler and Peggy Rebello, Medford, pairs skaters; Ned Norworth, Co-Ed Rollerdrome, Boston, State novice men's champion; Walter Sandell and Isabelle Hamilton, Medford, State novice dance champs; Ronald Ludington and Betty Mahoney, Boston, State junior pairs titleholders; Clare Landry, Agawam, Mass., State intermediate ladies' champion; Joan and George Chandler, Medford, State and regional intermediate dance champs; Frank Moors and Jean Ripley, Boston, State inter-

mediate pairs champs; Robert Laventure and Gertrude Pichette, Whalom Park Roller Rink, Fitchburg, Mass., U. S. 1947 second-place winners in junior dancing and 1948 regional junior dance champs; Irene Hawson and Jimmy Holland, Whalom Park, 1948 State junior dance titleholders; Margaret McAleer, Riverdale Roller Rink, Nantick, R. I., 1947 U. S. second-place novice ladies' winner and 1948 Rhode Island intermediate ladies' champ; Marilyn Scully and Edward Smith, Medford, 1947 national junior dance champions; Gerald Nista, Gay Blades Roller Rink, New York, 1948 State and regional novice men's titleholder; Fay Johnson and Tommy White, Medford, 1947 national intermediate dance winners and 1948 senior regional dance champs, and Tommy Lane, Queens Roller Rink, Elmhurst, L. I., N. Y., who was a member of the second-place pairs skating team in the 1947 world championship; 1947 U. S. senior pairs champion, and 1948 senior champion in the regionals.

Now New Zealand Gets in the Act

CINCINNATI, July 3.—"Copies of The Billboard recently to hand show that the New Zealand Roller Skating Association is in the news," writes G. S. Bright, secretary of the New Zealand Roller Skating Association. "For the benefit of William Schmitz, secretary of the United Rink Operators, who admits attending a meeting of the Federation Internationale de Patinage a Roulettes and not being able to understand the language spoken, the facts are enumerated herewith:

"The New Zealand Roller Skating Association was a member of the FIPR for one season 10 years ago. As this body was practically dormant, we allowed our membership to lapse. Our total of communications was confined to three letters. We readily teamed up with the Roller Skating Rink Operators' Association of the United States to form a world's controlling body, and the advancement in New Zealand skating is partially due to the great assistance (See New Zealand in Act on page 78)

restricts our investment in teaching to those who are regular patrons of the rink.

On Friday evening, from 7 to 8, we have a class which is open to members of high school roller clubs only. This class is divided into two half-hour periods, the first for advanced skaters and the second for beginners. Advanced class members are identified with printed ribbons in their school colors, and remain for both classes to aid their fellow students. This Friday class is offered as one of many inducements to join high school roller clubs. Skateland is now the headquarters for five high school roller clubs. We offer a trophy annually to the club whose dance team is judged the best.

On Sunday from 10 a.m. to 1, we have a class in figure skating combined with gold dance and free-style instruction. The three hours are broken up into 20-minute periods covering instruction in the three subjects. This is the only class for which a straight flat fee is charged. Students pay 50 cents to attend this class.

Assist in Regular Session

2. The second duty of the professional shall be to extend class instruction into the sessions. By this I mean that it is the duty of the professional to remain on the floor after each class and to assist those who have been in class during the regular session. Too many professionals consider their work finished when a class ends and the session begins. To my way of thinking, the professional's instruction should extend right thru the session to the 11 p.m. closing, and I insist upon such conduct. Such "session-assistance" does not mean amusing himself by skating an occasional number with some advanced skater. It means seeking out those who need help and offering it generously. During the session it is the professional's duty to watch the rails for beginners and to induce them to sit down and read Perry B. Rawson's *Art of Plain Skating* before they try walking on skates and getting nowhere. A good pro can remember the faces of those who have been in his class and can extend his help, with the result that his classes grow and his private lessons are developed.

3. The professional should manage and direct the rink's amateur club. Here at Skateland we have what the members have chosen to call the Carl C. Johnson Roller Club. On the face of it this is strictly an amateur club with amateur officers and a sanction from the Roller Skating Rink Operators' Association of the United States. But my experience has been that unless a club is managed and run by the rink professional and the management that it gets out of hand. Without the guiding hand of the teacher, amateurs squabble, waste time, allow petty jealousy to spread and accomplish little. The CCJ Club has lived and grown because it is a study club, controlled by a teacher. It is a place for advanced skaters to gain a higher education in skating than provided in the regular public classes.

Direct Judges' Panel

4. Just as it is the duty of the professional to "run the club," so is it also the duty to direct the judges' panel and encourage its serious course of study and growth. It is no par- (See 25 Factors Govern on page 78)

No. 4 in a Series

25 Factors Govern Biz Volume In Today's Tussle for Dollar; Analyze Conduct of Your Pros

By Carl C. Johnson

Owner, Skateland, Denver

IN MY original article on this series, I listed as one of the 25 factors which influence roller rink business volume, the conduct of professionals. To the rink operator who does not employ a professional, this subject may be of small interest. But to such operators, I would like to say at the outset that, to my way of thinking, professional skating instruction is imperative to good rink management.

We are operating "academies of skating" as well as places of entertainment. We are operating schools—not mere carnival rides. Schools can not be operated without teachers. There is no example of a roller rink that has grown and prospered, to my knowledge, that hasn't taught skating as well as rented skates. I have never known of a riding academy that amounted to anything that didn't teach riding as well as rent horses.

The records of the dance-hall business show conclusively that teaching plays an important part in business development. I don't believe there is a roller rink business in this country too small to profitably offer competent skating instruction. Such instruction is one of the most effective ways of making a small business grow big.

Can't Click in Dual Role

Many rinks are owned by individuals who assume the role of professional instructor. In such cases, the remarks I have to make concerning the conduct of professional applies to these rink owners. But the job of being professional can and should be a full-time occupation, and when the volume goes over the \$50,000-a-year mark, it is more than I can see how any man can hold down the job of being professional and at the same time find time to properly manage his business. One job or the other is bound to be neglected.

I have headed this subject in the plural, that is—professionals—for experience shows that for about every \$50,000 worth of box-office volume, a well-run rink will need an extra teacher in the school house, and you may need several. But for the sake of clearness and simplicity, I will

refer henceforth to the "professional" and in the masculine gender.

This in no way should be accepted to mean that I believe that females can not qualify for the job if they live up to certain obligations and possess the proper personal characteristics.

Six Duties of Pro

The duties of a professional skating instructor, as I conceive them, are as follows:

1. To teach public classes and get results. That is, their production of skate dancers should be reflected in the constantly increasing number of couples who enter the dance specials during sessions. Or enter, as we call them, the dance parades.

We have two each evening. The first includes the bronze dances and the second the silver and gold. The records of attendance at all public classes should show continual growth. Naturally, they will fall off in the summer, but this June should show an increase over last. We have five public classes a week. Tuesday, Wednesday and Thursday evenings from 7 to 8 are the beginner's class, the novice class and the advance class, respectively.

Skaters graduate according to the Freeman plan from one class to another, but are welcome to come back and retake any class work from which they have been graduated. These classes are free to all members of the Skateland Roller Club, which is merely a discount club. Members pay \$2 a year and receive 10 cents off the box-office admission price. This plan

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25 Factors Govern Biz Volume In Today's Tussle for Dollar

(Continued from page 77)

tical reflection upon amateur skaters that they need this professional guidance but upon human nature in general. Without this professional direction, encouragement and occasional reprimand, amateur roller skating would be unable to sustain itself. And in this statement lies the whole strength and soundness of the RSROA.

5. The professional should give private lessons only when paid to do so. This business of pros helping rink favorites without their paying for such help is demoralizing. It is well and good for a professional to offer suggestions freely, but when it comes to offering a full half hour of time to a skater who the pro happens to like or happens to think may win in competition, it then becomes a matter which involves rink management, and must be stopped.

The trouble with too many of our pros is that they try to develop a reputation for themselves by giving too freely of their time to the "hot-shots" who they think may win in competition—without keeping their eyes on the fact that it is the general advancement of skating for which they are being paid. In employing a professional, it is a mistake to be impressed by the champions he has made. Rather, be impressed by the general elevation of the standards of skating he has accomplished in his former employment.

6. The professional should encourage the holding of proficiency tests, and should preview the contestants in order to reduce failure to the minimum. As I read in *Skating News* the names of those who have passed proficiency tests, certain rinks' skaters appear over and over again. Evidently, too few RSROA rinks are encouraging the holding of such tests. I have found the awarding of proficiency medals to be a healthy business-building factor. We make a big fuss over the winners of these medals. We clear the floor and award them with great fanfare.

So much for a sketchy picture of a professional's duties, all of which depend for success upon the personality or personal qualities of the professional himself. He must first of all be respected for his knowledge of skating. Without that, nothing else is

possible. To hold this respect, he must continually study and keep up with the latest developments in the sport. He must continually originate new, effective ways of teaching and ways of holding the interest of his classes and private students. The basis of all teaching is knowledge, and a good pro always keeps ahead of his students in study and understanding of his subject.

Qualifications of Good Pro

He must be genuinely admired and liked. A pro must be the likable type. No matter how much he knows, and no matter how well he conducts himself otherwise, unless he has the ability to make people like him, he will fail.

He must be patient.

He must be a good talker and a good "mike" talker.

He must dress well.

He must co-operate with other rink employees.

He must have his personal life so well adjusted that he is not "on the make." He must not play favorites either for his personal amusement or his national reputation. He should keep his personal life separate from the rink. Pleasant and likable, but slightly aloof, to me is the proper key.

It is good if, in addition to all this, he is a good exhibition skater, but I would mark this of secondary importance if he filled other more important qualifications. But whether he is an exhibitionist or not, he should be a good showman.

With a program of such duties as listed above, and such a formidable list of necessary personal qualities, it is little wonder that good professionals are a scarcity. And it is one of the most important duties of the RSROA to relieve this scarcity. As matters now stand, if you find a professional who meets these requirements only 50 per cent of the way, you're lucky.

Fortunately, I feel that I have more than 50 per cent of perfection in Mr. and Mrs. Ray Lentz and I intend to hang on to this capable pair as long as possible.

Aimed at Pro School

This article is not intended to draw applications for the job in Skateland, Denver. My purpose in releasing it at this particular time is in the hope that the 1948 pro school will not only study teaching technique, but also consider conduct, and set a standard for the development of personal qualities.

The job of rink management would be greatly simplified if better professionals were developed in our pro schools. I have had an RSROA pro school in my rink. I have attended and sent representatives to all the pro schools ever held and have a full report of what went on. I have yet to see or hear the subject of the conduct of professionals discussed in these schools. I have heard a great deal of comment about the worthless conduct of rink operators by gatherings of professionals, but I have yet to see the management's views expressed and understood. It is my hope that this article will accomplish that end.

Before concluding, I would like to make one simple remark about salaries, money and income of professionals. To begin with, I don't think anyone should take up professional roller skating teaching who is overly ambitious to get rich. Teachers in any field seldom get rich. If you are money mad I would suggest you study chiropractics or go into politics rather than skating. If there is anything that upsets me more than jeans and broad-brimmed hats, it is a professional who wants to get rich. He shouldn't pick teaching of any kind as a vocation if he feels that way.

But teaching supplies a lot of satisfaction that money cannot buy. It stands to reason that no one would want to become a teacher of roller skating who didn't love the sport and want to play a part in its development and be closely connected with it. If that is your want, accept the fact that at this stage of the game you're not going to get rich by following your desire.

You've got to go into roller skating teaching in about the same way you would take up Bible study with the ultimate purpose of being a missionary in Africa.

There is no heavy money in it. But, on the other hand, there is security and a decent living. And the pro who measures up to the standards described in the above will be able to pay his grocery bill, drive a 1940 car and not stall off his doctor bills too long. His principal income will be from private lessons, and if he lives up to all the duties and at least tries to develop all the other personal qualities, his lessons will pay off.

As a final word of advice on this subject, don't ever be late to a lesson or don't ever cut one short. Give everything you've got every time you face a customer, and don't watch the clock too closely.

The best argument I can make to anyone considering being a roller professional, in favor of deciding to take up the "missionary" of skating, is that the happiest people I know are skating professionals, and the unhappiest people I know have lots of money.

NEW ZEALAND IN ACT

(Continued from page 77)

which was given by the RSROA. During the past nine years hundreds of letters, booklets and pamphlets have been received from the RSROA, and the New Zealand association is patterned on this body.

"I would advise Mr. Schmitz that if he is relying on hockey to advance roller skating, he is backing the wrong horse. Follow P. B. Rawson's teachings; teach the masses to skate, dance skate and figure skate, and promote healthy championships such as the RSROA promoted in California in 1947 and you will be hitching your star to a winner.

"I would remind Mr. Schmitz that the 14,782 members registered with the RSROA is greater than the membership of all the FIPR organizations combined.

"The New Zealand affiliated rinks are in a very healthy condition and public interest is keen. We promote three sessions daily—afternoon session, learners' session in the early evening, and evening session nightly at 7:45. Our programs include partners, trios, dance partners, lucky competitions and fast skates for ladies and men. Our rinks, with their composition floors, are noted for cleanliness and the absence of noise and dust."

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Metallic Flying Birds (whistler), Gr. 12.00
Jap (Inside Whistle) Bird, 3 dz. in box. 3.75
Radio Snakes, Gr. 9.60
Chinese Paper Snakes, Gr. 8.50
Metallic Foil Pinwheel, Gr. 9.00
White Sailor "Gob" Hat, Gr. 24.00
Miniature Cowboy Hat, Gr. 14.25
Miniature Spanish Hat, Gr. 21.00
Robin Hood Hat, Gr. 11.50
Comic Yulier Hat, Gr. 16.50
Mexican "Cholo" Hat, Gr. 24.00
Full Size Spanish Hat, Gr. 30.00
Full Size Cowboy Hat, Gr. 33.75
Coolie Straw Hat, Dz. 2.75
Miniature Mexican Straw Hat, Gr. 8.75
Miniature Straw Hats, Box of 3 Dz. 3.75
Beanie Propeller Hats (2 Blades), Dz. 2.35
Cardboard "Pop Gun", Gr. 4.25
2-Way Mirror, 100 for 4.50
1 1/2 In "Comeback" Balls, Gr. 4.50

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Enamel Tin Cigarette Cases, Gr. \$4.00
Stone Set Rings, Gr. .90
Gold Plated Band Rings, Gr. 1.65
Plastic Toy Knives, Forks and Spoons, Gr. 1.00
Decorated Metal Ashtrays, Gr. 2.50
Neose Plastic Animal Standup, Gr. .85
Metallic Pinwheels (misprints), Gr. 4.25
"Kiddy" Sun Spec, Dz. 1.15
Plastic Bean Blower, Gr. 3.00
Bean Blower Ammunition (250 pkgt.) 5.40
Min. Metallic Paper Hat, Gr. 2.00
Comic Postcards, Very Snappy, 1000 for. 3.50

GLASSWARE

Miniature Beer Mugs, Gr. \$3.50
9-Oz. Glass Tumblers, Gr. 3.95
Glass Teacups, Green Tint, Gr. 5.00
Glass Saucers, to Match Cups, Gr. 5.00
Glass Candle Holders, Gr. 4.80
Glass Ashtrays, Gr. 3.50
Glass Custard Cust. "Fire-King", Gr. 4.50
Glass Desert Dishes, Gr. 4.50

FREE!! WHEN REQUESTED, CHANGE APRON INCLUDED WITH EACH ORDER SHIPPED

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Established 1886
TERRE HAUTE, INDIANA

DELUXE PLASTER ONE CARTON OR A CARLOAD



No. 66



No. 53



No. 57



No. 58



No. 67

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WISCONSIN DELUXE COMPANY 1902 NO. THIRD STREET MILWAUKEE 12, WISCONSIN

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THOMAS E. DEWEY ★ HARRY S. TRUMAN

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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.

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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.

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No. 2212

Grade A Finest Quality Zircon

GENUINE WHITE ZIRCONS

1 1/2 KR Weight, \$6.00. 1 KR, \$5.00. Sold to dealers only. Send for Ring Circular.

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10 K. R. G. P. CASE, Steel Back, Reconditioned (Like new). Expansion Band. \$2.00 extra.

7 Jewel \$11.95
15 Jewel 14.95
17 Jewel 16.95

Swiss Watches Ladies' & Gents'
7 Jewel \$ 7.95
15 Jewel 9.95
17 Jewel 11.95

Rhinestone Dials \$2.00 Extra

Write for price list on watches and other jewelry items. 25% with order, bal. C.O.D.

WEINMAN'S

108 Beale, Dept. M, Memphis, Tenn.

WANTED

Plaster Caster
Carnival Plaster
SWINT PLASTER CASTING CO
519 MEMORIAL PARKWAY, FREMONT, O.

NEW \$25 TO \$50 WEEK SIDE LINE . . . Spare Time
Everybody has \$1 for post paid each commission! New, improved Solid Brass Name Plates for front doors. Genuine engraved, brilliant black lettering. New process . . . keeps bright without polishing. Easy \$2.98 sale gives you \$1 at once. We deliver. Make \$50 extra next week. Write now for free samples.
Dept. 5, National Engraving, 214 Summer, Boston 10, Mass.

NEW JUMBO



32" TALL

32" TALL

High Lustre Plush, Cotton Stuffed, in Assorted Colors. The hottest item of the season. A real money getter. Priced for action!

\$39.00 DOZ.

Sample — \$4.00 Ea.

25% Deposit, Balance C. O. D. Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

Imitation

DIAMONDS

Always Get the Cash



WRITE FOR CIRCULAR Regularly for Latest Styles & Prices

DES MOINES RING CO. 1155 Twenty Sixth St., Des Moines 11, Iowa

2 SIZZLING SPECIALS for immediate delivery

Here's your chance to drum up extra business! Fast delivery if you order now!

MICKEY MOUSE WATCHES Big hit with young Mickey Mouse fans—the result, big sales for you! Made and fully guaranteed by U. S. Time. Accurate timekeepers! **\$4.87** ea.

C-6 SERIES JAP BULBS 1,000 for \$75

They've been mighty scarce so the demand is tremendous. We have them! In assorted colors. Cash or check with order or 25% down, balance C. O. D.

M. D. ORUM 1519 W. North Ave. Milwaukee 5, Wis.

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NO CURRENT OR BATTERIES USED



Now every body can NICKEL PLATE. No equipment or electricity needed. Just rub. A BLESSING to Doctors, Hobbyists, Auto, Machinery and Home Owners and practically everybody. NO POISONOUS CYANIDES OR QUICK-SILVER. It will heavily plate, INSTANTLY. Steel, Iron, Copper, Brass, etc. It's NEW, DIFFERENT, PRACTICAL, ECONOMICAL—Just rub with a cloth to any thickness—fascinating hobby—plate for neighbors and friends. **MONEY-BACK GUARANTEE** C. O. D.'s few cents extra.

INSTANT PLATING PRODUCTS, Dept. B-2 3439 So. Michigan Chicago 16, Ill.

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

A-1 LEAD TRUMPET, ALSO TENOR SAX doubling Violin for commercial band. Trumpet must have consistent high C experience on shows. Give permanent address, previous bands. Box 180, Billboard, Chicago. j24

AGENT TO HANDLE FIRST-CLASS WESTERN unit. Radio, stage and recording stars. Write Mgr. Stage Show, P. O. Box No. 1, Houma, La. j24

CONCESSION FOREMAN WHO CAN TAKE charge of 10 office concessions. Can use Scale Man, also other useful people on rides and concessions. Northeast Amusement Co., Frank P. Curley, Dalton, Mass., July 5 to 10; Saybrook, Conn., July 12 to 17. j24

DANCE MUSICIANS FOR TERRITORY BANDS—No characters or drunks. Salary from fifty to sixty dollars per week. Collins Booking Service, Grand Island, Neb. j24

MALE HELP WANTED—TO CALL ON GA- rages, filling stations with \$24.50 quality wheel balancer. Competing models, \$300 to \$2,000. Virgin market. Five minute demonstration means sale. \$10 cash commission. Twenty sales per day possible. Exclusive territory. Write A. L. Brown, B. & B. Mfg. Co., Box 8-816, Sioux City, Iowa. j24

MEDICINE PITCHMEN WANTED—WE FUR- nish p.a. set, platform, lot, license, new station wagon on liberal percentage. Tobacco markets and fairs until Christmas. May-Houck, 107 Pacific St., Knoxville, Tenn. j24

MOST COMPLETE DETAILED U.S.-FOREIGN Employment Report. Features thousands of current opportunities for men, women; skilled, unskilled. Revised weekly, \$1. City Publications, 2781 Concourse, N. Y. C. 58. j10

MUSICIANS ON ALL INSTRUMENTS—FOR cocktail units, territorial bands, location bands. Contact immediately, McConkey Music Corp., LaSalle Bldg., Kansas City, Mo. j10

MUSICIANS—FOR FINE DANCE ORCHES- tras, work steady, guaranteed salaries. Write complete details, VSA, 848 Insurance Bldg., Omaha, Neb. au28

NEED ALTO CLARINET—MUST READ AND late. Sober. Double vocals, ballads and some swing numbers. Thirty hours week. Good salary, steady job. No traveling. Contact Filo Gonzales, 218 W. St. Peter St., New Iberia, La. j10

TENOR SAX—THOSE DOUBLING VOCALS preferred. Others write. Guaranteed weekly salary. Box 593, Sioux Falls, S. D. Phone 7388W. j10

TROUPERS WANTED! YOUNG MEN, DRAFT five, for established full-evening roadshow, to work on and off stage and able to drive truck and semi. Requirements: Good appearance, free to travel, work willingly, co-operatively. Talent unnecessary. Salary, \$50 per week, living quarters furnished. Permanent position right people. State age, height, weight. Will return photos. Drinkers, don't apply. Box C-68, Billboard, Cincinnati 22, O. j24

TRUMPET—FOR SECOND OR THIRD CHAIR, must double violin. Long location with well established society band. Write Leader, Box C-71, Billboard, Cincinnati 22, O. j24

WANT GIRL ENTERTAINERS FOR WESTERN revue. Musicians, Dancers, etc. Write Mgr. Stage Show, P. O. Box No. 1, Houma, La. j24

WANT 5 OR 6-PIECE ORCHESTRA FOR grandstand show at fairs. Prefer band with show experience. Williams & Lee, 464 Holly Ave., St. Paul, Minn. j24

WANTED—MAN, WOMEN, MACHINE EM- broidery Operator. Letters, designs, etc. Must be expert. Write Kissner Uniform Co., Ft. Smith, Ark. j24

WANTED—MUSICIAN FOR MIDWEST BAND. Road and location, steady work, guaranteed salary. Write, giving telephone number, Jack Cole, 807 4th St., Savannah, Ill. j24

WANTED AT ONCE—ACTORS, MUSICIANS, Sax, Trumpet, Drummer, Accordion, doubling piano preferred. Others write. Show and Dance Unit, Ball Walters, 18 4th St., S. E., Watertown, S. D. j17

DELICIOUS BOX CANDY

Regular Price 35c NOW CUT TO 23c EACH

Great big extension edge boxes 10 in. long, 7 in. wide, with glamorous cover girl picture tops. Filled with half pound individually wrapped delicious caramels and English toffees. Looks like a dollar retailer. Packed 36 boxes to case, \$8.28 per case, 5 case lots \$8.00 case, 3 sample boxes postpaid \$1.00. Terms: Cash with order or 1/3 dep., bal. C. O. D. Write for prices on our full line of Candy Bars, Penny Candies and Bubble Gum.

CASTERLINE BROS. 2030 Sunnyside, Dept. J, CHICAGO

It's a PIPE for PROFITS

150% Profit—and more!

SUGGESTED RETAIL **25c**

YOUR PRICE

Gross — \$14.40

Dozen — \$ 1.50

It's a smart, smokeable Hickory pipe—but puff and up pops a colorful balloon (in assorted colors)—inhale, balloon pops back in again. Here's a fascinating novelty that sells and sells and sells. Goes like wildfire at any fair, carnival, tavern or corner pitch. Brand new, limited production, first come, first served. Mail your check and order today. Specify style wanted.

Quick-Action Novelty Sells on Sight. Boys, Girls, Grown-ups Too! Great Summer Seller



3 Styles: MOUSE CLOVE NOSEY NED

THE BRUCE CO.

Dept. B-10 63 E. Adams St. Chicago 3, Ill.

Genuine Saddle Leather

POCKETBOOK

Hand tooled and hand laced, 14 inches wide with a zipper all the way around. Retail for \$35. SPECIAL **\$11.50** Each

ORDER BY MAIL 25% deposit, balance C. O. D.

ATLAS NOVELTY and JEWELRY SHOP 1128 16th Street, Denver 2, Colorado



WESTERN SCARF SLIDES

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.

HOTTEST

SPECIALTY OF THE YEAR!

NOVELTY MEN! SPECIALTY MEN! STREET MEN!

Sell These

Folding Umbrellas



Sells Like HOT CAKES!

American made of HEAVY print paper with crepe fringe trim. Opens and closes like a real umbrella . . . REALLY WORKS! Ass't colors. 25% deposit required on all orders, balance C. O. D.

ORDER NOW—QUANTITIES LIMITED!

KRAVITZ & ROTHBARD

720 E. Baltimore St. Baltimore, Md.

COCKTAIL BRACELETS AGAIN YOU ASKED FOR THEM!!



Flexible Mesh, \$8.00 doz.; \$7.50 in gr. lots. Expansion Band, \$7.50 doz.; \$7.00 in gr. lots. Add 50¢ per doz. if individual boxes wanted. STUNNING STYLES! LOTS OF FLASH! High Gold Plate—real Czech Rhinestones—ABC 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. 535 8th Ave. New York, N. Y.

ATTENTION!

GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities.
- Stone-set and plain bangles as follows: hearts stars clovers crescents beaded hearts wagon wheels crosses, etc.
- Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls.
- 3-stone ring top of beaded stock.
- Beaded hand wire.
- Plain findings, such as crosses anchors bowknot pins springrings jumpings swivels chains plain and twisted hoops earwires caracrews, etc.
- Hoop earrings earrings for pierced and unpierced ears.
- Hand-made adjustable bangle bracelets.
- Wire knot rings of rolled gold plate.
- Pearl plates of small shell.
- Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C.O.D.

EMROW JEWELRY CO. Box 83, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save

THE HOUSE BUILT ON BINGO MARKERS

BINGO MARKERS

Transparent Plastic, 5/8" round, 3/4" round and square. Veeco Plastic, 5/8" round. Rubber, 5/8" and 3/4" round. 1M or 1P to 10 million or 1 ton.

WRITE FOR SAMPLES AND PRICES

V. E. SUPPLY CO.

282 W. Market St. AKRON 3, OHIO Phone: BLackstone 2169

WE'RE OUT TO GET ALL THE WATCH BUSINESS AVAILABLE . . . SO WE'VE MARKED DOWN ALL JEWELRY TO ALLOW YOU BIGGER PROFITS! HERE'S OUR NO. 1 SPECIAL



BULOVA

MAN'S WATCH WITH DAZZLING RHINESTONE DIAL

ONLY **\$18.50**
15 Jewels
17 Jewels . . . \$20.50

Very impressive replica of a high priced diamond watch. So smart and so easy to sell!

● 10K. r. g. p. case
● Stainless steel back
● Genuine leather strap

GUARANTEED!

Reconditioned like new
WHOLESALE ONLY

No. F503

25% with order, balance C. O. D.
Sample order . . . \$1.00 extra

Write for Our New Catalog and Folder of Huge Profit Making Jewelry Items.

LOUIS PERLOFF

737 Walnut St., Dept. C
PHILADELPHIA 6, PA.

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$4.50

1 Bundle or 1600 1 1/2" 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

FOLDING CHAIRS

IN SEASONED HARDWOOD
BRACED WITH STEEL

189
EACH

NON-TIPPING
FLAT-FOLDING
FULL ADULT SIZE

PROMPT DELIVERY
WRITE FOR CATALOG
OF CHAIRS IN WOOD OR STEEL

J. P. REDINGTON & CO.
DEPT. 28 SCRANTON 2, PENNA.

HAND PAINTED

All-Around
Zipper Wallets

Embossed. Four transparent picture and card windows and change purse. Twelve MULTI-COLORED Designs.

Send 25¢ dep. balance C. O. D.
Sample, \$1.00
Retail for \$1.49

\$7.80 per dozen
POSTPAID

SCOPE SALES CO.

5 Beekman St., New York 7, N. Y., Dept. 424

ADVERTISING BALLOONS

WRITE TODAY for our new low prices and samples on advertising balloons with your name of business . . . Fairs
Carnivals . . . Special Events.

NATIONAL SALES CO.
2805 East 79th St. Chicago 49, Illinois

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .

No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

AT LIBERTY—SIX-PIECE TENOR BAND. Have three singers, carry arranger, do specialty and novelty acts. Can produce floorshow within band. Have been on present job since Jan. 1. S. C. Carpenter, El-Patio Club, Cairo, Ill. Phone 877.

COLOR BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc. 3 or 4 men entertaining and singing. Jump Jackson, 4719 S. Dearborn, Chicago, Ill.

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.

YOUNG MAN—350 LBS. OF FUN, WANTS opportunity in show business; prefer burlesque or fat peoples' show. Experienced ticket seller and program concession work, willing to learn side show talking. Write Tiny Gugle, 148 Conrad St. N. E., Grand Rapids, Mich.

MAGICIANS

LA-MAR — MAGICIAN, MENTALIST, ILLU- sions, Spooks, Lady Assistant. Two-hour show. Auditoriums, theaters, entertainments. Booker wanted. La-Mar the Magician, Cambridge, O. j31

MISCELLANEOUS

AVAILABLE—HARVEY THOMAS, VAU- deville Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriloquists, Punch-Judy. 192 N. State, Dearborn 2734, Chicago, Ill. ap

PALMIST, PSYCHOLOGIST — GENUINE PSY- chic. Attractive, quick reader, good money taker. Rental or percentage. Impeccable Hollywood references. Edwards, Box 1238, Avalon, Catalina Island, Calif.

MUSICIANS

A-1 RINK ORGANIST—EAST ONLY. AVAIL- able shortly or contract for position opening August or September. Organist, Box C-67, Billboard, Cincinnati 22, O. j24

ACCORDION PLAYER FOR HILL BILLY WEST- ern band at once. Wire or call Tex Ferguson, Saginaw, Mich. j11

AVAILABLE IMMEDIATELY — GUITARIST, Electric Spanish, and Vocalist. Modern romantic baritone voice. Fine rhythm. Excellent appearance. Ten years best hotels, clubs. Musician, Box C-63, care Billboard, Cincinnati 22, Ohio. j10

AVAILABLE—TROMBONE MAN, DRUMMER, alto man, doubles clarinet, baritone. Union, sober, experienced. Desire job together. Contact Dick Davis, Glenwood, Iowa. j10

DRUMMER—AVAILABLE IMMEDIATELY, AGE 26, union, read, cut shows, locate or travel, good beat, references, eight years experience on road, good character. Carlos Fuerst, 2407 N. 12 St., Sheboygan, Wis. j10

DRUMMER—MEMBER LOCAL 10, AGE 23, available immediately. New equipment, good appearance and dependable. Read well, play shows, Latin, society and jazz. Photograph on request. Minimum, \$75. Location only. Dick Gierum, 704 S. Maple St., Oak Park, Ill. Telephone: Village 2833.

EXPERIENCED TRUMPET MAN — READ, fake, 22 years, sober, single. Travel anywhere. Large band preferred, but will take combo. Bob Schuchman, 506 Lorraine Ave., Waukegan, Ill. Phone: Majestic 386.

EXPERIENCED GIRL SAXOPHONIST, TENOR- Alto. Wants year around contract with small band with experience. Age 24, size 18. No habits. Will send photo. Non-union. Box 215, c/o Billboard, St. Louis, Mo.

GIRL TENOR SAX — DOUBLE CLARINET. Vocals, experienced, union. Resort location preferred. Box C-70, care Billboard, Cincinnati, Ohio.

HAMMOND ORGAN AND NOVACHORD ART- ist. Complete Tune-Dez library, excellent wardrobe, union. Very commercial, good showman, reliable and co-operative. Prefer solo spot. Recently 7 months at Neptune Room, Washington, D. C. Available immediately. Write Box C-65, c/o The Billboard, Cincinnati 22, Ohio. j17

HAMMOND ORGANIST—EXPERIENCED ALL locations. Male, reliable, sober. First class spots only. Midwest or East. Address Box C-59, Billboard, Cincinnati, Ohio.

LEAD TENOR OR 2ND, DOUBLE CLARINET, Flute. Alto. Arrange in any style. Name band experience. Box C-52, c/o Billboard, Cincinnati, O. j10

LEAD ALTO AND CLARINET — DOUBLE baritone. Experienced, cut anything, union, veteran, 21. Prefer 1 1/2 band. Will travel. Write wire or call Rudy Fischer, Waterloo, Ill. j17

NOW AVAILABLE—PERMA-PORTABLE RINK Manager. Go anywhere. Year round job. Age 27. Write: Russell Anders, 35 Adams, Nelsonville, O.

ORGANIST, FEMALE—AVAILABLE FOR VA- cation work or permanent rink job. Eastern location desired. Box C-56, c/o Billboard, Cincinnati, O. j24

STRING BASS—UNION, READ, FAKE, SOME vocals. Small combo or unit. Kenny Moss, 1001 19th Ave., Meridian, Miss. j17

STRING BASS—AVAILABLE JULY 9. READ, fake, appearance. Monk Moulner, Lake Club, Springfield, Ill. After 9th, address: DeBance, O.

STRING BASS—EXPERIENCED TO LARGE, small hands. Can leave immediately. Write or wire Rudy Bandy, 3700 Franklin Blvd., Cleveland, Ohio.

TROMBONE—HEAD, TONE, FAKE, APPEAR- ance transparent. Experienced all lines. Like to hear from commercial location orchestra. Box C-69, care Billboard, Cincinnati, Ohio.

TROMBONIST — AVAILABLE IMMEDIATELY for summer months June to October. Age 29. University music major. Fine tone, read well, road experience. Contact Tommy Raye, 761 North Harvard Ave., Provo, Utah. Telephone 2488-J. j10

TRUMPET MAN—SEMI-NAME EXPERIENCE. Nothing less than \$75 a week. Will travel. Strictly lead man, no jazz. Billboard, Box C-55, Cincinnati, Ohio. j10

PARKS AND FAIRS

BALLOON ASCENSIONS — PARACHUTE Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. j10

CLOWN COP CORRIGAN—HAS OPEN TIME IN August and September for big fairs, picnics, celebrations. July all filled. Jake J. Disch, 4562 Packard, Cudahy, Wis. j17

FOR YOUR FREE ACT—CONTRACT DASHING- ton's Dog & Cat Circus, guaranteed one of the best. 1413 Euclid St., Philadelphia, Pa. j17

OUTSTANDING PLATFORM TRAPEZE ACT— Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1394 South Anthony, Fort Wayne 4, Indiana.

SENSATIONAL HIGH FIRE DIVE INTO FLAM- ing tank of shallow water. An old established standard attraction. Never fails to please. Carl Earl MacDonald, 456 Langhauer Place, Warren, Ohio. j17

THE DIVINE HEALER AND TEA CUP Reader. Erwin Spies, 202 Lyell Ave., Rochester, N. Y. j17

THE LEHMBECKS—4 PEOPLE, 3 GIRLS, 1 man. Family act. Beautiful display of acrobats and balancers. Gorgeous paraphernalia. Literature, bond. 2015 Oliver St., Fort Wayne 5, Ind.

WORLD'S GREATEST COMEDY ACT—ROSCOE Armstrong Furd act. Few weeks open. Fairs, resorts, circuses. Write for details, price. Mountzuma, Ind. j17

VAUDEVILLE ARTISTS

COLOR VAUDEVILLE SHOW—ATTENTION! Promoters, theater managers, booking agents. Bronsville on Parade. All-colored cast, 6 big name acts and 6-piece band. 1-1 1/2-hour show. Small guarantee plus P. C. deals. One nie or week stand. Wire or call: A. Jackson, 4719 S. Dearborn St., Chicago, Ill. ATL 6965.

ATTENTION, ENGRAVERS

BUY DIRECT FROM
MANUFACTURER
AT LOW PRICES

MASSIVE ALUMINUM IDENT'S
\$4.00 DOZ.—\$45.00 GRO.

SOLID NICKEL SILVER IDENT'S
\$4.50 DOZ.—\$51.00 GRO.

LADIES' LOCKET IDENT'S
\$4.20 DOZ.—\$48.00 GRO.

FOBETTES, GUARD PINS,
CHARMS, CROSSES, ETC.

OVER 500 ENGRAVING ITEMS
SEND FOR CATALOG TODAY

\$10.00 SAMPLE ASSORTMENT
SENT UPON REQUEST

"Frisco Pete"

(MANUFACTURING JEWELER)
604 W. LAKE ST. • CHICAGO 6, ILL.

SLUM
(Give-Aways)
Novelties, Toys, Brooches,
Pins, Kids, Necklaces,
Jewelry, Cosmetics,
many other items too
numerous to mention.
3,000 PIECES ASST.
\$25.00
Some Items Retail Up to 25¢ Each.

Lucky Novelty
PRIZE BOXES
Assorted Novelties of All Kinds
\$4.50 Gr. Boxes
25% Deposit, Balance C. O. D.

Mdse. Distributing Co.
19 E. 16th St. New York, N. Y.

FUZZY WUZZY
The BEAR for Profits
All odorless skins. Made of selected furs.
SPECIAL SIZE . . . \$39.00 Doz.
Sample \$3.50 Each
GIANT SIZE . . . \$87.00 Doz.
Sample \$8.00 Each
25% deposit, balance C.O.D.
F. O. B. New York
IMMEDIATE DELIVERY

WE HAVE
● Plush Toys
● Fur Animals
● Dolls
● Boudoir Dolls, Aluminum Ware, Bingo Items, Clocks, and what do you want!

JOE END & CO., Inc.
Catering to Concession Trades
MIKE TISSER, Gen. Mgr.
435 West Broadway N. Y. 12, N. Y. Cor. Prince St. Walker 5-8280

Concessionaires - Gift Stores - Pitch Men - Ident Bracelet Workers
DON'T MISS THIS
LADIES' LINK NAME BRACELETS. Make up any names in a minute. No tools or skill needed. Beautiful gold colored letters and links, black enamel background. Matches new look style. Sells on sight, nothing like it on market. Large profits. Convince yourself, send \$1.00 now for sample, or write for free literature and prices.
ETCHED METAL PLASTICS CO., 37 Nells Road, Milford, Conn.

SLUM **BALLOONS**
Bingo & Premium Merchandise
WRITE FOR OUR 1948 PRICE LIST
M. A. SINGER CO.
2125 COMMERCE STREET DALLAS 1, TEXAS

SUMMER SPECIALS!



ELECTRIC FANS—NON-OSCILLATING—AC
8" sturdily built electric fans. Lots of 6, \$5.10 each; single sample, \$6.10; retails \$10.50. 10" as shown electric fan, lots of 6, \$6.60 each; single sample, \$7.50; retails \$14.50.

NEW AIR COOLED ELECTRIC IRON
All chrome finished, genuine walnut 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, 27¢ each.

PORTABLE ICE BOXES

Made of heavy galvanized steel, finished with pea green enamel, detachable carrying handles. Size: 17"x8 3/16". Lots of 4, \$4.75; retails \$8.95; single sample, \$6.00.

WATERPROOF TABLE CLOTHS

Ideal for picnics, taverns, restaurants and homes. White transparent, 54x54, 6 doz. lots, \$4.90; white transparent, 54x54, 6 doz. lots, \$5.25; white transparent, 54x72, per doz., \$5.90; white transparent, per doz., 1 doz. lot, \$6.25. Minimum order, 1 doz.

BEAUTIFUL COLORED METAL TRAYS

Ideal for picnics, homes and taverns. 8 3/4 x 14 1/2, \$3.35 per doz.; retails \$8.40 per doz; 10 1/2 x 13 3/4, \$3.65 per doz; retails \$11.00 per doz. Minimum order, 1 doz.

GENUINE SILVER PLATE 30-PC. SET FOR 6

We guarantee to replace any piece which does not give satisfactory service. Price includes beautiful leatherette chest with transparent table cloth inside. Retails \$14.95. Your price, lots of 6, \$5.80 each. Single sample, \$6.00.

ELECTRIC DESK CLOCK

Graceful styling contributes to the absolute correctness of the desk clock. 3 1/2" metal dial, ivory colored plastic case, self-starting electric time movement. Size: 7 3/8" wide x 4 1/2" high. Packed one in a carton. Shipping weight: 3 lbs. Single sample, \$4.50; lots of 6, \$3.70 each.

BEAUTIFUL NEW CAMERA
SPARTUS PRESS FLASH COMPLETE WITH 4 WABASH FLASH BULBS
For daylight and indoor shots. Has built-in flash reflector, electrically operated from flashlight batteries. Perfect pictures assured under any lighting conditions. Eight large 2 1/4 x 3 1/4 contact prints from each roll of No. 120 film. Each in separate carton lots of 4, \$9.97. Single sample, \$10.25; retails \$14.95.

RAZOR BLADES
Double edge, first quality, packed 5 blades per box, mounted 25 boxes on beautiful card; per card, \$1.00; retail price, per card of 25 boxes, \$2.50; minimum order, 6 cards. Made of finest surgical steel, a good repeater.

ROULETTE GAME
8" wheel, bakelite bowl and colored numerals with ball and instructions. Lots of 6, only \$2.65 each; retails \$5.50; single sample, \$3.50.

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Pretty girl subject, 2 1/4 x 3 1/2. A carton of 250, only \$2.50.

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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.

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Silver, Mrs. Olon 10c

Abbott, Charlie Crowe, Steven.
Abel, Leon Barnett Curtis, Evelyn Clown
Adams, Dewey P. Daily, Al
Adams, Mrs. Kitty Agin, Beni.
Ahnhart, Howard Allen, Capt. Frank Allen, H. S. Allen, Jimmy Allred, Hardy Ray Allsup, Mrs. Josephine Anderson, Rudolph Baker, Bert Anderson, Wm. Atkins, Robt. E. Austin, Harvey J. Austin, Joe Avery, Don Ayers, C. W. Bob Baker, Wm. Balzer, Mrs. Jule Barnes, Floyd Barnes, Mrs. Virginia Barnett, Carl W. Barnett, Mrs. Frances Barnett, Geo. Barnett, Mrs. Geo. Bathrick, James W. Bauman, R. A. Bazall, Al (Bingo) Beach, Harry Beck, Don Belanger, Norman Belote, Howard W. Bending, Ralph Benjamin, Harry Bennett, Ernest Bennett, Jerome Berryhill, Bill (J. W.)

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 Stevens, George
 Stinson, Terra
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 Stevenson, Twisto
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 Wood, A. C.
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 Pore, Arnold S.
 Prevrat, Mrs. Dave
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 Sweeney, Herbert M.
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 Uhl, Earl
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Pipes for Pitchmen

By Bill Baker

LOUIS WEITZ . . . and wife were seen recently in New York by Jack Kahn where Louis is said to be doing publicity work.

DUTCH BERRING . . . from Jamaica, N. Y., says he has finally got hold of a sure-fire item in a rug braiding kit. Dutch is working home shows and department stores until he picks up his fair dates.

SAM GOLDEN . . . infos from San Francisco that Prof. John Wagner, astrology worker, who underwent a major operation there, will be released from the hospital soon. The Professor has been confined for three months. Sam says things are pretty good in the Bay City for pitchmen. He would like to read pipes from Tom Kennedy, Eddie Leonard, Frank Barrett and Art Nelson.

"OLD-TIME" . . . knights of the tripe and keister held a clambake on Maxwell Street, Chicago, recently," writes Kid Carrigan from that city. "Millions of dollars worth of jackpots were cut up," says Carrigan, "with Bob Roach, Duke Murphy, Tex Williams, Docs Bennett, Gillispie, Gilbert, DeGrau, Litell and Hendersen among those present." Carrigan adds that he will leave the Windy City soon for the East; thence to Los Angeles.

DOC FRY . . . and wife are said to be doing okay with med in Boswell, Ind.

JACK KAHN . . . is back on his old battle ground, the Coney Island, N. Y., Boardwalk, working his old love, handwriting analysis. "The weather so far this season," says Lou, "has been the worst in many years and businessmen are gloomy but praying for a break over the July 4 holiday."

GEORGE H. BROOKS . . . letters from Paducah, Ky.: "Back here at the Kolbs Tourist & Trailer Park after working the Limestone Centennial Celebration in Bedford, Ind., the worst flop I have ever played. It was strictly a blank. The law put the bee on the independent carnival playing in Thornton Park, only allowing the rides, photo gallery, novelty and ice cream stands to operate. The main doings were held up-town in the court house square, where novelty stands and a long exhibit tent were set up. There must have been a quarter of a million people there during the event but they all left their wallets at home. No more Bedford for me. I went on down to Mitchell, Ind., June 20, where I worked the auto races with popcorn to not-too-bad a take. Before going to Bedford, I was in St. Louis nearly four months,

having left there June 9. While in the latter city I worked out at the Forest Park Arena for Harry Lewis, concession manager, catching the basketball games, ice hockey games, the Icecapades, the Acqua Show and police circus. The last named was the best. Also worked the Home Builders' Show at the Arena Annex but that one was not so hot. Am planning to start my fair dates here this week, with Metropolis, Ill., and Carrollton and Urbana on my agenda so far. Would like to read pipes from John J. Looney, Dusty Eaton, Red McCoy, Ollie Bradley and Julius Rosen."

FRANK BAKER . . . cards from New York that he is raking in a bit of the long green in the East with a new rug kit layout.

SOL ADDIS . . . is still holding down a book and jewelry store on Times Square, New York. According to reports, Sol is doing okay, with his jewelry layout coming in for plenty of comment. It only proves that a good pitchman can get it anywhere.

HARRY GREENFIELD . . . writes that Professor Sam, the "Necktie King," is knocking 'em dead in New York with his neckwear, handing them out at two bucks a throw. Harry says the Professor sells more ties in one day than most stores do in a week. Harry would like to read pipes from those who broke into the game in the Big City, including Bill Boyce, Jack Dillim, Sammy Friedman, Doc Hunt, Ed Ross, Harry Meirs, Al Siegel, Jack White, Henry Summers, Murray Kramer, Tisha Budda, Jack Lamalle, Jack David, Carl Ragna, Sailor White, Frank Poulus, Sam Kramer, Bob Brandt, Louis Weitz, Pat Dana, Bill Vreeland, Harry Latana, Milton Botwin, Doc Foster, Doc Harry Balken, Bill Schultz, Jerry Franchenie, Doc Peter Lersch and Bert Goodman.

HENRY H. VARNER . . . notes from Akron: "Was lavishly entertained at Bob Allen's new Hideout Lounge in Cleveland Tuesday night (28). During my recent meandering I noted the lack of strong sales appeal from the men at Cedar Point, O. Most of the workers just take it easy, letting the customers buy as they so desire. Very little sales effort put forth. Earnings this year are about 18 per cent below this time last year, but still good. Plastic goods are easier to obtain now (pliofilm, Koreseal, etc.). Tires and tubes are up 5 per cent due to the 11-cent an hour raise given workers in Goodyear, Goodrich and other tire manufacturing plants. Wonder what has become of Elizabeth Welsh (Waneta Lane), of Lexington, Ky., and Jonesboro, Ark. It might be to her ad-

WHAT IS IT?



AMAZING • MYSTERIOUS Fortune-Telling Game

Complete written ANSWERS TO YOUR QUESTIONS appear out of total darkness . . . every 10 seconds. Amazing to watch strange sealed force floating mystic messages in full view without human error.
AVAILABLE NOW!
JOBBER - DEALER - PITCHMEN - CONCESSIONERS, send only \$1.00 for sample with display card and complete selling plans! Get in NOW on the big profit harvest with this new pass-out!
ALABE CRAFTS
Dept. 26, Fifth at Central, Cincinnati 2, Ohio

TABLE LAMP Value!



ONLY \$1.30 EACH
Pleated 12 in. shade with bow. Three assorted colored glass bases. Height 15 in. Packed 12-no less sold.
WRITE FOR 90 PAGE CATALOG 3858 STATE NATURE OF YOUR BUSINESS.
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822 NORTH THIRD STREET • MILWAUKEE 3, WISCONSIN

THE DIAMOND LOOK AT LESS COST

TERRIFIC FLASH! EXTRA LARGE BRILLIANT WHITESTONE \$12.50
Per Doz. In Gross Lots Otherwise \$15.00 Per Doz. Sample Selection, \$8.00.
M104
Man's 1/20 12K gold filled sparkling whitestone ring in latest design. Grooved sides. Attractive styles available for men and women.
We Prepay in the U. S. A.
DYNAMIC SALES CO.
Box 2414-R Cleveland 12, Ohio

GIVE-AWAY PREMIUM
2 Plastic Fruit Knives Mounted on Colorful Card
GROSS LOTS \$7.00
SAMPLE DOZEN, \$1.00
IMMEDIATE DELIVERY
25% Deposit, Balance C. O. D.
ATLAS CONSOLIDATED CORP.
298 JUNIUS STREET BROOKLYN 12, NEW YORK

"FAST SELLING POCKET NOVELTIES"
Brussels Boy Bottle Opener Key Chain, The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50.
Novelty Rubber Shimmie Dancers. Doz. 70¢. 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.
WRITE FOR OUR LATE CIRCULAR NO. 248
New Low Prices on All Carnival Merchandise

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

MEDICINE MEN!
WRITE TODAY for new wholesale catalog on tonic, oil, salve, soap, tablets, herbs, etc. LOW PRICES - RAPID SERVICE! (Products Liability Insurance Company) We are Manufacturers Pharmacists since 1934.
GENERAL PRODUCTS LABORATORIES, INC.
127 E. SPRING ST. Dept. X COLUMBUS 15, OHIO

GIVE TO THE RUNYON CANCER FUND

vantage to answer inquiries as to her whereabouts. One balloon worker here in Akron made his stand in front of the B. F. Goodrich plant entrance with large balloons and did well on the shift changes. Plenty hot here but I expect to remedy that somewhat with plenty of swimming with the start of my vacation this week."

Despite all the besing being done about the hot weather affecting the pitch business, the smart demonstrator always finds new ways of getting patrons interested in his pitch.

PITCHDOM . . .
lost two more men from its ranks with the recent deaths of Mack Botsford and Doc C. C. Stewart.

JIMMY RYAN . . .
letters from Denver that Helen Gagen is recovering from a siege of pneumonia. She hopes to return to her spot in the S. H. Kress store in Denver within the next week or so.

CHARLES FESTOR . . .
was spotted working the International Air Fair in Detroit recently to click returns. After the fair he left for a tour of the Midwest as concession manager of a touring air circus.

MIRACLE PHOTO CARDS

A HOT ONE TO HANDLE

• BRAND NEW and LARGE SIZE!
Each package has 12 actual photos, 3 1/4"x4", complete with developing tissues. Retail price of \$2.50 printed on package. GET 'EM NOW and GET GOING!

\$5.40 DOZ.; \$15—3 DOZ.; \$48 GR.

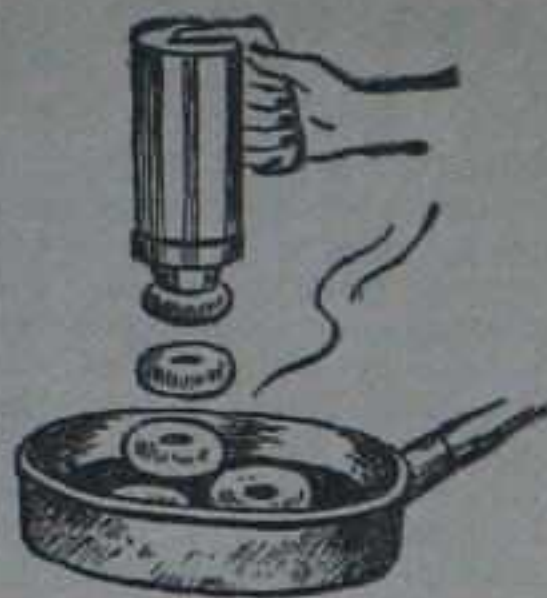
ALSO AVAILABLE

- HORSE RACE CARDS
- PIC-TEASE
- HOLLYWOOD POCKET X-RAY

Same prices as above, assorted to suit.

25% DEPOSIT, BAL. C.O.D.
ORDERS FILLED SAME DAY

STAR SPECIALTY CO.
BUTLER, PA.



HOT DONUTS IN A JIFFY WITH SENSATIONAL "PREST-O-GUN" Home Donut Maker

The greatest selling Premium since the Waffle Iron

Precision made machine of stainless steel and polished aluminum

"PREST-O-GUN" HOME DONUT MAKER

New and Amazing—Sells on sight in attractive colored illustrated box, guaranteed, donuts easy to make with kitchen tested home recipes furnished.

\$7.95 Retail Price (Fair Traded)

1/3 off list price. 25% with order. Send \$6.50 for sample prepaid.

Write, Wire, Phone for Exclusive Territory

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Air King Scoops the Field With a

2-IN-1 PORTABLE RADIO and CAMERA Combination

You'll get real action with this sensational Portable Radio and Camera Combination. Modern, sturdy carrying case, weighs less than 4 lbs., with batteries. Size overall: 9 1/2 inches high; depth, 3 3/8 inches. Priced sensationally low to the trade only.

\$14.95 ea. Suggested List **\$29.95**
\$13.50 ea. in lots of 25 or more less batteries

F. O. B. Chicago. 25% with order, balance C. O. D.
RADIO: Superheterodyne with latest type miniature tubes. Uses 2 flashlight type "A" and 1-67 1/2 volts "B" battery.
CAMERA: Eveready camera case; 50mm. Meniscus lens, time and instantaneous exposures. Takes black and white or color pictures. No. 828 standard film.



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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
SAMPLE, 50c.

Start estimating your orders for Fair Season. Terms: 25% with order, balance C. O. D.

Pitchmen, Write for Special Prices.
We supply the Pitch.
Jobbers' Inquiries Invited.

KRAFT PRODUCTS CO.

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SALESMEN:

Excellent opportunity to handle exclusive territory. Sell ink imprinted advertising pencils. Inexpensive, effective advertising medium. Competitive prices—liberal commissions. Several highly productive territories still open for the right persons, especially in Michigan, Pennsylvania, Oklahoma, Louisiana and the District of Columbia.

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Carries a Complete Line of Merchandise for Every Type of Midway Concession

GLASSWARE

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GIVE AWAYS

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Lowest Prices!

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100 PAGES
SEND FOR YOUR
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State Your Business

Merchandise for Every Type of Midway Concession
Established 1923
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ATTENTION! NOVELTY MEN, FAIR WORKERS

Hottest Item in Years

BLACK WIDOW SPIDERS

FIRST QUALITY—ALL BLACK STOCK
\$18.00 Gr.

5 Gr. Lots or More \$16.50 Gr.
24" Raffan Sticks 70c Gr.

Hands Up Pipes	\$14.40 Gr.
Lg. Size Chinese Paper Snakes	7.20 Gr.
Lg. Size Chinese Paper Snakes (Cz Lots—10 Gr.)	6.00 Gr.
20" Cowboy Rayon Scarfs	6.00 Dz.
20" Roy Rogers Rayon Scarf	6.40 Dz.
20" Cotton Roy Rogers Scarf	3.00 Dz.
Assorted Metal Scarf Slides	2.00 Dz.

Complete Lines of Novelties for Rodeos, Fairs and Celebrations.
25% Deposit, Balance C. O. D.

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1013 MISSION ST.
SAN FRANCISCO 3, CALIF.

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Heavy Cards, Specials, Cages,
Blowers, Transparent Markers.

Write for bulletin.

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ENGRAVERS!

BUY DIRECT FROM ORIGINATOR

Massive All-Alum. Ident.
\$3.50 Doz. \$40.00 Gross.

Other New Items—Send for Catalog.

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JOSEPH BARKOW

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For the BEST in Rings

\$22.50 doz.

#234 1/20th 10K C.F. Blue or white side stones.

\$22.50 doz.

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\$21.60 doz.

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Send for our illustrated catalog showing more than 100 styles for ladies, men, boys, and girls. Our Special Discount offer will interest you.

Communications to 155 No. Clark St., Chicago 1, Ill.

Gardner's DIE-CUT SEAL BOARDS

360 POSITIVE SAWBUCKS DEFINITE PROFIT
ALL 36 SEALS GO
EXTRA THICK—6 NOS. ON A TICKET

TAKES IN: \$90.00
PAYS OUT: \$53.00
DEFINITE PROFIT: **\$37.00**

360 GOLD SEAL SPECIAL
10¢ PLAY
6 NOS. ON A TICKET

TAKES IN: \$36.00
PAYS OUT: \$17.84
AVERAGE PROFIT: **\$18.16**
MAXIMUM PROFIT: **\$26.00**



WRITE FOR CIRCULARS ON NEW DIE-CUT SEAL BOARDS

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg. 51.85	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.88	1.80
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 26.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 8 for 25¢	Avg. 28.75	2.50

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Stick—Sizes 1000-1200-1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

\$500.00 PROFIT FOR \$25.00
ONE DOZEN ASSORTED SALESBOARDS FOR \$25.00. Average Profit, \$500.00. You may order the assortment or specify 5¢, 10¢, 15¢, 50¢, \$1.00 salesboards. Jackpot or Definite at \$25.00 for 12 pieces. 20% deposit with order. WE HANDLE BEE-JAY PRODUCTS ONLY. BUY THE BEST. FORGET THE REST. JAR-O-DO TICKETS AVAILABLE FOR IMMEDIATE DELIVERY. Complete line in Premium Merchandise. NATIONALLY ADVERTISED BRAND NEW 17-JEWEL WATCHES AS LOW AS \$13.95. IN ORIGINAL BOXES. Wholesale only.
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in SALES BOARDS
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637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

SALESBOARDS
IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Profit	Price
400	5¢ Dollar Bd., X.Tk.	Def. \$ 7.00	\$.59
1000	25¢ Charley	Def. 50.00	.79
1440	5¢ Cigarette Barrel	Def. 22.00	.99
1440	5¢ Barrel	Def. 18.00	1.15
1440	10¢ Barrel, X. Tk.	Def. 36.00	1.39
1800	5¢ Lulu Bd., X. Th.	Def. 18.00	1.49
1000	25¢ J.P. Charley, Tk.	Avg. 52.08	\$.94
1000	25¢ Action, X. Tk.	Avg. 58.80	1.39
1200	25¢ Tex. Charley, Seal	Avg. 102.28	1.69
600	25¢ Jumbo Q.T., X.Tk.	Avg. 65.30	1.59
1000	5¢ J.P. Asst. Bds.	Avg. 27.00	2.49
1050	5¢ J.P. Asst. Bds.	Avg. 31.00	2.69

NEW! 6 Tickets Per Hole Boards
200 25¢ Kwik Fin . . . Max. Avg. \$39.50 \$2.45
200 \$1.00 Charley . . . Def. 50.00 2.45
2170 5¢ Red-Wh.-Bl. Tks. Def. \$36.50 \$1.29
120 Tip Ticket Bks., gross, \$18.75; net, \$1.89
120 Baseball Tip Bks. Nat., Amer. Doz. 1.85

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

SALESBOARDS
LARGEST SELECTION IN THE NATION
LOWEST PRICES
FREE: 64-Page Illustrated Catalogue.
PROFIT MFG. CO.
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IF?
You Want Fast Delivery
Beautiful Salesboards
Full Count Jar Deals
FAIR PRICES
Write
GALENTINE NOVELTY CO.
520 E. Sample St., South Bend 18, Ind.

SALESBOARD SIDELIGHTS

Irv Padorr, Peerless Products, Inc., Chicago, vice-president, reports production and shipment activity holding up on the Peerless front. Firm's production manager, Marty Frankel, is the happy pappy of a graduate; his daughter received her grammar school diploma recently, with Marty an enthusiastic observer. . . . Harold Boex, Pioneer Manufacturing Company, Chicago, v.-p., returned to the home office Monday (28) after a seven-day three-State trip. Pioneer's annual picnic is scheduled for this month.

Irwin and Mori Secore, Secore & Secore, left together, but in different directions Monday (28) on business jaunts. Irwin, who will be gone about three weeks, will cover the East. Mori, scheduled for a two-week cruise, plans to visit the trade in Illinois, Missouri and Ohio. Both are motoring.

Charles Leedy, Gardner & Company, Chicago, returned a few days earlier than scheduled from his several-week trip. Back in town June 25, he took off almost immediately for New York for about 10 days. Firm's Saul Wyatt left with his family Saturday (26) for a vacation at Rice Lake, Wis. Saul hopes to bring back some pictures of the big fish he catches. . . . Empire Press, Chicago, has a new office staffer in Helen Glatz. Helen replaces Ann Kerhliker while latter is off on a two-month vacation.

Sam Feldman, sales manager for Harlich Manufacturing Company, Chi-

DALES BROS.

(Continued from page 59)
had to be scurried from the ring in a hastily recruited towel and barrel. The girls are busy designing new unbreakable unmentionables.

We were happy to greet the Flying Hartzells in Braddock. They came over from near-by West View Park, where they are showing. The flyer in the act is Searle Simmons, who was in the army air corps with the writer in pre-flight and basic flying schools. The Pittsburgh Press featured a full color shot of the Hartzells in action in the June 27 magazine section.

Also in for the afternoon were Flo McIntosh's sisters, Norma and Helene, all Rogers girls before their marriages. The Walcott-Louis fight delayed the tear-down as many a paycheck was held for the outcome. There seemed to be more happy faces than sad ones after the knockout, so it is apparent that most of the boys wagered on the right Joe.

Alice Henderson is the style leader of this opera. The new acrobatic act, after many days of rehearsing, made its debut in Uniontown, Pa. The act clicked solidly. The attractive and novel wardrobe was designed by Grace McIntosh Sykes. Members of the troupe include Peggy and Billy Henderson, Tommy Willoby, Isaac LaBird, Marcia Visingard, Eveline Jordan, Joyce Miller, Grace McIntosh, James Earl, and Bomber and Cheeta.

Visitors have included Johnny and Helene Hartzell, Searle Simmons, W. Overly, Clarence Pfeffer; Ray Friesel, president of the Circus Model Builders' Association; Thomas Sangston and John Jamison, of the Terrell Jacobs ring; Mike Patrick and Dick Kline.

The writer was the guest in the home of Thomas Sangston and enjoyed seeing his circus rooms. This will be the last column by the writer, as he and Bill Spake leave for the Greenville, S. C., Lions' Circus and then start their fair tour. The typewriter will be turned over to Frankie Clark for future columns. —GEORGE HUBLER.

Chicago, announces firm's coin boards are meeting with good acceptance and production on same has been increased. The seven current Harlich coin boards make a varied selection for most operations and territories.

Al Schechter, Howard Machine Products Company, Chicago, says their premium deals are in full swing now with some very timely items being offered. Premiums consist of shotguns, radio horses, fishing tackle, etc., with board play ranging from nickel to quarter punch. Firm's jumbo hole boards are getting good acceptance, too, Al states.

POLACK BROS.

(Continued from page 59)
conceal the audience from the ring, and strong, gusty winds.

Despite the morning matinees and later evening performances scheduled by Manager Louie Stern in an effort to combat the intense heat, Mrs. Stephen Mustafa was overcome and missed a performance. Dorita Konoyot was out a day after being stricken ill and the glare forced Massimiliano Truzzi out of a couple of matinees. In attempting to settle the dust, the city water wagon doused the Ward-Bell troupe's trunks, ruining most of Betty Bell's and Mildred Keathley's wardrobe.

Altho all jumps in and out of Bakersfield were made overnight, many units boiled over before reaching the summit of the surrounding mountain passes.

An enjoyable party, with plenty of refreshments and the screening of a top-hit technicolor musical feature, was given by Chester (Bobo) Barnett. The party was to celebrate the arrival of Bobo's baby girl.

Here and there: Count Ernesto Wiswell joined the movie-camera fiends on the show. Imagine spending all that money for a camera and look at the dilapidated Ford he drives! . . . Rodney Bell is spending school vacation with his parents, Gus and Betty, as is Mildred Keathley's daughter, Joyce. . . . The Berosinis awning proves an excellent spot for the moonlight card players. . . . Bee Carsey brushing up on his trumpet to relieve his smaller combinations. . . . As organist Wally Newbury says: "Bee Carsey is the only circus band leader to play trumpet on the side—all the others play them in front. . . . Slivers and Jo Madison and Dwight Moore away much of the time visiting relatives. . . . Visiting us were former fly actors, Dude and Eloise Rhodos.

All was peaceful and quiet one day. Betty Bell broke a string on her ukulele.—HAROLD BARNES.

PUSH CARDS
Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99¢ in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.
FREE Order Guide. Write
W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

SALESBOARDS
Tickets, Jar Deals, Premiums Complete Line
STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St. Philadelphia 23, Pa.
Lambard 3-2676

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
 Only advertisements of Used 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

EARLIER CLOSING DATE

July 31 issue will be
THE BIG ANNUAL SUMMER SPECIAL

Special Features Valuable Lists
 Greater Reader Interest Increased Circulation

BUT NO INCREASE IN ADVERTISING RATES

The size of the issue and the larger print order requires
 an earlier closing date. Classified Section goes to press

WEDNESDAY, JULY 21

A-1 BARGAINS—CIGARETTE AND CANDY
 Vending Machines. All makes, models, lowest
 prices. What have you to sell? Mac Postel, 6416
 N. Newgard Ave., Chicago. jn14

A-1 BUYS! CANDY, CIGARETTE, GUM, PEANUT
 Popcorn, Sanitary, Scales, Stamp Machines,
 Folders. U. S. P., 100 Grand, Waterbury 5, Conn.

ADVANCE GUM MACHINE, USED, AND 3,500
 Balls Gum, \$15.50. Used Columbus or other
 types, \$15 with 3,500 Balls Gum. Late Gottlieb
 5-Way Grippers, \$14. Need adjusting, all parts
 intact. Advance 1c Stick Gum Machines, \$14.50,
 original cartons. Beech Nut Gum, 60c 100 Sticks,
 Graeff, 1232 Broadway, Toledo 9, Ohio. jy10

ATTENTION!—THOUSANDS OF COIN
 Machine parts and supplies in stock. Relays, Steps,
 Switches, built to specifications. Coin
 machines designed, developed, built. Send for cata-
 logue. Joe Munves, 615 Tenth Ave., New York 19,
 N. Y.

BUY NOW—CIGARETTE MACHINES, EQUIP-
 ment thoroughly reconditioned and refinished. Low
 prices; we buy equipment. Central Vending Machine
 Service Co., 3967 Parrish St., Philadelphia 4, Pa.
 EVERgreen 6-4244.

CLOSING OUT ALL ARCADE MACHINES—
 Bottom prices, list on request. New Remington
 Automatics, \$60. New Winchester Pumpa, \$35
 case. 22 Shorts, \$60. Portable Picture Booth
 outfit. Camera, P-45 Lens, a steal, \$150 crated.
 Pops Arcade, Anniston, Ala.

FOR SALE—OLD ESTABLISHED MUSIC AND
 Pin Ball Route, located on the Gulf Coast. Hand
 Realty Co., P.O. Box 368, Anahuac, Tex. jy10

FOR QUICK SALE WE HAVE 50 "POP CORN
 Box" Vending Machines left. Like new. Guarant-
 eed. \$100 each F.O.B. Syracuse, New York.
 N & N Amusement Co., 526 Butternut St., Syra-
 cuse, New York. jy31

INTERNATIONAL TICKET SCALES (WITH
 some tickets), \$100 each. Pioneer Scales at \$45
 each. American (plain), \$45 each. Full cash with
 order. Sullivan Sales Co., Salem, Ind. jy17

INTERNATIONAL TICKET SCALES—LIKE
 Woolworth uses, good appearance. Original cost,
 \$250; twenty at \$60 each. Large supply tickets,
 50c per thousand. Austin Scale Co., 4120 Austin,
 Houston, Tex.

SLIGHTLY USED NEW SILVER KING BALL
 Gum Machines. Lots of 25 only \$150. 1/3
 deposit, balance C. O. D. Act now as machines are
 limited. Buckman Novelty Co., 107 S. Madison
 St., Green Bay, Wis.

LIKE NEW BALL GUM MACHINES AND 3500
 highest grade Tot Brand %" Ball Gum, \$20,
 State make machine preferred. T. O. Thomas,
 Paducah, Ky. jy31

MUSIC ROUTE—ESTABLISHED IN 1932 IN
 lively California city of 35,000 population, excel-
 lent climate. Includes 70 units latest pre-war Pan-
 tazes Maestro Wired Music, guaranteed good as new;
 30 Mirror Cabinets; 50 Automatic Phonographs, 18
 new, balance late models. Two Dodge Trucks, one
 three-wheeled Motorcycle. Complete shop and stock
 of parts. Must be seen to appreciate. Gross 2500
 dollars week. \$95,000 and worth a lot more. In-
 vestigate this. H. F. Hutchinson, 139 Monterey St.,
 Salinas, Calif.

MUTOSCOPE ROLL CHUTE DIGGERS, EX-
 hibit Iron Claws, Buckleys Erie Diggers, all hand
 operated; Rotary Merchandisers National, 4243
 Sansom, Philadelphia, Pa.

RAY GUN OPERATORS—CONVERT WITH OUR
 new type extra moving target conversions. Com-
 plete ray gun repair services. Write Coin Amuse-
 ment Games, Inc., 1023 E. 47th St., Chicago,
 Ill. jy10

REBUILT POPCORN MACHINES FOR SALE—
 Fully guaranteed. Priced from \$150. Consoli-
 dated Confections, 1314 S. Wabash, Chicago 5, Ill.
 au28

VICTORY POSTAGE STAMP MACHINES, 25—
 Place inside or outside for 24-hour service.
 Weatherproof. In A-1 condition. Place them on a
 route or buy one for your store. \$34 each. Write
 Albert L. Jackson, R. R. 6, B. 377, Anderson, Ind.

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 Mills Virtuouse, old Hurdy-Gurdy and Hexa-
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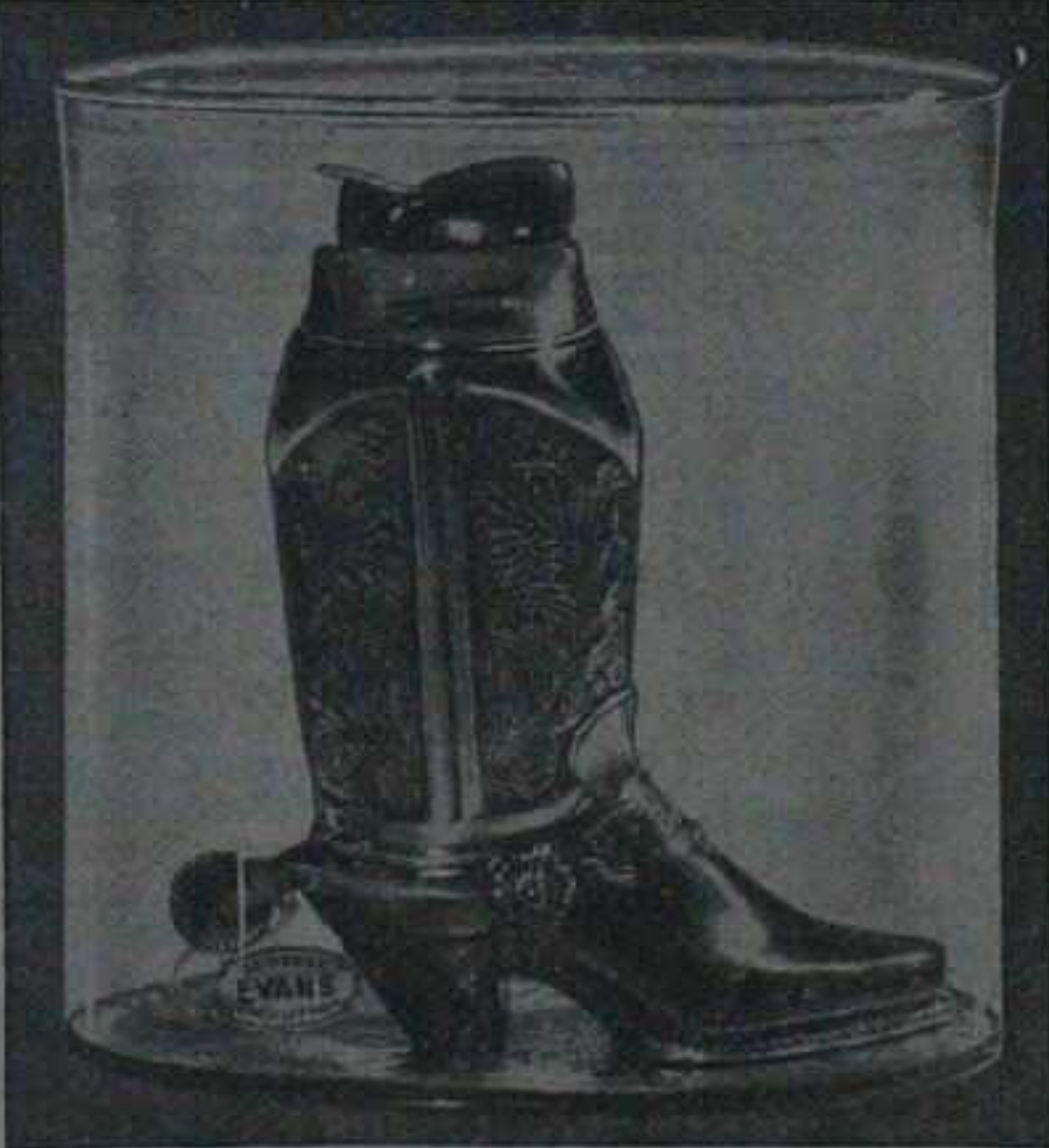
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OPS OFFER CURE FOR BIZ ILLS

Suggest Plans To Hypo Music Mach. Income

High Prices Main Beef

By Norman Weiser

CHICAGO, July 3.—That most operators feel strongly about the various factors involved in the present economic conditions of the music machine industry is a known fact—but many of them have proven themselves to be good business men in searching out the basic ills of the industry, above and beyond the coin-box count made at each collection.

Everyone knows that the price of eggs, butter, meats and other foods have risen far above the cost of the same articles only a few years ago. This is a condition that exists, and is recognized. If you want to eat, you pay more money for your food—and most people want to eat. So prices remain high, but most operators of music equipment know that eating and playing a juke box are two totally different propositions. The public will pay \$1.50 per pound for meat but will make up the difference between the \$1.50 and the former price of 65 cents by cutting down on luxury items. Music, at even 5 cents a throw is a luxury to most people, and the average operator has seen his play drop, but his costs mount some 300 per cent in recent years.

This week *The Billboard* presents the first of a series of interviews with operators thruout the country—operators with large routes; others with music, as well as game and vending routes, and ordinary ops who run (See OPS OFFER CURE on page 100)

Boston Solons Mull Changes For Game Law

McGlue: "Licenses in July"

BOSTON, July 3.—City council here has decided to take under advisement an amendment to the local coin machine ordinance which now bars all under 21 from inserting coins in music as well as amusement machines. At the same time Charles H. McGlue, supervisor of pin licenses in Boston, disclosed that licenses may be issued later in July after the confused regulations have been ironed out so that all can understand them.

McGlue pointed out that at the moment the ordinance is being considered for amendments that would permit those under 21 years of age play and would also list the specific types of locations which may house coin-operated games.

The coin machine ordinance as it stands now provides for \$30 fee on pins and \$15 on all other amusement devices.

Vote for Bells

ANNAPOLIS, Md., July 3.—Voters of Calvert County, Maryland, this week voted to legalize bell machines by a vote of 1,724 to 986 in a special referendum.

As a result of the vote, a licensing law previously passed by the General Assembly became effective at once. Fee is \$150 per year for each machine operated.

Mills Report Shows Sharp Profit Gains

Steady Progress Continues

CHICAGO, July 3.—Report on Mills Industries released this week governing the firm's operations for the month ended May 31, shows a profit of \$55,941.62 on sales totaling \$1,100,491.88 after allowing \$49,904.02 for depreciation. Profit was a substantial gain over the \$29,810.76 announced for April operations.

Compiled by the Chicago Association of Credit Men's Service Corporation (See SHARP PROFIT on page 109)

CMI Advancing Plans for Health Bowl Football Game

NEW YORK, July 3.—Altho six months remain before the scheduled date (tentatively December 4) of the Health Bowl football game, sponsored by the Coin Machine Industries, Inc. (CMI), steps to insure the success of the undertaking are already well advanced, it was learned this week. Money taken in by the venture will be turned over to the American Cancer Fund for allocation for cancer research thru the Damon Runyon Cancer Fund.

The football game, first post-season encounter of its type to be held in Chicago, will bring together two of the year's outstanding collegiate teams at Soldier Field early in December (*The Billboard*, June 12).

Greedy Locations Make It Tough for St. Paul Coinmen

ST. PAUL, July 3.—State crack-down on chip-paying pin games, allegedly being redeemed for cash or merchandise, was launched here with the result that 10 Minneapolis tavern keepers were found guilty and warned by the court for violation of anti-gambling laws.

The crack-down has resulted in almost immediate disappearance of dozens of chip-paying pin games. Several operators were bitter in de-

Hope Seen in Mayor's Action That NYC Will Soon License Skee Ball and Similar Games

Asks License Department and Ops To Huddle

NEW YORK, July 3.—All was not gloom on the coin machine front here this week. In fact, a faint ray of hope was seen in action of the mayor issuing instructions that a representative of the license department get together with interested coinmen to consider licensing of specific games other than those directly involved in the recent Supreme Court action. Skee Ball type games were mentioned specifically as a kind the city might consider favorably.

This action took place when Mayor William O'Dwyer signed the bill outlawing novelty games shortly after a public hearing Wednesday (30), during which industry spokesmen again urged that a licensing measure regulating amusement games be substituted for the administration-sponsored act. The bill, previously passed by the city council and the board of estimate, makes persons found guilty of owning or operating the forbidden games subject to fines up to \$100, a year in jail, or both.

Altho the bill became effective with the mayor's signature, it was indi-

cated after the hearing that owners of equipment will be allowed 30 days to remove their property from the city.

The question involving machines other than novelty games arose when Max Levine, president of the Scientific Machine Corporation, asked the mayor that the city clarify their legality. Under the terms of the loosely drawn bill and in view of the ruling by the State Supreme Court, which interpreted "convertible" games as illegal under the State penal code, operators of such other equipment didn't know where they stood legally, Levine declared.

In answer, Mayor O'Dwyer instructed acting Capt. Daniel Sweeney, of the police department legal bureau, to arrange for a meeting between interested coinmen and a representative of the license department to consider the licensing of specific games. However, he cautioned that no games would be considered for licensing which were directly involved in the recent Supreme Court action.

Among those who were present at the hearing who spoke up against the new law were Lou Rosenberg and Nash Gordon, of the Associated Amusement Machine Operators' Association of New York; Samuel Markewich, attorney; Joe Hirsch, of Manhattan Vending, and Sol and Murray Wohlman, of Pan Coast Distributors.

Foresee Court Test for S. F. Claw Machines

SAN FRANCISCO, July 3.—A court test on the status of the claw machine as an amusement device looms as the result of the city board of permit appeals overruling an order of Police Chief Michael Mitchell which revoked the licenses of six operators of the machines on charges they were used for gambling purposes. The board held that the police department had failed to submit sufficient evidence that they were used for gambling.

When informed of the board's ruling Mitchell said he would continue to rely on the departmental legal advisors and will deny all future license applications by operators of the machines. Mitchell claimed that payment of an annual \$100 federal license per machine puts claw machines in the same class as bell machines.

The city imposes a \$50 yearly license on each claw machine just as it does for each pinball game. Attorney Marshall Leahy who has represented pinball interests here said that the federal tax was "discriminatory" and that the machines were not gaming devices.

nunciation of those location owners who were "flouting the law" and "making things difficult for the rest of us by their chiseling."

The drive is being carried out jointly by the Minnesota Bureau of Criminal Apprehension, headed by Elmer Stovern, and the State Liquor Control Commission, of which Dudley C. Ericson is the head.

It was learned authoritatively that (See Greedy Locations on page 109)

N. Y. Subway Cup Vender Test On

Mass. Sup. Court Rules on Cig Retail Prices

BOSTON, July 3.—In a decision which may be the forerunner of a cigarette price war in Massachusetts, with vender operators receiving sales setbacks in such an eventuality, the full bench of the Supreme Court ruled Thursday (1) that an individual retailer can sell cigarettes at any price he chooses so long as it is above the wholesale price he paid for them.

The high court reprimanded Tax Commissioner Henry F. Long, ruling that he exceeded his authority in suspending the license of a Springfield drugstore for selling cigarettes "too cheap." The court also awarded \$250 in damages to the drug company whose cigarette license was suspended February 28, 1947 (Ryan Drug Company, Springfield). Long had acted under the cigarette excise law of 1945, charging that cigarettes were being sold below 20 cents or \$1.98 per carton, which was usual cost. On this point, the high court stated: "Nowhere in the general laws, Chapter 640, is authority given the commissioner to fix prices of cigarettes. The cost below which cigarettes may not be sold is the actual cost to the particular retailer and not the usual cost in the trade or the cost as determined by any survey or by a public officer."

Second Defeat

It was the second defeat for Long, as the appellate tax board had ruled against him when Charles V. Ryan, drugstore head, appealed the decision. The board ruled that the sale of cigarettes at 19 cents would not injure (See MASS. COURT on page 97)

DuGrenier Vender In Production Again After 3-Year Hiatus

NEW YORK, July 3.—The Model N DuGrenier penny gum machine will be back in production this month for the first time since war restrictions halted output in 1941, according to Miss A. M. Strong, manager of the Gum Vending Corporation, for whom the vender is manufactured on contract.

Miss Strong, who recently returned to G.V. after three years away from the vending business, said the Model N will be promoted largely for use by established coinmen, as a complementary unit to candy and cigarette machines.

N. J. Venders Start Selling Cigs at 20c; Gov. Signs FT Law

TRENTON, N. J., July 3.—Venders started selling cigarettes at 20 cents Thursday (1), as the State's 3-cent-a-pack tax passed at the last legislative session went into effect.

In a companion action, Gov. Alfred E. Driscoll signed the State's fair trade law Wednesday (30), prohibiting the sale of cigarettes at below cost.

All sellers, including wholesalers, retailers and venders, are bound by the measure. Violators of the fair trade law are subject to a \$200 fine.

Stretching Tips

LONDON, July 3.—Bubble gum is the top tipping coin here for bellhops, according to Jean Dalrymple, New York theatrical producer. She took numerous boxes of the confection with her for the hops at the Savoy Hotel when she left for London last week, after discovering that the English luggage toters prefer the gum to money.

La. Boosts Cig Tax to 8c Pack; Cuts Drink Levy

BATON ROUGE, La., July 3.—Tobacco taxes were hiked and soft drink taxes earmarked for a reduction in Louisiana this week. House of Representatives, in giving final approval Monday (28) to an estimated boost of \$10,000,000 in annual tobacco taxes (to take effect September 15), made the per-pack levy jump from the present 5 cents to 8 cents. The Senate's proposal to lower the soft drink tax from one-fourth to one-eighth cent a bottle (which bill was passed without dissent), if effected, may be the means of increasing placement of such venders in the State.

Operators will find it necessary to closely watch operating costs when the tax increase goes into effect in September, was the consensus among cigarette operators in the State. As most of the venders are operating at a quarter price, an increase would be both expensive, from the conversion angle, and prohibitive from the sales volume picture. It was the general thought that profits could be maintained only if location commissions were held to a maximum of 1 cent (See LA. CIG LEVY on page 98)

Spacarb, Canteen, General in Experiment; Drink-O-Mat To Start Soon; Results in Nov.

Exclusive Franchise Ultimate Goal

By Is Horowitz

NEW YORK, July 3.—With the goal an exclusive franchise to operate what may well develop into a giant cup vender route, several soft drink machine firms have begun placing equipment in subway stations here under terms of an experimental program supervised by the New York City Board of Transportation. Once the test phase of the program is com-

pleted, and the board decides to permit cup vender operation on a permanent basis, firms will be invited to bid for exclusive franchise rights, it was learned.

To date, three firms have signed agreements to participate in the test operation, and several others are completing arrangements for this purpose. Two of the signees, Spacarb, Inc., and New York Automatic Canteen Corporation placed machines on location in subway stations this week, and the third, General Vending Corporation, operating the Bradley machine, will make their first installations next week. Drink-o-Mat Industries, Inc., expects to sign an agreement to take part in the test program within a week.

Test to November

Harold Warner, chief counsel of the board of transportation, told *The Billboard* this week that the test program, due to run at least until November, is designed to show whether current cup venders will hold up under the strain of 24-hour-a-day, 7-day-a-week use, perform a service to subway users and return a fair income to the city.

Agreements entered into between operators and the board for the course of the experiment specify a 25 per cent commission on gross sales to be retained by the subway system, Warner stated. When the experimental period is over, operators will be (See NEW YORK TEST on page 98)

Macy Holds Vender Cups at 5c Despite Sparkoffee Success

NEW YORK, July 3.—Reported successful sales by R. H. Macy & Company of Sparkoffee, carbonated coffee-flavor drink, at 10 cents a cup thru venders located next to 5-cent standard drink units (*The Billboard*, June 5), will not cause the lower-priced drinks to be upped to a dime, a Macy spokesman declared this week. He said higher cost of the ingredients in the Macy-brand Sparkoffee was the reason back of the dime cup.

No comparative figures on the sales of adjacently placed nickel and dime cup venders could be obtained, since it was stated Macy policy prohibits release of single-brand sales volumes. Sparkoffee is also sold by the department store over its soft drink counters.

DR. PEPPER IN VENDER PUSH

"Clean Up Machines," Assn. Prexy Warns L. A. Operators

LOS ANGELES, July 3.—Warning to clean up machines in both the city and county of Los Angeles was sounded in an open meeting of the Western Vending Machine Operators' Association (WVMOA) here Tuesday (29) when M. I. Slater, association president, recounted his discussions with the boards of health. Operators, both group members and non-members, were invited to the meet.

"County operators face immediate supervision by the board of health and inspectors have been ordered to patrol and watch for all venders of food items. If they (the machines) don't look properly operated, they have the authority to hale you before a judge," Slater told the group.

"The health board demands that operators using their automobiles for the transportation of merchandise keep them absolutely sanitary. If merchandise is carried in the rear of the car, there can be no tools or anything else in that compartment. If

this is violated, operators are subject to drastic action.

"The point the association wants to get over to you here tonight is that you must clean your machines and keep them clean if you want to remain in business," the association president said.

Continuing his discussion, Slater said, "The city has named three inspectors to cover only vending machines. This shows, I think, how seriously they are thinking about looking into this business. If you have a cup vender, you must have the installation inspected. If that machine is cut off, it must be inspected and approved to show there is no chance for food contamination before it is restored to working order. This is for the beverage vending field—and just as strong regulations can be levied at the bulk and other vending fields.

"There has been strong agitation (See "CLEAN UP" on page 98)

Backs Only Selective Model Mchs.

To Sell Locations Direct

DALLAS, July 3.—Franchised Dr. Pepper bottlers are launching a broad campaign to encourage use of selective-type bottle vending machines in a direct-to-location sales program. Announcing the program and Dr. Pepper's attitude toward automatic merchandising, T. Gordon Mason, vice-president in charge of marketing, said his company was embarking in the selective vender program because, "in the general area covered by Dr. Pepper distribution, no single drink has been observed to be selling anything but a minority of the people."

Asked about the prospects for including independently owned bottle vending operations under the Pepper (See Dr. Pepper on page 97)

EVERY TOP LOCATION
YOURS FOR THE ASKING
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**The KEENEY
DELUXE ELECTRIC
CIGARETTE
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- ★ STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL
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- ★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections; the pack you see is the pack you get.
- ★ ALUMINUM CABINET PREVENTS RUST AND CORROSION.
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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 \$37.50 F. O. B. Toledo.

HAMILTON SCALE COMPANY
214 Oliver Street Toledo, Ohio

NCA Re-Elects All Major Officers at 65th Annual Meet

CHICAGO, July 3.—National Confectioners' Association (NCA) board of directors announced that all major officers of the association were re-elected to their executive offices for another year. Elections were held during the final meeting June 25 of NCA's 65th annual convention in New York last week. Re-elected were Philip P. Gott, president; Irvin C. Shaffer, of Just Born, Inc., New York, vice-president; W. Melville Cribbs, Melville Confections, Inc., Chicago, vice-president, and Arthur L. Stang, Shotwell Manufacturing Co., Chicago, secretary-treasurer.

Newly elected directors are Harry R. Chapman, New England Confection Co., Cambridge, Mass., for New England area; Charles R. Adelson, Delson Candy Co., New York, New York area; R. Lawton Henderson, Norris, Inc., Atlanta, Southeastern area; William Fette Jr., Schutter Candy Division, Universal Match Corp., Chicago, Central Western area; Elmer C. Muggenberg, Fischer Nut & Chocolate Co., St. Paul, Midwest area; Porter King, King Candy Co., Fort Worth, South Central area; W. W. Cassidy, Sweet Candy Co., Salt Lake City, Rocky Mountain area, and Cecil H. McKinstry, Imperial Candy Co., Seattle, Northwest area.

Re-elected directors are Robert Welch Jr., James O. Welch Co., Cambridge, Mass., New England area; Herman L. Heide, Henry Heide, Inc., New York, New York area; Charles T. Clark, D. L. Clark Co., Pittsburgh, Mideastern area; John Henry, DeWitt P. Henry Co., Inc., Philadelphia, Mideastern area; Richard Hardesty Jr., R. H. Hardesty Co., Richmond, Va., Southeastern area; Neal V. Diller, Nutrine Candy Co., Chicago, Central Western area; Harry I. Sifers, Sifers Valomilk Confectionery Co., Kansas City, Mo., Midwestern area; Kenneth White, Awful Fresh McFarlane, Oakland, Cal., California-Nevada area, and Warren Watkins, Warren Watkins Confections, Los Angeles, also California-Nevada area.

Kwik Shoe Shine Co. Ships Mchs. to Guam

SACRAMENTO, July 3.—George G. Rudolf, head of Kwik Shoe Shine Company here, announced the firm's first shipment of automatic shoeshine machines to Guam Friday (25). They are mainly for installation in U. S. Army officers' clubs there, he said.

There are now 700 Kwik Shoe Shine Machines on location thruout the U. S., Rudolf stated. Of these 18 are in bowling alleys in California, owned by R. E. Winkle, president of the California Bowling Alley Owners' Association (CBAOA); 10 are in Main railroad stations in San Francisco and Oakland, and 15 are operated by A. Friedman, Veteran Enterprises, Atlantic City, along the Boardwalk.

Confectionery, Chocolate Assn. Names New Officers

NEW YORK, July 3.—Charles F. Haug, of Mason, Au & Magenheimer, has been named the new president of the Association of Manufacturers of Confectionery and Chocolate (AMCC). Vice-president elected is Charles R. Adelson, Delson Candy Company, while Harry Lustig continues as executive secretary and treasurer.

Association's executive committee members are Samuel D. Fried, chairman; H. Russell Burbank, Herman L. Heide, Leonard Griffiths, David Kessler, Gordon Lamont, William Maichle, Irvin Shaffer, John Swersey, Arthur Kohil, Karl Haar and Bernard Rubin.

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POPCORN VENDING MACHINE.
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Extra large capacity . . . Holds 18 gallons of pre-popped corn . . . Excellent display of popcorn thru huge glass compartment sells corn and sells it fast . . . Well lighted to attract immediate attention . . . Front panel lighting as well as corn hopper lighting . . . Rich looking hardware and trimming in chrome and polished aluminum . . . Heat elements thermostatically controlled to keep corn hot and at an even taste-appealing temperature.

Positive delivery feature for even portions every time . . . Vends 120 ten-cent bags of corn from each filling . . . Slug proof drop style coin chute . . . Extra large steel cash box . . . Stainless steel mechanism . . . Entirely mechanical in its operation . . . Easy to clean . . . Complete accessibility . . . There are no electrical gadgets to get out of order . . . Service calls are almost unheard of with "POP 'N' HOT," the real quality machine in the popcorn field.

Size 70 inches high, 20 inches wide, 16 inches deep, weighs 100 pounds . . . All metal cabinet finished in rich gold color scheme, Alpo hammerloid finish (baked on). "POP 'N' HOT" is the most beautiful and most attractive machine of its kind ever manufactured. Be the first in your territory. Take the best locations. You'll be amazed at the tremendous profits. Popcorn earns a larger profit than any item sold thru vending machines. In fact, popcorn makes a bigger profit than almost any other food product.

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SCALE DIVISION

3218 OLIVE STREET, ST. LOUIS 3, MO.



ARIST-O MODEL, List \$115.00
OPERATORS PRICE \$87.50
MIR-O MODEL, List \$125.00
OPERATORS PRICE \$97.50
25% deposit with order,
Balance Sight Draft

N. Y. Tax Agents Kept Busy Nabbing Cigaret Smugglers

NEW YORK, July 3.—New York residents, seeking to stock up on tax-free cigarettes purchased in New Jersey before that State's 3-cent-a-pack tax went into effect Thursday (1), played hide and seek with local tax collection agents who nabbed many of the amateur smugglers in a stepped-up campaign this past week.

With more than 200 cigarette runners caught with the goods during the few days preceding Thursday, tax officials here attributed their success to a special detail of 30 agents on temporary duty in New Jersey. Stationed at roadside retail establishments, known to cater to traveling New Yorkers, the agents telephoned the bargain hunters' license plate numbers to other tax officials patrolling New York bridge, ferry and tunnel exits.

135-Carton Hauls

These efficient tactics netted the agents huge stocks of cigarettes. Altho some of the single hauls resulted in the seizure of as many as 135 cartons, the average contraband of those apprehended in recent days was nearer 50 cartons, a tax official stated.

Greedy New Yorkers who were caught with large amounts of tax-free smokes will have their cigarettes confiscated and face up to 30 days in jail and \$100 fines upon conviction in magistrate's courts. Others, whose attempt at smuggling was more modest, can claim their cigarettes at the State tax office by paying the State division of taxation 4½ cents a pack. This amount includes a 1½-cent penalty, in addition to New York's 3-cent-a-pack tax.

New Ice Cream Bar Vender Unveiled by Artic Vend-O-Mat

CHICAGO, July 3.—A. A. Dubin, formerly head of Vendi Freeze Sales here, announced the formation of Artic Vend-o-Mat, Inc., a new ice cream bar vender manufacturing company this week, with plant and offices at 624 W. 26th Street, this city. Firm went into production on the new machine, called Artic Vend-o-Mat, Monday (28), with a weekly output scheduled to hit 100. Principals of the new firm are Maurie Morgan, president; A. J. Grossman, secretary; Otto Harnish, vice-president in charge of production, and Dubin, sales manager.

Vender, priced at \$585 f.o.b., is a redesigned and improved Vendi Freeze unit, with increased vending capacity of 108 bars (formerly held 72 bars) in three columns and space for storage of 350 additional bars in a separate refrigerated compartment. Machine is 6 feet high, 30 inches wide and 24 inches deep. It has three separate coin mechanisms, one for each delivery chute, and delivery is effected thru a push-pull lever for each column. Dime operation.

Artic Vend-o-Mat is offering exclusive franchises to operators of its equipment. In the Chicago area, Hydrox Ice Cream Company is supplying operators of the vender with standard sized bars, with stick, for 58 cents a dozen. Artic Vend-o-Mat supplies special cardboard boxes for the bars at 6 cents a dozen. Complete cost to operators, exclusive of labor cost for inserting bars in boxes, is 64 cents a dozen.



"Little Giant" HOT POPCORN DISPENSER

Pre-Popped
POPCORN
Packed in
moisture-proof
bushel bags \$1.12
In handy
moisture-proof
2½ pk. bags 70¢
Shipped anywhere in the
U.S.A., F.O.B. Chicago
(Special discount to Popcorn
Machine Distributors)
Also cheese corn, smoked corn
for immediate shipment.

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.

\$57.50*
each

F. O. B. Chicago

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)

GIVE TO THE DAMON RUNYON CANCER FUND

PIONEER

OFFERS ALL PURPOSE



**VICTOR
UNIVERSAL**

5 Universals, plus
60 lbs. Spanish
Peanuts, plus
1,000 Plastic
Charms, all for

\$84.50

5 Universals, plus
50 lbs. of Reg. Ball
Bubble Gum, plus
1,000 Plastic
Charms

\$84.00

PLASTIC CHARMS \$3.25 Per M

Virginia Peanuts, 30-lb. ctns. 28¢ lb.
Spanish Peanuts, 30-lb. ctns. 22¢ lb.
Licorice Lozenges, 37 lb. ctns. 28¢ lb.
Pee Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.
Rainbow Peanuts, 33 lb. ctns. 25¢ lb.
Pee Wee Boston Baked Beans,
33 lb. ctns. 28¢ lb.
Boston Baked Beans, 33 lb. ctns. 25¢ lb.
LARGE PISTACHIOS, 25 lb. Ctn. \$18.50
SMALL PISTACHIOS, 25 lb. Ctn. 14.50

**5/8-140 Ct. Colored
Bubble Ball Gum**
(Makes Colored Bubbles)

25 Lb. Ctns. 28¢ Lb.
100 Lb. 27¢ Lb.

REG. 5/8 BUBBLE BALL GUM

25 Lb. Ctns. 26¢ Lb.
100 Lb. Ctns. 25¢ Lb.
(Freight Prepaid on 100 Lbs. or More)

FULL CASH WITH ORDER

1/3 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.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7892

VICTOR'S MODEL V

The Operator's Choice
is Model V, as it
correctly vends ALL
BULK MDSE. . . .
Charms, Peanuts,
Candy and Ball Gum.
No additional parts
necessary.
Write us NOW for
detailed information
and prices.
A Product of
**VICTOR
VENDING CORP.**
5701-15 Grand Ave.
Chicago 39

ALL VICTOR MACHINES

recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 16 weekly payments

WRITE FOR DETAILS

RAIN-BLO BUBBLE BALL GUM
Packed 25 Lb. to Carton

140 Count 5/8th 28¢ Lb.
170 Count 1/2" 29¢ Lb.
210 Count 3/8th 29¢ Lb.
Freight paid on 100 lbs. or over

Pistachios, Large Red, 60 Lb. Ctn. 75¢ Lb.
Pistachios, Small Red, 60 Lb. Ctn. 60¢ Lb.
Virginia Peanuts, 30 Lb. Ctn. 27¢ Lb.
Spanish Peanuts, 30 Lb. Ctn. 21¢ Lb.
Licorice Gems, 775 Ct., 37 Lb. Ctn. 20¢ Lb.
Jawbreakers, 575 Ct., 34 Lb. Ctn. 22¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn. 30¢ Lb.
Pee Wee Rainbow Peanuts, 33 Lb. Ctn. 25¢ Lb.
Pee Wee Boston Baked Beans, 33 Lb. Ctn. 24 1/2¢ Lb.

FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

FOR SALE—SCALE

KRON Guess-Your-Weight Scale, brand new, never used. Large reading dial, 36" dia. 500 lb. cap. Scale mounted on small pneumatic rubber-tired ball-brg. wheels for easy handling. Must be sold.

THOMAS E. LANE CO.
2524 West Jefferson Ave., Detroit 16, Mich.

**BUY THE BEST
1c-5c VENDORS
"HOT NUT" VENDORS**



BIGGER PROFITS from locations are a natural with the all-new Silver-King Hot Nut Vendor.

Completely redesigned for sales-compelling eye appeal. Flashing ruby red jewelled top vendor only

\$29.95

Nut and Ball Gum Vendors, 1c-5c, U. S. and Foreign Coins.

AT ALL THE BEST DEALERS OR WRITE

SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.

Manufactured by

VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

IN STOCK!



Less than 25. \$12.60

Less than 100 12.40

100 or more. 12.25



33
for PEANUTS YOU CAN'T BEAT IT

Write for prices on Models 40, 39, Deluxe and 33 Ball Gum.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

FOR MACHINES TO SUIT YOUR NEEDS

COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.

WRITE TO:

J. SCHOENBACH

Factory Distributor of Advance Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

5c GUM AND 5c HARD CANDY AND MINT VENDORS

for Charms, Lifesavers, Gum and similar sized products.

ALKUNO & CO.

408 Concord Ave., New York 54, N.Y.
MEIrosa 5-7757
Mechanical Manufacturing Laboratories



Dr. Pepper in Vender Push; Backs Selective Model Machs.

(Continued from page 93)

program, Mason said the company had not considered such a move.

Offer Three Types

Dr. Pepper bottlers will offer three different types of automatic merchandising units: (1) Selective or optional-choice types which the parent company recommends for use at service stations. (2) A twin-flavor bottle unit for use in industrial plants where floor space is at a premium and where management wants to make at least two types of drinks available to employees. (3) An exclusive machine "for use in very heavy sales volume outlets and to be placed in service alongside any other exclusive type of vending machine."

The company is offering its bottlers selective or optional venders made by Selectivend (approximately \$300) and Guiberson (approximately \$290). Guiberson, a Dallas concern which Mason said would produce its bottle equipment exclusively for Dr. Pepper, will produce the twin-flavor machine (\$400) and the single-flavor unit (\$350). The twin-flavor vender has a six-case capacity with six cases in pre-cool. It is fully automatic and can be loaded with two flavors, or in the case of a particularly heavy volume stop, with a full load of Dr. Pepper.

By selling these units direct to the location owner, Dr. Pepper maintains the owner can then order whatever type additional beverages his customers want. The bottler who sells the machine, Mason said, would as a rule, service it.

Hits at Single-Flavor Units

In a prepared statement made public this month, Mason obviously struck at Coca-Cola and other parent bottlers who insist on exclusive vending units rather than selective machines.

Pointing up an analogy previously published by *Vend*, the magazine of automatic merchandising, Mason said, "All Americans will not eat any one brand of candy bar. It was found that when the popular Hershey chocolate bar was offered exclusively with no choice given, the dealer actually sold fewer Hershey bars than when a choice was offered. It has been found that individual brands of gum, cigarettes and candy bars sell their largest

volume when the public is offered a choice."

Mason squared away at the single-flavor units now being pushed by Coca-Cola and some other parent organizations, saying that "Monopoly looks attractive, but from the standpoint of common-sense business judgment, it is unsound; that is why it is un-American. The federal government is constantly on the alert to keep monopolies from strangling small business and denying the other fellow the right to live. Small businesses often play a bigger part in building a town than does big business."

One Drink Can't Please All

Arguing that no one soft drink can meet the demands of all the customers Mason said, "If we place an exclusive vender where the merchant has other things to sell, he will eventually wake up to the fact that we have hogged the deal for ourselves to his over-all disadvantage and have sent his customers to his better guided competition where people can get a choice of soft drinks."

There is no denying, Mason continued, that one particular brand of soft drink may outsell any other single brand, "yet the total sale of this one brand doesn't equal the total sales of all the other brands he is handling when put together. This is a common error leading to the acceptance by the dealer of a machine vending one drink exclusively. This type of error is soon uncovered by making a crown count at open-type coolers to show the public's actual choices of drinks."

Mass. Court Rules On Retail Cig Price

(Continued from page 93)

competition as claimed by Long, and ordered Ryan's license restored. Long then appealed to the Supreme Court, which also ruled against him.

Long declared that he did not think there would be any widespread reduction in cigarette prices. "Chain systems that do a large amount of bulk buying will have no advantage. They don't get any better wholesale price. One of them (chain store) has already stated that they can't do it," Long said.

However, in court circles, the decision was interpreted to mean that retailers whose buying powers might exceed that of competitors would be allowed to sell cigarettes at a price less than that of their competitors, provided the cigarettes were not actually sold below cost under fair trade practices.

The decision of the Supreme Court does not deny the right of the tax commissioner to peg retail minimum prices above actual cost, but it stressed that "actual cost" is the "actual cost" to a particular retailer, and therefore may vary from seller to seller.



**\$25 BRINGS THIS SCALE TO YOU
BALANCE MONTHLY
200 FORTUNE TELLING
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

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 2770.
Cable Address: WATLINGITE, Chicago.

Boston JCC To Use 500 Gum Machs. as Youth Welfare Aid

BOSTON, July 3.—The Boston Junior Chamber of Commerce, under the direction of Fred A. Mudgett, chairman of the committee on youth activities, begins a search for locations for 500 gum machines on July 10, in the start of a novel fund-raising method of sending school children to summer camp. Donations of locations in factories, office buildings, stores, garages, service stations and wherever the public gathers are sought.

Each of the machines will be labeled to indicate that proceeds are used by the Boston JCC to further youth welfare projects. Mudgett said that 150 locations have already been donated, including some leading retail stores and about 40 stations of the Boston Fire Department.

First to benefit from the penny gum machines will be 25 underprivileged Boy Scouts. By next summer it is hoped that the gum machines will be yielding sufficient sums to enable a sizable group of youngsters to enjoy camp.



YOUR OWN BUSINESS . . . OPERATE "Hi-Ho JUNIOR" 5c TRAY VENDOR

Vends almonds, candy, nuts, pistachios. Distributors wanted. Write.

LEON "Hi-Ho" SILVER, INC.

760 HAYES ST. • SAN FRANCISCO, CALIF.



Atlas

WRITE FOR PRICES AND DETAILS
Jobber Inquiries Invited

1c DE LUXE VENDOR

All Purpose, All Product Vendor

Atlas Mfg. & Sales Corp.
12720 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1928



Victor's
Sensational
New Custom-
Built
UNIVERSAL
Successful Operators Buy
Good Merchandise.
When You Buy Merchandise
Vending,
Buy The Best!
Write for Complete
Details and Prices.
Manufactured by
**VICTOR
VENDING CORP.**
5701-13
W. Grand Ave.
Chicago 39, Ill.

WANTED

Cigarette Machines

State number of machines, condition, make, model and price in first letter.

Also, will buy routes of 50 or more in any state.

BOX NO. 184, THE BILLBOARD
155 N. Clark St., Chicago 1, Ill.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdse. Stands, Solid Steel—
Weight 35 Lbs. \$4.50
Double Plates for Two
Machines 1.15
BUBBLE GUM—140 Count
and 170 Count—25 Lb.
Cartons, Per Lb.35
1/3 Deposit, Balance C. O. D.
Fast Delivery.

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

VICTOR'S

SPECIAL FINISH

MODEL V-K

24 or more . . . \$12.25
1 to 23 12.95

EMPIRE

COIN MACHINE EXCHANGE

1012 Milwaukee Ave.
Chicago 22, Ill.



METAL PLATED CHARMS

In bright gold and silver finish

Per M
Metal Plated Charms, Series #1 . . . \$6.00
Metal Plated Charms, Series #2 . . . 7.50
Plastic Charms, Famous Series #1 . . 5.50
Plastic Charms, Big Series #2 4.50

SAMUEL EPPY & CO., INC.

WORLD'S LARGEST
CHARM MANUFACTURER
113-08 101st Ave.
RICHMOND HILL 19, L. I., N. Y.

THE "CHALLENGER"

THREE MACHINES IN ONE
The Most Attractive Three Unit
Hot Nut Machine Produced.

TROPICAL TRADING CO.

716 W. Madison St. Chicago 6, Illinois

BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS AT A SACRIFICE!

4 2 1/2 gal. latest model super-automatic freezers \$1,059.00
5 60 gal. hardening cabinets, latest model 486.00
5 40 gal. hardening cabinets, latest model 370.00

FREIGHT PREPAID!
Write or phone **R. B. BOX**

216 N. Martin St.

Elizabeth City, N. C.

Telephone 165

"Clean Up Machines," Assn. Prexy Warns L. A. Operators

(Continued from page 93)

from parent groups against vending and some have asked that vending be outlawed—especially bulk vending.

"We are here to discuss ways and means of staying in business. You have got to prove that you can handle equipment and prove it to the satisfaction of the health inspectors. Instructions have gone out to inspectors to crack down on machines without stickers. That's just your license—but unless some cleaning up is done fast you can look for rigid regulations from the health departments.

"As an association we want to stir you to action. Did you know there was a law requiring you to wash your hands before servicing a vending machine with merchandise?

"We are fortunate in that the health department is willing to observe efforts put forth by operators. They want globes washed and machines cleaned out. It is up to the individual operator to do this," Slater concluded.

The meeting was opened to discussion with J. C. Pruner asking how it was possible to keep kids from contaminating the spouts of machines. Phil Sreden, association secretary, advised that the board was demanding that operators clean their machines.

Preston Coombs, a member, took the floor to inquire how the 1,150 operators who were not present could be brought into the picture. "There are 50 operators here—they say there are 1,200 in the county. They stand more of a chance of breaking the rigid regulations than those who are here. Is there anything that can be done about them?"

Slater told the group that the board of equalization had a law requiring sales tax number and other identification on machines. Thru this information, violators can be traced.

Suggestions from Ray Huizing and others followed and the discussion turned to the fact that suppliers were not cooking the oil into peanuts, accounting for the short life of clean globes. It was suggested that dirty machines be tagged with a red card demanding the operator clean the machine.

Sreden proposed that the association put out a letter in the form of a pledge to co-operate. These would be distributed by mail and at the various supply houses. After the motion was approved, Lew Feldman, of Acme Vending Machine Company, donated \$50 to cover the printing and mailing. Leon (Hi Ho) Silver, of San Francisco, agreed to have his printer do the work at the distributors' expense. Sid Bloom, of Operators' Vending Machine Supply Company, has been instrumental in sounding the warning to operators of the impending regulations thru his house organ, *Ace-Hi*.

An amendment to the motion to the effect that batches of the pledge be placed on the counters at distribution points with the distributor urging the operator to sign was made and passed. Slater named a committee including himself, Randolph Leland, Phil Sreden and Sam Abbott, *The Billboard* and *Vend* to draft the letter. The committee will probably meet Saturday afternoon (10).

James Tassop, of Mellos Peanut Company, introduced his guests, Mr. and Mrs. Frank Rolando, who re-

cently entered the bulk operating field. Representatives of Minit-Pop, Newton Bros., attended and gave a brief resume of the features of their machine. Fred McKee, of International Mutoscope, and Mrs. McKee also attended.

Election of officers, slated for this meeting, was carried over until the July 27 meeting.

Kenro Completes Deal for Cabinets; Signs New Engineer

PHILADELPHIA, July 3.—Samuel Rogove, secretary-treasurer of Eastern Engineering & Sales, Inc., manufacturers and distributors of Kenro ice cream bar vending machines here, revealed this week that arrangements have been completed with the Wilson Cabinet Company, of Smyrna, Del., to make the complete refrigerated cabinet for the Kenro vending machines. Starting August 1, the Wilson plant will turn out 30 machines a day, a minimum of 150 machines a week, with graduated step-ups in production.

The appointment of Kirk Mahigian as chief engineer for the company was also announced by Rogove. Mahigian, who will be in charge of the company's electronic work, was formerly chief engineer of Rudd-Melikian, Inc., local manufacturers of the Kwik Kafe coffee vending machines.

Penny Revenuers Halt Cig Smugglers

PHILADELPHIA, July 3.—Pennsylvania revenue agents and State police joined forces this week at a roadblock set up at Farmersville, Pa., and arrested 12 motorists on charges of bootlegging cigarettes from New Jersey points. The wholesale arrests took place as Pennsylvania residents visiting New Jersey loaded up with cigarettes to evade payment of local taxes and to beat the July 1 deadline on a New Jersey tax of 3 cents per pack. The Pennsylvania tax is 2 cents per pack.

Agents here in Philadelphia saw an end to the cigarette bootlegging much to the relief of vending machine operators, with the imposition of the New Jersey tax. Across the river in Camden, N. J., sales were very brisk as Philadelphians and others stocked up to beat the July 1 deadline. Filling stations and shops along the New Jersey highways also reported heaviest sales for the year.

La. Cig Levy Hiked To 8 Cents a Pack

(Continued from page 93)
instead of the 2 cents now paid many spots.

With the tax increase, the operator's margin of profit narrows to a dangerous point. Averaging 13 1/2 cents per pack as his cost, the 8-cent tax hike means that his margin has been cut to 3 1/2 cents if the 25-cent-per-pack price is maintained. Out of this he must buy equipment, pay servicemen, buy merchandise, pay locations and meet other incidental operating expenses. Only solution is seen in the penny location commission payment peg.

Originally, the tobacco tax increase was to have been a 3 1/2-cent hike on each pack of cigarettes. This, however, was cut to the final straight 3-cent increase about two weeks ago. Operators state that the higher tax would have been "the final straw" in many operations.

New York Test Of Subway Cup Venders Starts

(Continued from page 93)

asked to bid for the franchise rights and the one offering the most attractive commission arrangement, assuming his machine has passed the test standards will get the contract.

The board will pay special attention to methods of used-cup disposal, since the creation of a new source of litter in subway stations is farthest from their intention, according to Warner. In addition, the board will have to consider very carefully the added traffic problem to which crowd clusters around venders may lead. Each installation, both during the test period and thereafter, must be approved by subway engineers and will be limited to the stations' mezzanine floors. None will be permitted on the train-level platforms, he stated.

Keen Competition Sure

With the valuable subway franchise at stake, cup vending firms already involved in the test and those soon to participate are certain to compete strongly. Indicative of the all-out effort put forth by the participants, Spacarb has established a special department under top management control to carry out its part of the test programs.

Under the personal supervision of Jack Pero, sales and advertising director, Spacarb will conduct its campaign under the slogan, "Operation Subway." All phases of vender maintenance, service and collection will be directed by Pero, who says reports on the first few days show an excellent gross.

John Collins, of New York Automatic Canteen, which placed five cup venders on location this week, observed that machines will be subjected to grueling workouts by subway-going New Yorkers. Somewhat more cautious in his predictions than his competitors, he said that the potential in subway operation was high, but public manhandling of equipment might cut into profits.

Arnold Fink, head of General Vending, was of the opinion that the test period should be extended. Bidding for franchise rights should not begin until operators had gathered data on their venders' take during winter months, he declared.

It was indicated at board of transportation headquarters that the scheduled end of the test period in November might be delayed if warranted by circumstances.

Philly Nor Chi Subways Considering Cup Mchs.

CHICAGO, July 3.—Checks with the transportation boards in both Philadelphia and Chicago this past week revealed that neither was entertaining any propositions from vending machine firms to conduct experiments with cup vending machines similar to those embarked on in New York.

Chicago spokesmen revealed that any arrangements for machines in Chi would have to come thru Union News, since they have a contract for such concessions, but naturally would have to clear placement of machines with the transit board. Up to now there have been no discussions on the subject.

New Candytown Co. Expands

NEW YORK, July 3.—Newly formed Candytown, Inc., confectionery firm here, announced its acquisition of Top Notch Candies, Inc., this week. J. L. Freed, Candytown president, states that Phil Silvershein, Top Notch head, has retired, and will have no connection with Candytown. Latter is to begin production on a new line of chocolate goods August 1.

Bazooka Inventor Enters Biz With Ice Cream Bar Mach.

DANVERS, Mass., July 3.—Craig Machine Company, Inc., here has completed tooling up for production of a new single flavor, 144-bar ice cream vander which will be priced approximately \$700. Sample production of the vander, which features a rotating principle to keep bars from freezing together, has been initiated and production line output expected to start July 12. To date, company officials have made no statement as to their sales policy.

The company, which is new to the automatic merchandising field, is known for its special production machinery development work and for the Craig multiple billing file by which more than 100 major department stores operate their charge accounts.

Erick Kauders, president of Craig Machine Company, is best known as the inventor of the war-born bazooka. He came to this country in 1941 from his native Czechoslovakia at the invitation of the U. S. government. Kauders' vice-president, Ralph S. Swine, was formerly vice-president of the New England Industrial Development Corporation, in charge of sales promotion and new products, and is now Kauders' assistant in charge of the vending machine division.

Decision to produce an ice cream vander was the result of requests by two Maine vending machine distributors. Craig's engineers, working with Parkley & Dexter, a Boston design firm, developed a patentable storage and feeding mechanism that racks the ice cream bars everytime the mechanism is activated upon deposit of a coin and thus prevents their freezing together. Cabinets for the vander are being produced by

Ace Cabinet Company, New Bedford firm making deep freeze units. The Craig machine is refrigerated by a sealed Servel compressor, and is equipped with National Coin mechanisms.

Wiring is condensed in a single harness by two Jones plugs. Motor is built especially for the vander by the Lectro-Max Company, and performs the double function of keeping the bars in motion and effecting delivery. Vender cabinets, finished in white porcelain enamel unless otherwise ordered, has three refrigeration walls of the full flooded, plate type, eliminating coils.

Supplies In Brief

Aluminum Price Rise

WASHINGTON, July 3.—Aluminum, continuing in short supply, reflected the current upward revision in costs by a 1-cent increase per pound by Alcoa last week. New price for primary aluminum is 16 cents a pound. Increase, however, leaves room for further hikes, as there still is no possibility seen of catching up the tremendous demand because of insufficient rolling mills, and also because aluminum alloy ingots (produced from aluminum scrap, copper and silicon) now sell for 22 cents per pound, about 35 per cent above the price of the primary metal. Normally, this alloy is cheaper than the pure aluminum. Production during 1947 was over 1,000,000 pounds, almost four times pre-war output.

In spite of current increase, aluminum remains one of the few commodities that are cheaper than before Pearl Harbor. Its 16 cents per pound price is 20 per cent below 1939 level for primary aluminum.

Ice Cream Output Down

WASHINGTON, July 3.—Production of ice cream during the first four months of this year was about 10 per cent below that for the same period in 1947, Agriculture Department reported this week. Production of 740,000,000 pounds for the 1948 period, however, was almost three times the amount produced in the average four-month period in 1935-'39.

Sugar Distrib Drops

WASHINGTON, July 3.—Sugar distribution continued low last week, according to Agriculture Department's weekly report. Distribution amounted to 177,761 short tons as compared with 273,000 tons during the corresponding week last year. Despite week-by-week declines in June, May distribution of 553,807 tons was 70,000 tons above distribution for May, 1947.

Jacobs Named Director

DETROIT, July 3.—Fred L. Jacobs, vice-president, has been elected a director of F. L. Jacobs Company, manufacturers of the Launderall automatic washing machine and Coca-Cola bottle venders, to fill the vacancy created by the death of R. W. Hook in March, it was announced this week. Jacobs, for whom the company is named, has been with the company since its organization in 1913. Meanwhile, directors declared the regular quarterly dividend of 62½ cents per share on the company's 5 per cent \$50 par value cumulative preferred stock, payable July 31 to stockholders of record July 15.



SPECIAL, \$47.50
DuGrenier Model S, 7 Cols., 210 Pack Capacity.

CIGARETTE MACHINES

Rowe Royal, 10 Cols., 400 Pack Cap.	\$ 95.00
Rowe Royal, 8 Cols., 320 Pack Cap.	85.00
Rowe Imperial, 8 Cols., 270 Pack Cap.	70.00
Rowe Imperial, 6 Cols., 180 Pack Cap.	60.00
Unecda Model 500, 9 Cols., 350 Pack Cap.	115.00
Unecda Model 500, 7 Cols., 250 Pack Cap.	100.00
Unecda Model E, 9 Cols., 270 Pack Cap.	59.50
National, 6 Cols.	32.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
8 Columns	35.00
NEW Unecda, 8 Cols., 510 Pack Cap.	159.50
NEW Unecda, 6 Cols., 380 Pack Cap.	149.50
NEW DuGrenier Challenger, 7 Cols.	100.00

CANDY MACHINES

National, 9 Cols.	\$100.00
National, 6 Cols.	85.00
Rowe, 8 Cols.	90.00
Unecda Candy, 5 Cols.	75.00
DuGrenier Candyman	65.00
U-Select-It	35.00
Advance Candy Machine	27.50

10c CIGAR MACHINES

Single Column, Capacity 50, \$22.50—1 Machine; 10 or More \$15.00 Ea.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK



SPECIAL, \$75.00
DuGrenier Champion, 9 Cols., 420 Pack Capacity.
DuGrenier Champion, 7 Cols., 325 Pack Capacity, \$70.00.

Chicago "Sweetest Day" Promotion Candy Op Aid

CHICAGO, July 3.—Candy vender operators here are looking to receive a boost in sales as a result of the widespread advertising and promotion which will precede the October 6 Sweetest Day event.

Florists, retail stores and greeting card companies have agreed to support the promotion with special in-advertising. Approximately \$20,000 is expected to be spent on the promotion.



1948 IMPS

1c or 5c
Cigarette or Fruit
\$12.95
Lots of 12

\$13.75, Lots of 5. Sample, \$14.50. Here'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.

SHIPMAN TRIPLEX STAMP MACHINE



Stamp Folders
For Shipman, Schermack, Victory.
10,000 ... \$ 5.75
25,000 ... 13.95

Brand new! Vends 1c, 3c and 5c Air-mail Postage Stamps.
Sluggproof, compact, foolproof.
Immediate Delivery.
Operator's Price \$39.50

Distributors interested in selling our advertised machines, write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE. SEPT 8 • MADISON 1447 • BALTIMORE, 17, MD.



\$13.55 Lots of 100—\$14.40 Single All-Purpose Machine

IMMEDIATE DELIVERY ON ALL MODELS FROM BOSTON STOCK

We do our own roasting of nut meats in pure peanut oil

OUR CANDY HAS THE HIGHEST COUNT PER LB.

Spanish Peanuts, 30 lb. carton	22¢ lb.
Blanched Virginia Peanuts, 30 lb. carton	27¢ lb.
Small Filberts, 500 to lb., 30 lb. carton	47¢ lb.
Whole Cashews, 450 to lb., 30 lb. carton	55¢ lb.
Hard Shell Baked Beans, 1,000 to lb., 35 lb. carton	26¢ lb.
Hard Shell Rainbows, 1,000 to lb., 35 lb. carton	28¢ lb.
Hard Shell Licorice Pastels, 550 to lb., 38 lb. carton	27¢ lb.
Adams Gum Tab & Candy Coated, 100 to box	51¢ a box
#1 Plastic Charms, small, 1,000	\$3.50
#2 Plastic Charms, large, 1,000	4.50
#1 Plated Charms, small, 1,000	\$6.00
#2 Plated Charms, large, 1,000	7.50

Best Grade Ball Gum, All Sizes of Pistachio Nuts at Lowest Market Price at Time of Shipping. Globes, Stands, Brackets, Carded Nuts. Prices subject to change.

1/3 DEPOSIT, BALANCE C. O. D.

NORTHWESTERN SALES & SERVICE

1198 TREMONT ST.

BOSTON, MASS.

5c BANTAM TRAY VENDOR IMMEDIATE DELIVERY

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD • CLEVELAND 11, OHIO
ESTABLISHED 1928



VENDS ALMONDS, NUTS, CANDY, PISTACHIOS
Write for Circular. Jobber Inquiries Invited.



VICTOR'S NEW MODEL V-K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vender.
Write us NOW for detailed information and prices.



A Product of VICTOR VENDING CORP.
6701-13 Grand Ave. Chicago 35

"NOT TO PAN MY COMPETITORS, BUT MY NEW PAN CANDIES"

HAVE 'EM ALL BEAT!
Developed exclusively for vending machine trade. Lowest prices. Write, wire, phone your requirements.



LEON "Hi-Ho" SILVER, INC.
400 PAVES ST. • SAN FRANCISCO, CALIF.

- BUTTERSCOTCH BUTTONS
- COFFEE BUTTONS
- LEMONETTES
- FRUIT DROPS
- BOSTON BAKED BEANS
- AFTER DINNER MINTS, Etc.

OPS OFFER CURE FOR BIZ ILLS

Suggest Plans To Hypo Music Mach. Income

High Prices Main Beef

By Norman Weiser

(Continued from page 92)

their routes just as any business man runs his own store or factory.

Idaho Speaks

Kicking off, a group of operators from Southern Idaho offered the following comments on the current problem and how it might be remedied:

"We here in Southern Idaho have changed from a 50-50 commission basis to a 60-40 (basis) which has helped. However, we think the only answer is to lower the cost of equipment (even) if it means doing away with a distributor. Common sense will tell you that it is impossible to make money on a \$1,000 phonograph along with 50-cent records at the (See Ops Suggest Plan on page 105)

Ops Lie in Bed They Make, Opines Anonymous Distrib

NEW YORK, July 3.—Operators are not the only ones in the juke box business who gripe about current conditions. One distributor, who addressed an anonymous letter to *The Billboard* office here, let fly with both barrels this week and set a good portion of the blame for reduced music machine take at the door of the operator himself.

Operators who "pay high prices for equipment to get a spot, but not to keep a spot, are dopes," writes Mr. distributor. "They give 50 per cent of the profit to a greedy location which has no investment, and then cut each others' throat by cutting commissions in order to have the most machines out."

For what it's worth, here is the rest of the letter:

"I am in a distributor's office. I see new, shining equipment go out and come in after a period of three or four months for a clean-up. Haven't figured out the method a mouse uses to get in a juke box, especially the new ones.

Needed: A Little Care

"I see this equipment on location. It is all I can do to keep my hands

off. Just a minute with a rag and a little furniture oil would do wonders. And another thing, it's funny that no one ever thought how badly a title strip looks written with a grimy hand and pencil.

"Yes, pity the poor little old operator. He's having a hell of a time. Service personnel, collectors, secretary, gobs of people to look after his machines. All this poor little old operator has to do is sign contracts, cuss the distributor and manufacturer, complain about hard times, the high cost of records, and park his carcass on some bar stool and let his business go to the devil.

"If I were an operator, I'd check every location at least once every month or two and see just what the deuce was going on. I'd quit depending entirely on my servicemen and help them a little. I'd put a few nickels away for at least a down payment on future purchases."

Mr. Distributor closes his letter with philosophical resignation: "As it is, I just post the open accounts, listen to the griping and make out contracts on new juke boxes . . . and write collection letters."

24 Ga. Music Ops Form New Association

To Fight Legislation Only

MACON, Ga., July 3.—Formation of the Georgia Coin Machine Operators' Association (GCMOA) here has been announced with the organization now consisting of 24 operators. Primary purpose of the new association, which at the present time has a majority of music ops in its membership but expects to expand to include most of the 275 operators of all types of coin-operated equipment in the State, is to fight unfavorable legislation and prohibitive tax measures and licenses.

Officers of the new organization are Bryan Morris, Nashville, president; L. C. Renfro, Fitzgerald, vice-president; Ed Heath, Macon, secretary, and Julian Martin, Macon, treasurer. In addition to the officers, J. H. Thompson, Hawkinsville; J. N. Canada, Dublin, and B. C. Ford, Cordele, serve as directors.

The association, which has joined the Coin Machines Industries, states that it does not intend to recommend commission rates or otherwise to the individual operator how to run his own business. The GCMOA, instead, intends to protect the investment by Georgia operators of millions of dollars in coin machines, by fighting unfair legislation that might wipe out that investment. According to Heath, GCMOA will stress insurance protection and not try to dictate business policies of each individual operator.

The present membership includes the following: J. D. Hughes, Adrian; Frank Cannon, Americus; M. Alexander, of the T. C. Bateman Co., Athens; Barnesville Music Co.; Cordele Music Co.; J. N. Canady and H. Jernigan, Dublin; Kelly Kah Douglas, Central Music Co., Fitzgerald; Taylor Specialty Co., and J. Thompson, Hawkinsville; Julian Macon. (See 24 Ga. Music Ops on opp. page)

AMI Appoints Peskin Distributor In S. California

CHICAGO, July 3.—Joe Peskin, for many years one of the largest operators of music machines in the Chicago area, has been appointed distributor of AMI products in Southern California, Lyndon C. Force, AMI manager of General Sales, announced Wednesday (30).

Peskin stated that he had been looking forward for the past few years to moving to the West Coast and making his home there. One of the barriers to realizing this ambition was that his business was in Chicago. He plans to move to Los Angeles immediately where he will soon set up headquarters and begin building distributor organization.

Speaking for AMI, Force pointed out that his firm "felt it was fortunate to have a man with Peskin's experience as a distributor. His reputation for fair dealing and aggressiveness should aid us immeasurably in the Southern California area."

SINGING THOSE TELE BLUES

It Hits Where It Hurts When It First Debuts

Location Opinions Divided

CHICAGO, July 3.—This week *The Billboard* presents the second part of a spot survey made in television centers to determine the actual effect of video on the income of the music machine operator. While there has been much conjecture about the situation during the past 18 months, this series, for the first time, has attempted to go to the roots of the problem—to see if there is a successful solution to the injurious competition which has sapped juke box income from its inception.

The result of this survey is clear. Television is definitely a headache to the operator of music machines wherever it has appeared; and, as will be seen from the New York City study, in some centers its effect has continued to be felt long after it has made its debut.

This week *The Billboard* covers New York City, where television is an old story, as well as Buffalo, Hartford, Conn., and Boston. The results are basically the same as those reported in Los Angeles, the Twin Cities, Washington, Detroit and other areas last week. But there are some interesting tips for the operators facing tele for the first time, handed down by those who have already

MAPOA Plans Hit Promotion; Next Meet Sept.

DETROIT, July 3.—Next general meeting of the Michigan Automatic Phonograph Owners' Association (MAPOA) will be held September 9, according to Irving B. Ackerman, of the Detroit Radio Company, who is counsel of the association. The usual procedure of suspending summer meetings, except for bi-weekly sessions of the board of directors to deal with urgent matters, has been adopted.

At the September meet, according to Ackerman, a number of civic and State leaders have been invited to meet with the group and discuss their mutual problems. Among those now scheduled to talk are Gov. Kim Sigler and Harry Henderson, chairman of the State liquor control commission, which directly controls the bulk of the operators' most profitable locations.

The music association is now readying plans to start a record-of-the-month plan, similar to that in operation in Cleveland. Final details are being worked out, Ackerman said. Various local factors have delayed the start of the Detroit plan, which was originally discussed last spring but postponed at that time.

experienced video in their home towns.

New York Study

NEW YORK—Inroads into music operators' takes by free public location television have assumed serious (See Operators Sing on page 102)

Iowa Ops Call July 20 Meet To Organize

Distributors Also Take Part

DES MOINES, July 3.—Operators and distributors have joined in calling a State-wide meeting at Des Moines July 20 to discuss mutual problems, particularly a number of plans for bringing increased revenue to the operator. Majority of those invited operate music and pinball routes.

The meeting is believed to be the first of its kind in the country and it is hoped by many of the operators that a State-wide organization will be formed at the meeting with election of officers and establishment of a headquarters.

Sponsors of the meeting declared it is being called for the purpose of obtaining a better understanding of the problems and for ways and means of obtaining more revenue for the operators. The meeting is being (See Iowa Ops Call on opp. page)

More Coming

Next week *The Billboard* presents Part 2 in this series of interviews with operators from all parts of the country regarding their opinions of the all-important question: "How can you—the operator—increase your juke box income today?"

POA Names July Hit Disk

CINCINNATI, July 3.—The Automatic Phonograph Owners' Association (APOA) held a meeting here Tuesday (29) and selected as their hit tune of the month the MGM recording by Blue Barron's orchestra of *You Were Only Fooling*. Association membership will place the tune in the top spot in all of their shipment during the current month.

Case Producing New Disk Carrying Case

CHICAGO, July 3.—Development of a new record-carrying case by the Case Company here, designed to hold 35 10-inch records, has been announced by Leon Fisher, president of the firm. Made of one-quarter-inch fir plywood, the hexagon shaped case is covered with leatherette and comes in assorted colors.

The case, which was designed for the public, is especially adaptable for use by music machine servicemen as a means of transporting a quantity of records compactly and with a greater degree of safety. The record-carrying case, according to Fisher, is now in production.

N.Y. Mayor Okays Excise Law

NEW YORK, July 3.—The bill doubling excise taxes on general and financial businesses conducted in this city was signed into law this week by Mayor William O'Dwyer. Effective Thursday (1), the measure calls for a levy of one-fifth of 1 per cent on the gross receipts of general businesses, and two-fifths of 1 per cent on the gross income of financial businesses. The doubled tax is expected to yield the city \$56,000,000 in 1948-'49.

24 GA. MUSIC OPS

(Continued from opp. page)
in, C. L. Wilder, Roy Ethridge, C. I. Martin, Ed Heath, Curtis Stephens and G. A. Smith, Macon; Hall Music Co., Milledgeville; Morris Music Co., Nashville; Thomasville Music Co., and South Georgia Music Co., Thomasville; Tifton Music Co. and Best Music Co., Warner Robins.

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

Aireon's Coronet

FOR

495

IOWA OPS CALL

(Continued from opp. page)
called by distributors and a large number of operators over the State. No officers have been set up as yet, with the distributors making the plans for the meeting.

The meeting will be held at the Fort Des Moines Hotel, with a dinner to be served at 6 p.m. and the business meeting to follow. Only operators will be admitted.

The proposed meeting has been in the discussion stage for months, with the distributors and operators unable to reach agreement on the desirability of calling a meeting and also forming a State association. The State has not had an organization, despite sev-

Wooden Nickels

GOWANDA, N. Y., July 3.—For one week, starting July 11, wooden nickels will be accepted for toll payments to cross the wooden bridge spanning Cattaraugus Creek. The village is distributing the coins as souvenirs of the 100th anniversary of its incorporation.

eral attempts in recent years.

In letters to the operators sent out by Irv Sandler, Rock-Ola distributor, in behalf of the sponsors, notifying them of the meeting, it is pointed out

that "unless something is done right away a number of operators are going to go broke."

"We are all well acquainted with the reasons for this state of affairs. The operators' costs keep going up and he is still getting the same nickel for the services he renders," the letters state.

Wurlitzer 100 Wall Boxes	\$ 5.00
Wurlitzer 120 Wall Boxes	10.00
Wurlitzer 304 Stoppers	10.00
Wurlitzer 145 Stoppers	17.50
Wurlitzer 130 Adaptors	15.00
Wurlitzer 300 Adaptors	15.00

All equipment in good working order.
Terms: 1/3 Deposit, Balance C. O. D.
Also want good, experienced Pin Ball Mechanic.

MUSIC SERVICE CO.
2860 Southwest Blvd. Kansas City 8, Mo.

so simple! so profitable!

Just "pick up the phone" and make a record!

Everybody likes to make records—and COIN RECORDIO makes records so easily! The microphone looks and works like a telephone. The customer talks or sings into the mouth-piece—and then hears the completed record played back through the same "phone" in privacy, or if desired, through a self-contained speaker



COIN RECORDIO

T.M. REG. U.S. PAT. OFF.

by WILCOX-GAY



SELF-OPERATING

Makes "talking letters" at the drop of a coin!

COIN RECORDIO requires no attendant. Inserting a quarter makes a record, plays it back, and delivers it—all automatically. Easy-to-follow recording instructions light up in proper sequence. Compact (only 29 1/2" high, 21 1/4" wide, 28 3/8" deep without base) COIN RECORDIO takes little space, but makes BIG profits.

MAKES MONEY IN ALL LOCATIONS

COIN RECORDIO fiber discs are lightweight, ideal for mailing or souvenirs. COIN RECORDIO is good for ALL locations. Here are just a few:

- TAVERNS • STORES • DANCE HALLS • DEPOTS • AIRPORTS
- THEATERS • HOTELS • COIN ARCADES • TOURIST CAMPS

Install Now!

Get your locations set now for spring and summer business. Write or wire for full information on COIN RECORDIO—manufactured and guaranteed by the makers of world-famous RECORDIO, the recording radio-phonograph.

COIN RECORDIO

There's Profit in it! Write or wire...
WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

Operators Sing Video Blues; It Hits Hard When It Bows

(Continued from page 100)

proportions here. Even aside from special events, which with the Republican party convention and the heavyweight championship fight reduced juke box takes to a new low last week, the general run of baseball telecasts and the ever-increasing improvement of normal programs are claiming a sizable portion of consumer interest. Altho the number of homes in which private sets have been installed is on the increase, the number is still insufficient to affect the public location picture.

The incontrovertible fact that operators have had to face is that the potential time during which their juke boxes can be productive is steadily being reduced as tele programming is extended. And, as they look to the immediate future, they see little hope that the trend will be reversed. Those operators who are keeping well on the black side of the ledger today are paring costs and stepping up their operating efficiency all along the line.

Joe Nezi, manager of the Noonan Amusement Company, states that competition from television is a more important factor in his company's operation this year than last year. While he hasn't noticed that the

novelty of tele has appreciably fallen off in those locations which have had sets a year or more, he has been faced with the disquieting fact that more of his spots are adding television sets.

Ninety-five per cent of his locations, or practically all but several quality restaurant establishments, now offer their customers free television. This figure represents a 50 per cent increase over those offering free television last year. He has attempted to keep up his take by signing agreements for front money with location owners, but has succeeded only in about 10 per cent of his stops.

"You can't beat the sight and sound appeal of television," observed Nezi. "It's an important entertainment medium and, if it is offered free, many people will prefer it to a juke box which offers just music, for which they have to pay."

Joe Hahnan, of Gordon Amusement Company, also has noted an increase in the number of his locations which now have free television. This year two-thirds of his stops have tele, whereas less than one-half had it a year ago.

But Hahnan notes the beginning of a trend showing a falling interest

Mystery Pays Off

ROCKFORD, Ill., July 3.—Ralph Gable, record buyer for the Bill Morris Music Company, music machine operators here, has developed a mystery gimmick that has proven an excellent play booster on the firm's equipment. Idea is to select a new artist or new song as soon as it is released, have special red title strips made which announce only that the selection is the current mystery record, and insert the records in the machines.

With the patrons' curiosity aroused, the unnamed disk gets a healthy play, and builds up to hit proportions in the spot. Then the tune is taken from the box, held out for two weeks, and returned under a conventional title strip. Most of the patrons, after hearing it played under its correct title, recognize the disk, and it gets a second heavy play from the customers.

Gable says the secret of a successful mystery disk gimmick such as this is in picking the right records. He relies heavily on *The Billboard's Record Possibilities*, and selects only standards and pops, usually passing up the novelty tunes unless a real sleeper appears.

all the attention. There may, however, be a little pin-game action during the ball game broadcast. Television, I think, will just repeat radio's commercial competition to juke box plays."

There are no local television stations operating as yet, but telecasts are picked up from New York and Boston stations. However, there are three applicants for the city's existing two channels. In the past, however, the Federal Communications Commission has continually pushed back the dates of television hearings for Hartford. An August hearing is now slated for the applications of Travelers' Broadcasting Service Corporation, The Hartford Times, Inc., and the Connecticut Broadcasting Company.

In the meantime, juke box operators in the Hartford territory are awaiting the effect of full-time television competition on juke box play.

Boston Headache

BOSTON — With television the biggest thing here since the famous old tea party, and with tavern owners, video's most enthusiastic supporters, juke box operators are "feelin' mighty low" as they see their units shoved into remote corners to make way for the new tele sets being installed daily in practically all locations.

Video broadcasts of baseball games are packing the customers in taverns, bars, cafes, restaurants and hotels and giving juke box operators the jitters here.

Resigned to a 40 per cent drop in business, juke operators feel their prediction was too optimistic. Before baseball broadcasts began, ops were not too dismayed with the initial start of tele over WBZ-TV, because station had only movies, more than a decade old, to transmit.

But the first broadcast of a game between the league-leading Boston Braves and the Chicago Cubs, the night of June 16, plunged the town into a dither, and found juke box operators holding their heads.

Restaurant and tavern owners reported their biggest Tuesday night since the war. Location owners said that on an ordinary Tuesday night business is slow. With video, they couldn't handle all the business they got.

Baseball Pulls

Situation has not abated since June 15. Crowds have thronged all locations showing baseball afternoons and nights, and the Tuesday night mourners (June 15), those who had not installed television, were pleading with distributors to rush their installations.

With this going on, Pioneer Music Company, Inc., took two-column ads in Boston papers to announce the first Boston showing of the new coin-operated Videograph, combination juke box and television set, on June 18 and 19. Juke ops thronged to see the set, a large wide-angle, direct-view, club model picture screen.

Ops opined that the combo was fine, but wished they had got on to it sooner. Practically all the best locations in Boston were set up for video weeks before first broadcasts began.

Location owners are definitely sold on video. Some of the comments: Hyman Schloss, Knickerbocker Bar and Grill, Stuart Street: "I debated whether to put in three small screens or one big one. I decided on three installations. If we have a fight and a baseball game the same night, we can show both and make everybody happy." (Location op here was looking toward the future. At present, only one station, WBZ-TV, is telecasting, and set owners have to take what they get.)

Larry Maturi, manager, Moakley's Sportsman Cafe, Tremont Street: "Look at the crowd. We'd be dying on an ordinary Tuesday night."

Bars without television are relatively deserted whenever baseball is televised.

Ops were brightened by the unveil-

among tavern patrons in run-of-the-mill telecasts. "If a tavern shows a second-rate fight on its tele set or a baseball game between two mediocre teams, most patrons don't show much interest," says Hahnan. "Often in such a situation both the television set and the juke box will operate at the same time, without any beef from the viewers."

While not projecting this trend too much into the future, Hahnan observes that it may continue, at least until such time as tele broadcasts offer more diversity in appeal. But, he admits, the quality of the tele broadcasts are improving.

Coin-Operated Tele

When juke boxes suffer because of television, the take of coin-operated television jumps. With about 65 Videograph combination sets already on location in metropolitan New York, Lou Forman, firm president, reports about 10 new units being added each week. And he claims the average take of these machines, after commission, nets the operators about \$30 each. In contrast to juke boxes, each improvement in television programming adds to the potential take.

Forman's statement is backed up by Al Bloom, president of Speedway Products, who has a smaller number of his tele-juke operating in city locations.

Hartford Untouched

HARTFORD — What's television effect on juke box play? As yet, there's been no great effect on juke box play in the Connecticut territory from television, according to Ralph Colucci, who is owner of State Music Distributing Company here. He said that a recently organized corporation which moved into the Hartford area set on distributing television sets to bars and grills has gone out of business after a short stay locally. He added that the television sets were priced high, with not enough profit in the deal for the bars, grills, etc.

Radio Repeated

As for changes in juke box play—resulting from big-time television set business in the Connecticut area—Colucci declares that television will, more or less, repeat the competition of radio versus juke boxes. "In bars and grills, for example," he says, "in the afternoons of ball games, there is very little juke box play, with the radio (broadcasting a game) taking



BIG MONEY

FOR OPERATORS OF
Rod's Columbia
COIN OPERATED RADIOS

Choice of 2 Sizes and Styles.
Specially Engineered for

- HOTELS ● HOSPITALS
- MOTELS ● RESTAURANTS
- 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.

505 N. LA SALLE ST., CHICAGO 10, ILL. MICHIGAN 3474



A Good Point . . . Better

Juke Box Performance

with **MIRACLE POINT NEEDLES**

The MIRACLE POINT Needle performs better with its round precious metal tip. Your records last longer, play more often between needle changes, give the clear, true tones that mean pleasant listening. These advantages add up to greater enjoyment for your patrons, reduced costs for you.

30¢ each, lots of 1 to 12

Make it a point to buy MIRACLE POINT

M. A. Gerett Corp.

722 - 724 WEST WINNEBAGO STREET
MILWAUKEE 5, WISCONSIN



(1) **NATIONALLY PREFERRED PRODUCT**

(2) **DIRECT TO OPS SALES PLAN**

ONLY PACKARD GIVES YOU BOTH!

Write Today For Confidential Price List For Operators

PACKARD MANUFACTURING CORP.

Indianapolis 7, Ind., U. S. A.

THE "Manhattan" BY PACKARD

of Videograph, coin-operated juke-tele combo, by Al Dollins, Pioneer Music Company prexy, who has made sole New England distributor for the combo, at Copley Hotel June 16-19.

More than 500 ops and location owners were enthusiastic over possibilities of the combo and said it might be the answer to their problems.

Dollins said he had 10 combos on location: 7 in Boston, 2 in Worcester and 1 in Plymouth. Tests on these machines showed takes of \$25 to \$35 a week just on ball games, he said. Ops at the show admitted they were hard hit by tele's initial impact with the average take dropping \$6 or \$7 a week at the best locations.

New Station

WBZ-TV was the first station to broadcast video. WNAC-TV will be the air officially around August 1. Linus Travers, general manager of the Yankee Network, has said, so it has been seen recently via programs.

However, WNAC-TV plans to start transmitting the transmission of ball games this week with WBZ-TV.

Entrance of WNAC-TV will cause WBZ-TV to revise schedules, since only one station can be tied into a radio-wave relay from New York at a time. Both stations share pooled spots of the Republican convention week. With WNAC-TV's television antenna in place and transmitter connected, the station will continue its series of test transmissions, without announcement, for the next few weeks.

Anti-Tele

While baseball television continues to score heavily, with bar and tavern owners hitting a new high and location owners, not yet set up for tele, looking for installations, some of the intimate spots are going on record against video.

These intimate spots, cocktail lounges with soft lights and muted music, contend that their customers come to talk, hold hands and relax and that tele is "jarring."

While other locations are falling over themselves with signs reading "Baseball Television," "Immediate Seating for Television," etc., the intimate spot owners say they will have a heavy job on the other end of the ticket with announcements and signs saying: "No Television."

The intimate spots are few and the other locations are many, but juke box operators are in the middle, either way.

Buffalo Hurt

BUFFALO—Ever since its inception here via WBEN-TV, Buffalo television has hurt juke box business considerably, according to coinmen. Television arrived with a veritable barrage of ballyhoo, especially since the Buffalo Evening News owns the station and plugged it for all it was worth. Preceding the tele opening there much publicity was given to the development for several months, and operators found their locations wondering and worrying whether or not they should go in for it or not.

Generally speaking, operators followed different schools of thought: some hopped on the bandwagon and started selling television units themselves to their locations where it was desired. Other ops discouraged their locations from installing sets with the argument that tele was only "in

diapers" as yet, and in another 12-18 months would be greatly improved, making current sets obsolete. Some ops just sat back and waited to see what would happen.

Little Sports

After an auspicious start, WBEN-TV is now only televising softball games, harness races and midget auto races, plus a handful of original programs and much canned stuff. It no longer has the rights for showing wrestling matches and boxing events, and never did get the rights to the Buffalo Bison games. The latter three sporting interests felt that tele would cut into their receipts at the box office too much.

Despite the comparative scarcity of first-rate attractions, television in taverns and other juke box locations is cutting into the take. Bernie Blacher, music operator, stated: "Each hour the juke box is shut off in favor of a television show we lose about \$1 per location, mainly because the shows come on at evening hours when the spot would get good patronage and the juke box would go steadily were no other entertainment available. Multiplied by many locations, and several evening hours, the cutback is the difference between making a little profit or practically none."

"Business of juke box ops has fallen off anyway, generally, and now with hot weather here may drop still further until after Labor Day, television notwithstanding."

Buffalo Sets

From figures recently given out by WBEN-TV, it is reported by Buffalo Niagara Electric Company that as of May 30 (only two weeks after tele opening here) there were more than 3,000 sets operating. Residential installations totaled 1,371, while commercial ran 833, and sets on display in dealers' stores 856. It is safe to estimate that many more sets were sold in the past three weeks, and will continue to be installed quite steadily thru the end of this year. A trend toward more home sets is seen, but coin ops don't think it will keep many patrons from taverns. Tavern trade does not frequent public spots because of television; it is merely an added attraction. On the other hand, well-known ops don't feel that an increase in juke box takes is to be expected from tele in taverns after visual programs are over. Patrons may play the box, but they aren't going to make up for lost time.

Harry Winfield has television in about 50 per cent of his spots, and believes that quite a few ops are in the same boat. According to Winfield "It hurts wherever it is installed and cuts into juke-box receipts substantially. While it is a top novelty attraction right now, it will continue to build interest as more programs become available and network shows start. The next 10 years will see tremendous development of television, just as in early radio, and I am afraid juke boxes have seen their prime. Receipts are cut regularly at the best spots and during the best hours."

Charles Broderick, Empire Vending Company, reports television only in 10 per cent of his firm's locations, having urged owners to hold off. He says that receipts are off about 10 per cent in the locations where tele is operating. Meanwhile, he feels part of the slump should also be blamed on the seasonal summer drop in city spots, while the exodus to resorts is in effect.

There have been no reports locally of coin-operated television, since it was tried unsuccessfully last winter. Statler Hotel is currently installing several tele sets in private dining rooms and parlor suites, about a dozen sets in all, and already has sets in a lounge bar and the veranda of the lobby, according to Manager Theodore Krueger. Stuyvesant Hotel is reported to also have some television in dining rooms.

The Only



40 Selection Wall Box!

AMI Incorporated

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Where else can you be sure of picking a beauty winner in a guaranteed used photograph at such low bargain prices? Every Shaffer cabinet is completely refinished to sparkle like new. Plastics, glass, etc., are replaced if damaged. If the original walnut finish is badly marred the

cabinet is sanded down and given a new stipple or marble-glo lacquer finish. This is just one of 6 complete series of reconditioned steps which make Shaffer guaranteed rebuilt phonographs the best buys at any price. Yet—look at these record low prices.

★ ★ PHONOGRAPHS ★ ★

Seeburg 147-M	\$625.00	Seeburg Hideaway	\$124.50
Seeburg 146-M	515.00	Seeburg Regal	119.50
Seeburg 146-W	500.00	Seeburg Casino	109.50
Seeburg 146-S	490.00	Seeburg Royal	99.50
Seeburg H-146M Hideaway	349.50	Rock-Ola 1422	324.50
Seeburg 9800—R. C. Lotone	249.50	Rock-Ola Super '40	149.50
Seeburg 8800—R. C. Lotone	249.50	Rock-Ola '39 Standard	109.50
Seeburg 9800—E. S. Lotone	224.50	Rock-Ola Monarch	59.50
Seeburg 8200—R. C. Hitone	249.50	Wurlitzer 1015	375.00
Seeburg 8200—E. S. Hitone	224.50	Wurlitzer 850	199.50
Seeburg Commander—R. C.	199.50	Wurlitzer 950	199.50
Seeburg Maestro—R. C.	179.50	Wurlitzer 600	99.50
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

SPECIAL!

MODEL 1426 ROCK-OLA PHONOGRAPHS

Which are the 1947 Models @ \$495.00 Each. 1/2 Deposit, Balance C. O. D.

Perfect condition, beautiful appearance and equipped with new accumulator assembly just like the 1948 Models.

Modern Distributing Co.

1810 Welton Denver 2, Colo.

Record Reviews

(Continued from page 31)

RATINGS (100 Point Maximum)
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
 40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
 OVER-ALL
 DISK JOCKEY
 DEALER
 OPERATOR

ARTIST
TUNES
LABEL AND NO.
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ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR							
ANNE AND DON VINCENT (Michael Chimes Harmonicas) (Dana 2018)	<i>Cuckoo Waltz</i>		Smart clefting features wuckoo effects and ticking of clock in back of close harmony by Ann and Don.	83	83	82	84
	<i>Holiday Polka</i>		Rousing polka job, with lively chirping and instrumental backing highlighted by effective triple-tongue trumpet blowing.	78	77	79	79
SNOOKY LANSON (Mercury 5156)	<i>Where the Apple Blossoms Fall</i>		Side and flip represent a double-header try to latch on to some of the corn these sleeper hits have been copping. Good enough performance, but late.	78	78	78	78
	<i>You Darlin'</i>		See above.	75	75	75	75
MARTHA TILTON (Dean Elliott Ork) (Capitol 15129)	<i>Blow, Gabriel, Blow</i>		Cole Porter tune from "Anything Goes" done in quasi-spiritual shout style. Martha could have put more vigor into it.	73	74	74	72
	<i>Ready, Set, Go!</i>		Routine pop, routine whirring.	70	72	70	68
GORDON MacRAE (Carlyle Hall Ork) (Capitol 15128)	<i>I Went Down to Virginia</i>		MacRae's warm baritone pipes do handsomely by this much-recorded tune.	79	81	78	78
	<i>Hankerin'</i>		Western-flavored movie tune from "Two Guys From Texas" receives an easy-riding, relaxed MacRae vocal.	82	83	83	81
MARY KAYE TRIO (Apollo 1115)	<i>The Little Fish That Never Learned To Swim</i>		Nonsense novelty in the tradition of "Three Little Fishes."	69	70	68	68
	<i>You're Asking Too Much of Me</i>		So-so ballad chirped by thrush and vocal group.	65	67	67	64
BILL CLEMENT ORK (Bill Clement) (Orpheus 262)	<i>The Touch of Your Lips</i>		Pretty oldie clefted by Ray Noble handled well by the Clement crew and the orkster's bary pipes.	67	68	66	66
	<i>Rosie O'Toole</i>		Clement sweetly styles the pert Irish ballad over able band backing.	69	69	69	69
BEN LIGHT (The Tempo Quartette) (Tempo TR-602)	<i>Tumbling Tumbleweeds</i>		Dramatic intro to feathery, flying finger 88 technique of Light on oldie, aided by organ and rhythm group.	72	73	70	74
	<i>Wagon Wheels</i>		Shouting to mule, whip lash and brook sound serves to set scene for restrained Light piano on another Western ditty.	72	73	70	74

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR							
JACK EMERSON (Chet Howard Ork and Trio) (Metrotone M-2018)	<i>Hair of Gold</i>		Rhythmic hit with full-ork uptempo bass-beat prominent. Lyric simple if sappy. Should sell.	85	87	80	89
	<i>The Moonrise Song</i>		Strong voiced crooner on weak song and inferior recording.	40	45	40	35
THE THREE SUNS (Victor 20-2905)	<i>If I'm Elected</i> (Male Quartet-Artie Dunn)		Schmaltsy patter features group piping. Usual tasty Three Suns instrumental work.	72	72	70	74
	<i>Lady of Spain</i>		South of the border rhythm employed by Suns to render standard, in smooth flowing fashion.	71	74	68	70
HERB JEFFRIES (Buddy Baker Ork) (Exclusive 44-X)	<i>Beyond the Stars</i>		Pretty ballad which keyed a Buddy Baker album here is treated to some new and saccharine lyrics; Jeffries sings okay here.	73	80	70	70
	<i>A Woman Is a Worrisome Thing</i>		Unusual side; instrumental backing made up of smartly scored trombones (8) and rhythm; tune is Jeffries' own and is good enough.	77	82	76	74
SHEP FIELDS (Musicraft 581)	<i>Where Flamingoes Fly</i>		Bob Johnstone's warbling enhances a pretty new ballad; backing is some neatly clefted rippling rhythm.	75	77	74	73
	<i>Mist on the Moon</i>		Pretty original by Fred Noble and Fields which is well clefted, well performed and waxed.	75	80	75	70
BRUCE HAYES (De Luxe 1178)	<i>You Call Everybody Darlin'</i>		Tune's shuffling up there; version's a good copy of the "first" . . . so-called dub-in bad for vocal balance against ork. Hayes tries, tho.	83	84	78	85
	<i>Lonesome for Someone</i>		Credible effort marred by fuzzy recording . . . more dub-in?	68	65	60	75
JACK CURTIS (Clarence Fuhrman KYW-NBC Ork) (Strand 5-1002)	<i>Red Sails in the Sunset</i>		Sweet voice on Curtis. Backing pales on "Sails."	55	60	50	55
	<i>Let Me Call You Sweetheart</i>		Overlushed backing for legit tonsiling of the standard. Record "highs" a misery. Need for this item moot.	47	50	50	40
HY-LO TRIO (Crystal-Tone 501)	<i>If I Live To Be a Hundred</i>		Restrained solo piping here over accordian featured combo work.	66	71	62	66
	<i>Waco Bill</i>		Able unison trio vocal of fair comedy ditty with a Western flavor. Guys patter misses fire.	59	60	55	62

RATINGS (100 Point Maximum)
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
 40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
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RATINGS
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ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR							
GEORGE OLSEN ORK (Primrose U-985)	<i>I Found a Rose</i>		Both sides here represent part of unreleased masters cut by orkster for Majestic label. Ballad is rendered soft and slow by vocal trio backed by sugary orking.	66	67	65	65
	<i>I'm Headin' for a Shotgun Weddin'</i>		Norman gal romps thru pert novelty donning nasal twang. Ork supplies suitable corny aid.	70	70	70	70
RACE							
JOHNNY MOORE'S THREE BLAZERS (Charles Brown-Oscar Moore) (Exclusive 40-X)	<i>Jilted Blues</i>		Material is considerably heightened by the unusual piping of Charles Brown; fine musical backing too.	76	78	73	76
	<i>Any Old Place With Me</i>		Even more so do Brown's efforts score on this side.	77	76	77	78
BROWNIE MCGHEE (Disc 879)	<i>Telegram Blues</i>		Backroom blues done well.	64	65	64	62
	<i>Good Boy</i>		Same comment except the material's a bit weaker.	62	62	62	62
DINAH WASHINGTON (Mercury 1824)	<i>In the Rain</i>		Dinah does a simple pop tune backed by vocal quartet and ork, fails to get her usual zest into it.	70	69	69	73
	<i>Tell Me So</i>		Side has straightforward feeling and intensity.	74	74	72	77
MURIEL ADAMS (Laurence "88" Keyes Quartet) (Apollo 1114)	<i>Crazy About That Man</i>		Smooth, gliding, note-bending, race chirping by Muriel with blue backing by rhythm combo. Unfortunately, fuzzy recording detracts.	73	73	72	75
	<i>Awaiting My Time With You</i>		Side doesn't have smooth attraction of reverse.	65	64	64	68
JACK McVEA ORK (Exclusive 42X)	<i>Walkin' and Talkin'</i>		Boogie woogie blues riffer with short vocal passage. Tenor sax and piano stand out.	74	73	73	75
	<i>The Walls Came Tumblin' Down</i>		Soulful blues about in slow tempo. Clean ork backing featuring crying trumpet.	78	77	76	80
ANDREW TIBBS (Tom Archia All Stars) (Aristocrat 1160)	<i>Married Man's Blues</i>		Orking smartly clefted and played, but bad balance smothers the blues vocal.	63	61	63	65
	<i>I Feel Like Crying</i>		Compelling blues warbling with unusual ululating, drawn-out phrasing.	75	74	76	76

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
RACE							
JOE LIGGINS AND HIS HONEYDRIPPERS (Exclusive 41X)	<i>Sweet and Lovely</i>		All-instrumental version of oldie highlighted by James Jackson's slow, pretty tenor solo.	80	79	78	73
	<i>Roll 'Em</i>		Not the old Mary Lou Williams "Roll 'Em," but an original b. w. clefted by Liggins. Joe's 88-ing and more of Jackson's tenor cop get-off honors.	77	77	75	78
MUDDY WATERS (Aristocrat 1305)	<i>I Feel Like Going Home</i>		Poor recording distorts vocal and steel guitar backing.	52	50	53	53
	<i>I Can't Be Satisfied</i>		Same complaint as flip; side a shade more distinct.	54	52	55	57
THE BLUES BOYS (Jelly Belly-Guitar Slim) (Tru-Blue 101)	<i>Snowin' an' Rainin' Blues</i>		Blues duet vocal, guitar backed, doesn't generate much steam.	58	55	57	63
	<i>Smilin' Blues</i>		Similar to flip, nothing happens.	55	53	53	60
CLYDE BERNHARDT (Tru-Blue 119)	<i>Let's Have a Ball This Morning</i>		Up-tempo blues shout heartily sung and backed with a rocking small combo. Extra-fine tenor sax romps all the way.	79	78	76	82
	<i>I'm Crazy 'Bout the Boogie</i>		Familiar blues - pattern boogie woogie with routine lyrics penned in.	64	62	62	68
THE BLUES BOYS (Guitar Slim-Jelly Belly) (Tru-Blue 102)	<i>Keep Straight Blues</i>		More duet blues warbling, this time concerning the troubled state of the world.	63	61	61	67
	<i>Ungrateful Woman Blues</i>		Ordinary woman-trouble blues.	58	54	57	63
FOLK							
TEXAS JIM LEWIS AND HIS LONE STAR COWBOYS (Decca 46130)	<i>No One Will Ever Know</i>		Routine folk cry-ballad, warbling and backing so-so.	62	62	60	64
	<i>One Little Tear Drop Too Late</i>		Slide has more animation and better material than flip.	67	67	65	68
SPADE COOLEY ORK (Columbia 20431)	<i>Hide Your Face</i>		Tex delivers an only fair vocal with the usual rhythmic backing of the Cooley ork. A re-issue.	73	71	73	75
	<i>Yodeling Polka</i>		Also a re-issue, rollicking polka instrumental has already been enjoying a moderate success.	71	70	73	72

(Continued on page 110)

Operators Suggest Plan To Hypothesize Income of Music Machines

Continued from page 100) price of play as before the inset in.

"I hope enough operators can gather and force the manufacturers themselves to distribute and give the operator some money."

Indiana Report

Sam F. Gnix Jr., Urbana, Ill., has concrete points to set forth for operators.

"I believe the solution to the question 'Can the operator increase his take today?' will be found in the following suggestions:

1. Proper upkeep and continuing maintenance on all equipment—phonograph, games, even trucks and jukeboxes.

2. Careful selection of play by discerning choice of records. In other words, selection of music.

3. Always for the public good—good public relations and avoidance of unfavorable publicity.

4. Make your equipment an asset to your location, not a sore eye. The answer, it seems to me, lies in the operator himself."

Gender Sex

Emily McGough, owner of the Columbia Music Company in Pittsburg, Mo., is an alert operator who has steps to hypothesize the play on her jukeboxes.

"I certainly do feel the six-for-a-quarter play is the answer. We have good music, and since we give six for a quarter—the people are really playing more. We do not play the classics, as we feel the people who want them (classics) are too glad to pay for them.

"I really marvel at the way our customers respond when we say 'Oh, we give you six-for-a-quarter.' That—and I say this firmly, is the answer."

Supply

G. Stanford is one operator who has seen the price of music machines come down before too long. "Water flows under the bridge," he says. "The 5-cent play and six-for-a-quarter seems to be the best bet, for it's not going to be very long before the price on jukeboxes takes a big drop because of over-supply," he said. "We can afford to be choosy now because there are many makes of jukeboxes on the market today."

Dime Play

"Twelve years ago I tried a machine on one play for a dime," recalled John Whupp, who operates a jukebox out of Washington. The spot where the experiment was attempted was a semi-exclusive beach location. The spot grossed on an average of \$40 a week. The next season I persuaded the location to try 5-cent play for two weeks. The take jumped to \$40 and (a week).

"I think the solution is six-for-a-quarter as the nickel or dime player put in a quarter for the bargain."

Ball Bros. Say

"Speaking frankly, and to the point, Ball Bros. had the following to say about the current economic position of the music machine operator: 'Everybody comes along with a new idea and naturally dime play on jukeboxes is not the answer to the operators' problem today.

"Now the idea of six-for-a-quarter is up and we would say that if a reliable operator was out operating a jukebox at six-plays-for-a-quarter, the answer would be 'no.'

"The only solution we can see is for the manufacturer to fill in line and put a reasonably priced machine

on the market. If the operators will cease paying 45 cents to 65 cents for records that they cannot possibly use, the record outlets could not survive, and therefore we could get a good assortment of records at a nominal cost.

"Of course, the operator's price of equipment is too high, but we say 'quit buying high priced equipment.' The (average) operator, however, says if we don't buy the high priced equipment, the competition will. Sooner or later the buyer of the high-priced equipment will go broke and will be trying to find a buyer for his route.

"So the only solution we can see is to force the various industries involved to reduce (their products) to the lowest possible prices."

Collection Slip

R. E. Holm, of the Music Service Company, Great Falls, Mont., has his own ideas as to the solution of the problem. He says: "After careful consideration of the various solutions offered us, we favor the business-like collection slip showing record costs and depreciation as carefully priced charges against the machine. Most operators take the \$10 federal tax out and the split the balance and I think this program will offer the most practical solution. Consumer resentment against high prices eliminates all other (solutions), at least in this area."

Short and Sweet

Claude E. Dukete, Owensboro, Ky., is a man of few words when it comes to finding a solution to the low income on music machines.

"Here's what the operator needs," says Dukete.

"1. A thinning out (presumably of equipment and unprofitable locations).

"2. A \$450 machine.

"3. A 30-cent record.

"And," he concludes, "with these three things, we can get along with our present collections."

Texas Take

Bill Sheffield, who operates the Sheffield Music Company, Paducah, Tex., says the 5-cent play is here to stay. Bill's thoughts on the matter follow:

"The 5-cent play for music is here to stay. I believe the only way an operator can make any more money is for the manufacturer to cut the price of his machine so that we can pay for them out of what we collect

instead of using our capital.

"We pay twice as much for records now as we did before the war and they won't last a week on any old jukebox. The records should be made of better material. I don't believe music should sell for less than a nickel a number. You can use 10-cent play and three-for-a-quarter on some locations like dance spots."

3-Prong Program

Edward S. Wimley is another operator who has three basic thoughts on the present situation: (1) Discontinue 5-cent coin chute; (2) two plays for 10-cents, and (3) six-plays for a quarter.

"All music machine operators would appreciate more money in their cash boxes of their equipment," says Wimley, "and I personally cannot decide on any other important method than the three mentioned above."

Service Charge

"I think it is far too late for a 10-cent play for one record on a jukebox," says Max Downey, Downey Coin Machine Exchange, La Fayette, Ind.

"My idea is to take the first \$10 a week for service charge, then split 50-50 on the balance. Then, for example, if a spot grossed \$20 a week the operator would get \$15 and the location \$5. I think the operator on this basis could get his average up to \$15 a week for all of his jukeboxes.

"I even have Wurlitzer 600's set on the \$10 service charge and 50-50 split thereafter basis."

Sage Comments

S. L. Crawford, an operator in Miami, Ariz., speaks for himself on the situation. His comments are as follows:

"If the big shots with all the money think they can hog up the whole country because they are able to buy up a lot of flashy new machines and put a 10-cent slot on them, then sit back and get richer, they are crazy! But that is the situation thruout the country today.

"The mere thought of 10-cent play on a jukebox to make more money is the height of nonsense. It's like sticking one's feet out of the window and feeling for daylight.

"If an operator wants to increase his take he must forget the money mechanism and turn his attention to the pick-up arms and the records he puts on his machine. If he does a fair job of that, he can't cover nine counties (and try to get more). But he can make more money by storing half of those machines and servicing the other half well. See plenty of needles with a two-pound pressure plowing thru records that never were any good, on big routes, all because of the fact that the operator was try-

ing to cover too much territory. Such service will kill a location. For example, I bumped one recently that was taking in \$10 per week. My first week ran \$70, all as a result of good, clear music and because the machine was stocked with the type of songs that particular spot required.

"My system is to study each location for its individual type of music and see that it gets it. And just as financially important, see that the needle rides lightly, thereby increasing the profit on each record manifold. I use only crystal pick-ups, and when I buy records, I am guided by The Billboard, which I find to be 100 per cent correct in its high and low ratings on records.

"However, I do believe that a six-for-a-quarter slot would stimulate business. But even that would be of no help to those big fellows mentioned above. Good records and better service is my only solution to more profit from a music machine route.

"Changing the slot on a jukebox, in my estimation, would be akin to messing with the reels of a bell machine. The percentage was best fixed to start with, and I never had any luck fooling with them."

Anonymous Comments

From Bowmansville, N. Y., comes some interesting comments from an operator who prefers to remain anonymous. He says:

"The solution of the problem would be simple if all operators were seasoned business men and would operate as such. A national organization as a central clearing house for policy is also badly needed.

"Such a national organization should have a strong leader who would set forth a definite plan of operation for all operators of music machines. This plan should call for a definite return to the operator for each week's operation. The coin box would be opened and the operator would get his predetermined minimum—even if it took all the gross. If the take was good this would be by-passed by the operator in favor of a 50-50 split. If the play was only fair—the operator would get his minimum and the balance would be split on a predetermined percentage.

"Five-cent play should be continued unless the cost of living, wages, etc., goes into a higher spiral than at present. As long as a glass of beer sells for 10-cents, phonograph play should remain at a nickel. Music is a necessity to most restaurant and taverns. If the operator who has all the investment costs, should get all of the revenue from the jukebox, the restaurant or tavern would still be getting music for nothing. I'll gamble that any location now using a jukebox would make an arrangement with any good orchestra to play at the location free of charge to the proprietor and be happy to have the orchestra keep all the money received from tips.

"Why penalize the jukebox operator?"



ATTENDING FORMAL OPENING of the new San Francisco headquarters of the R. F. Jones Company, Seeburg distributor, were the following, left to right: C. N. McMurdie, general manager and secretary-treasurer of the distributing firm; Frank Ritchie, manager of the Salt Lake City branch; Joe Kamys, J. P. Seeburg, sales-engineer; J. P. Seeburg, R. F. Jones; D. H. Donahue, Seeburg district manager, and W. H. Erskine, manager of the Jones Company office in Denver. More than 500 operators attended the opening, coming from as far away as Los Angeles, Salt Lake City, and Boise, Idaho.

RECORDS! RECORDS! RECORDS!
FRESH OFF OUR JUKE BOXES

ONLY 10¢ EACH

(Packed 100 to a box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit with order, balance C. O. D. Can ship any size order same day received. Also new records, all labels—write for prices.

Write—Wire—Phone

THE MUSIC BOX
 292 MADISON MEMPHIS, TENN.
 Tel. 37-7701

WURLITZER 1015's

A-1 condition, \$450.00 each. One-third deposit, balance C. O. D.

Melodee Music Company
 701 North 20th Street Phoenix, Arizona

COINMEN YOU KNOW

Chicago:

Bally's new five-ball game, Carnival, will prove the hit of the summer season in the opinion of Herb Jones, firm vice-president. Firm is sure that the game will be sure-fire box office for operators. . . . Mike Spagnola, Automatic Phonograph Distributors executive, reports that AMI is now making bigger shipments of its long-awaited 40-selection wallbox. Mike had a good time last week explaining to his insurance agent just why Automatic carried a large policy yet had no machines on the floor. Mike's explanation was that "we sell new jukeboxes as fast as they come in."

United Manufacturing's new game is ready for unveiling. It features baseball action, has animation on playfield and backboard, marking another amusement innovation for Lyn Durant. Billy DeSelm, United sales manager, set aside a long week-end over the Fourth of July. He traditionally puts in six or more days at the plant and looks upon the big holiday as an opportunity to rest up.

Several leading manufacturing firms will begin observing group vacation schedules now that July is here. Most production line closings run for 5 to 10 work days. However, all have announced that they will be able to fulfill emergency orders for equipment and supplies.

Tom Schwartz, Topeka, Kan., operator, stopped in the Windy City on the way home from Washington. . . . Drink machine operators have been hard pressed to keep their venders supplied during the humid spell that has been rampant here for the past 10 days. Candy ops, however, say that the sticky weather has given them that funny feeling even tho they admit they expect a drop in returns when the weather becomes hot. . . . Ken Wilson and Howie Pretzel are continuing to do a fine job at Commodity Vendors. They also have the "Pop" Corn Sez of Chicago business.

Bill Miller, Pittman Distributing, Davenport, Ia., was an AMI Loop sales office caller Monday (28). Monty West, sales service engineer for AMI, was still in the South on business. . . . Chicago Coin's Spinball, the game with the bumper that spins at 2,400 r.p.m., has made operators happy (See CHICAGO on opposite page)

Detroit:

Andrew and David Ruen, who have been operating coin-operated pool tables for some time, have developed a new game of their own which they have placed in production. . . . Neil Holland, who figured as a top union leader in organization of the local juke box business before the war, has just been elected regional commander of the AMVETS. . . . The Pointe Vending Machine Company is being organized in the East Side suburb of Grosse Pointe, by Nobyn H. D'Haene Jr., Bernard L. Kilbride Jr., and Thomas J. Kilbride. . . . Mr. and Mrs. Reuben Ray, of the Ray Music Company, were in New York for the Louis-Walcott fight.

William J. Baker, of the Detroit Sheet Metal Works, is working on plans for pilot-model design in the vending field. . . . Joe Godell, juke box operator, who recently sold part of his route as the Elite Music Company to Joseph Gorzelany, is remodeling his music shop in Dearborn, where he now makes his headquarters. . . . William Lydon, of Lydon Industries, has discontinued manufacture of the coin-operated pool tables he was making and is now operating a number of them himself. . . . Robert P. Schmidt is going into the vending business with the formation of the Dispensit Company.

Indianapolis:

Sam Weinberger, head of the Southern Automatic Music Company, visited operators in the northern part of State during the week. . . . James Barley, local operator, on coin row buying new pinball equipment. . . . Joseph Robillard, of the Record Music Company and phonograph operator, has been appointed distributor for the All-American shoeshiner in Indianapolis and surrounding territory. . . . Indiana Automatic Sales Company, headed by Peter Stone, distributor for Rock-Ola phonographs, has added the Shuffleboard. Stone has been appointed distributor for Indiana. Firm is contemplating the opening of a branch office in Ft. Wayne, where a complete line of Rock-Ola phonographs and other coin-operated devices will be stocked, including the Shuffleboard.

Ray Lee, operator from Elwood, Ind., was a coin row visitor, buying parts. . . . R. E. Booth, Anderson, Ind., operator, buying speakers and wall boxes. . . . L. G. Fix, Boswell, Ind., operator, bought new equipment last week. . . . The Aireon phonograph salesroom has been closed here, and Wayne Trout, head of the Trout Music Distributing Company, 215 North Meridian Street, Greenwood, Ind., has been appointed Aireon distributor, replacing Dan Brennan. The new location is a temporary one and as soon as a suitable site can be secured in Indianapolis, the distribution center

Cleveland:

Lou and Nate Pearlman, owners of the L & N Music Company here, announce they have bought the Triangle Music Company, another local operation. According to Lou and Nate, they will absorb Triangle into L & N Music immediately. . . . Mr. and Mrs. Sydney Amder, of the Metric Music Company, have left for California for a four-week vacation.

Sanford Levine, Atlas Music Company, and vice-president of the Cleveland Phonograph Merchants' Association (CPMA), is another vacationer who has left for the West Coast. Sanford and his family left June 19 for California. They expect to return after the July 4 holiday.

Larry Adler, harmonica virtuoso, was entertained at a luncheon here recently which was tendered by the CPMA at the Hotel Hollenden. Adler was in town for a one-week engagement at the hotel. Representing the association at the luncheon were Jack Cohen, CPMA president, and Sanford Levine, who was already packed for his California trek. The luncheon was one of a series tendered by the association to visiting recording artists.

will return here, it was reported. . . . Peter Stone, Indiana Automatic Sales Company, spent several days in Northern Indiana visiting operators.

New York:

F. McKim Smith, president National Association of Automatic Machine Owners, is preparing a article on coin-operated amusement machines for the Post Exchange magazine. This publication is distributed to army post exchanges and ship stores throughout the country overseas. A recent issue of Post Exchange carried an article on vending machines by Robert Z. Greene, president of the Rowe Corporation.

Sam B. Goldsmith, Capitol Projection Corporation exec in charge of operations has just installed a battery of midget movies at La Guardia Airport. Since a survey by the New York State Board of Authority, which operates the airport, shows that about 40 per cent of visitors to the airport are children, Goldsmith expects the machines to get a good play.

Abel Kessler, of United States Vision (UST), reports that the Museum of Science and Industry in Radio City has a 68-foot UST projection unit in operation. . . . Harry of Brooklyn; David Erman, City, N. J., and Eugene J. T. West Orange, joined the New York Candy Club at last week's meeting of the organization in the Park Hotel.

Kirk Mahlgan, formerly with Melikian, Inc., has joined Eastern Engineering, Philadelphia manufacturer of the Kenro ice cream vender, as engineer. . . . Some 750 candy jobbers and salesmen, many with their wives and kids, boarded a Hudson River liner last week for the annual ride to Bear Mountain in a junket arranged by the Candy Square Inc., of New York.

Pokerino players at the 42d Playland will roll those balls in comfort this summer. The game is managed by Nat Choderker, is equipped with an air conditioning system installed. With extensive alterations required for the installation, the arcade has been closed to the public this week. . . . Jerry Sherman, head of recently dissolved Active Distributing Company, is retiring from business temporarily. He expects to return to Florida soon.

(See NEW YORK on page 107)

Twin Cities:

Jack Karter, president of M Coin Machine Corporation, St. Paul, is doing double duty on the distance phone these days. . . . Those who have been in the rooms for buying purposes were Seligman, Bill Davis and Lentsch, who were after music machines.

Percy Gulden, Englewood, N. J., was a coin row caller last week. . . . Manager Schaffer, Midwest Coin manager, reports. While Percy was giving some new Filbens the old over, his wife spent the afternoon shopping at some of the Twin Cities fine shops and department stores. Wally McFarland was in town, accompanied by his ace mechanic.

Among other prominent Nor operators who dropped into town week for a check on the latest equipment were Amos Miller and his Spooner, Wis.; Morrie Berger, I. Minn., and Roger Brustad and Kragstad, Tracy, Minn. Local distributors who called at distributor during the week included Earl Farland, Mercury Sales, Minneapolis; Waters and Goldberg, I. Minn.; Amusement, St. Paul; Al S. Minneapolis, and John Ringstrom, Dick Johnson, Midway Vending Amusement Company, St. Paul.

Turning Back the Clock

10 Years Ago This Week

July 2, 1938—James O'Neal, of West Coast Automatic Candy Company, is preparing to invade the theater market in Seattle with automatic candy machines. O'Neal is placing the venders in the lobbies of theaters in the Pacific Northwest. He was connected with the Seattle film industry until recently. His firm is a branch of the Sanitary Automatic Candy Corporation, New York. . . . Atlas Novelty Company, Chicago, is offering new Moto-Scoots to operators as the answer to reduced cost on collection and service calls. Machines are on display in the Atlas showrooms.

Blood Pressure Instrument Company, New York, is presenting a new coin machine that records your blood pressure. It's plugged as a "blood pressure self-service coin machine." . . . Jimmy Johnson, head of Western Equipment & Supply Company, Chicago, reports that two of their new games, Baby Track and Baseball, were leading sellers of the week preceding the Fourth of July. . . . Carl F. Hoelzel, United Amusement Company, Kansas City, reports that firm's used game department is chalking up sales 500 per cent in excess of those of a year ago.

Genco, Inc., Chicago, introduced a new counter game, Hoops, this week. Priced at \$29.50, game employs 1½-inch rubber balls, 7-ball play on a vertical play field. David Gensburg describes the game as 100 per cent mechanical and adds that it requires no manual operations or adjustments on the operator's part.

Tony Gasparro, of Western Novelty Company, London, has placed an order with D. Gottlieb & Company for 500 Daily Races Jr. games, Gottlieb officials reported this week. Daily Races Jr. is priced at \$24.50. . . . Roy Torr, Philadelphia, is offering new Universal peanut and gum machines for \$2.40. . . . Kansas City is the locale of some 150 of the new Popmatic popcorn venders, made by the Popmatic Manufacturing Company, St. Louis. Machines are set up in the entrances of drugstores, night clubs

15 Years Ago This Week

July 1, 1933—Harry Schneider, pin game operator, claims to have the top pin location in the world. He has six Airway games in the observatory on the top of the Empire State Building. He purchased them from Babe Kaufman, of the Irving Manufacturing & Vending Company. . . . A new jobbing firm to open in New York is the New York Vending Company. Firm is launching some new plans in the field, which include an exchange for operators whereby they may dispose of their old machines by placing them on display with the firm.

Bud Lieberman arrived on the West Coast this week to open a branch for Bally Manufacturing Company. Currently is making Irving Bromberg's offices his headquarters. . . . D. Gottlieb & Company's Pacific Coast office announced two new services this week. They are free servicing of operators' machines while he is out of the city for any length of time, and the presentation of between 15 and 20 locations a week to operators, only stipulation being that they spot a Gottlieb machine in each location.

Bargain day is the theme of the Ideal Novelty Company, St. Louis, advertising these days. It pegs used machine closeouts as follows: Bally counter games, \$5; Whippets, \$4; Whang-Poos, \$5; Steeplechases, \$3.50; Marble-Jax, \$45; Mills Puritans, \$6, and Cloverleaves, \$6. . . . American Automatics, New York, is advertising it will give a free vending machine (penny counter machine) with each purchase of five refills of Millard's Pepsin Peps. Venders are tagged at \$10 each; one given free with \$30 order for five refills.

and other public places. . . . Harry Stahl, who organized Stahl Specialty Company 18 months ago, is now among the largest music operators in Detroit. With the 30 new Capeharts he ordered this week, his operation will consist of 87 machines within the next few weeks. Stahl was formerly active in the pin game field.

Continued from opposite page)
 the country, Chicago Coin
 es Sam Wolberg and Sam
 g report. . . . Col. Rohland
 ho has large routes in Great
 and Glenview naval stations
 that his venders are doing an
 d business now that many of
 erves are coming back for
 o weeks of active duty. Col.
 ent 30 years in the army, but
 o specialize in navy locations.

at issue of Spinning Reels, Bell-
 Corporation, is now in the
 of coinmen. Edited by Grant
 the current issue is full of in-
 g tales about coinmen and the
 who make coin machines. . . .
 Matic continues to use the over-
 shift in an effort to keep up
 sell orders.

Blonder, Eagle Coin, reports
 firm is now in production on
 ment plastics for the 1015 Wur-
 New items are in solid trans-
 color and have the same color
 ation as the original plastic.
 ument plastics, Blonder says,
 used with or without bubbler
 Blonder claims that when ops
 use new replacement plastics
 ll agree that they have found
 wer for future plastic troubles.

30-minute color motion picture,
 by California experts for the
 Manufacturing Company, is
 being shown by the firm. In-
 d in the industrial picture is the
 City phonograph production
 . . . Fred Mann, Midwest regional
 er for Aircon, reports the firm's
 manual on the Coronet 400 is now
 e presses and being sent to dis-
 ors and operators. Fred further
 ts that Tom Kady, Grand Forks,
 who is president of the phono-
 operators' association in that
 and who also distributes for Air-
 has opened his new headquarters
 from the railroad station. He
 it's a real showplace.

Greenstein, head of Hy-G Music
 any, Minneapolis, flew down to
 go last Tuesday with his three-
 old niece. Hy, who opened his
 headquarters a few weeks ago,
 ed over here long enough to say
 at the Seeburg plant, and to call
 ottliebs before catching an eve-
 plane for home. . . . William W.
 president of the Filben Manu-
 facturing Company, flew to Califor-
 nia last Sunday (27) on company
 erness. He was due back in Chi-
 on the Fourth.

L. O'Neill, general manager of
 ation Buehler & Company's Vendo
 changer division, returned to his
 last week after an illness. O'Neill
 ew stationed at the Buehler South
 headquarters out Stony Island
 nue way. . . . Jimmy Johnson,
 Distributing, planned to Canton,
 Monday (28) on a business jaunt.

ndall Company's president, A.
 ick Alex, comes up with the sug-
 on that the drop-off period of
 y sales during July and August
 ood time to clean up routes. A
 going over of equipment and lo-
 ns will prove to be a wise move
 to the increased activity which
 about September 1. Time spent
 ating machines in more profit-
 spots, refurbishing units, and in
 al working up an all around

better operation thru improved serv-
 ice, pays off come the fall season,
 Garrick says.

Clayton Nemeroff, Monarch Coin Ma-
 chine Company, is cheerful these days
 as he signs out shipments for foreign
 shores; three last week, he says,
 with most of the overseas orders re-
 peaters. Clayton greeted his fresh-
 water admirals again this week, who
 came in to order arcade units for the
 C & B steamship line which plys the
 Great Lakes.

Nate Gottlieb reports that the firm's
 latest game, Ali Baba, is going over
 well. . . . Jimmy Martin, who is rapid-
 ly expanding his vending interests,
 will soon market a merchandise ven-
 der which he developed. Last week
 Jimmy was appointed distributor for
 the DuGrenier Candy Man.

Frank Mencuri, Exhibit Supply's ar-
 cade man, due back from a road trip
 soon. . . . Ed Hanson, formerly with
 Groetchen and later with a non-coin
 machine concern, is expected to re-
 enter the field soon, probably as a sup-
 plier of coin machine parts. . . . Fulton
 Moore is back in Chicago following a
 flying tour in his own plane of Texas
 and Oklahoma. Sam Stern is still in
 New York and Harry Williams is in
 Los Angeles. Moore reports continued
 full production on Yanks, the baseball
 five-ball game that was placed in pro-
 duction since April 19.

Hugh Burras and Art Puetz, of the
 Garfield Novelty, Columbus, O., were
 O. D. Jennings callers last week.
 Charley Schlicht, director of sales re-
 search for Jennings, has started an-
 other road trip. Sales Manager John
 Neise is starting a vacation, and J.
 Raymond Bacon, vice-president and
 general manager, is concluding one.
 . . . Dorothy Ellis, former editorial
 staffer for CMI, is on the staff of
 Nowadays magazine.

Dave Wallach, Marvel sales man-
 ager, returned from a two-week tour
 of Eastern cities. He carried a sample
 model of the firm's new game, Hit
 Parade, with him on the trip, which
 was made in his Packard. Wallach
 claims that the new Marvel was well
 received, particularly the quintuple
 bonus feature which permits the player
 to make up to 500,000 points on his
 bonus score collection.

A. A. Dubin is sales manager of the
 newly formed Artic Vend-o-Mat, Inc.,
 firm, which is currently in produc-
 tion on a new ice cream bar vender.
 Machine, called Artic Vend-o-Mat,
 features separate coin chutes and 108-
 bar capacity. . . . John Frantz, J. F.
 Frantz Manufacturing Company, says
 despite the recent fire in his build-
 ing, his production facilities are un-
 impaired. Plans for the Aristo-Coffee
 Vender are still perking, with produc-
 tion on the vacuum-type unit to com-
 mence when an agreement is reached
 with one of several parties interested.
 Frantz has a new spot welding gun
 that he intends to present to coinmen.

Jack Rosenfeld, J. Rosenfeld Com-
 pany, is spending some time in the
 Passavant Hospital here. . . . W. J.
 Tynan, advertising manager for Kalva
 Venders, Inc., says the tight steel situ-
 ation is responsible for the hold-off on
 production on the new bottle venders.
 When supplies are available, we'll
 roll, he promises.

Richard Groetchen, head of Groet-
 chen Tool & Manufacturing Company,
 is doing a top job filling the spot Ed
 Hanson, former vice-president, vac-
 ated, in addition to his multiple other
 duties. . . . Vince Angeleri, A A Swing
 Time Music Company, believes in us-
 ing modern methods to hypo juke
 play. In addition to his daily play
 re-chart for routemen, special play re-
 quest and payment receipt for loca-
 tions, Vince is now backing the new
 industry plug tune, Juke Box Jam-
 boree, with blanket placement on his
 machines. He feels the song's play-
 promoting lyrics should certainly help
 the juke operator.

Bally Manufacturing Company was
 the target for visitor Ben Becker,
 Ben Becker Sales Corporation, New
 York, last week. Ben came into town
 before the big July Fourth week-end
 to miss the short business week after
 the holiday. . . . Seymour Golden, coin
 machine service, reports he is being
 kept busy supplying operators with
 parts for rolldown games. A. Mc-
 Dermott, Dundee, Ill., and Felix Sate-
 ly, Urbana, Ill., were visitors during
 the past week.

At James H. Martin & Company,
 Jimmy has changed his mind about
 the Lincoln Continental convertible he
 picked up last week: he converted to
 a Buick convertible. Firm's George
 Solar is all anticipation for the big
 relaxation stretch in mid-July when he
 goes vacationing. He opines he'll
 hike off to some cool land-locked lake.

Murray Rosenthal, Coinex Corpora-
 tion, is enjoying time off with his
 family up Michigan way, Secretary
 Ida Brotman says. She will go to
 New York and then into Canada on
 her own two-weeker come July 10.
 One of firm's servicemen, Stanley
 Chase, is chasing fish in Northern
 Wisconsin. A Coinex caller last week
 was A. Bishop, Streator, Ill.

The prospects of a long holiday
 week-end coming up didn't stop Art
 Weinand, Rock-Ola's sales manager,
 from heading for the West Coast on
 a two-week business jaunt. Art left
 for California last week-end, and pre-
 liminary plans called for his absence
 from the Chicago scene for at least
 the next two weeks. Meanwhile, plans
 are going ahead for the two-week
 group vacation closing at Rock-Ola
 starting July 12. Skeleton sales, parts
 and executive staffs will be an hand
 during the closing to handle any
 emergencies that may arise thru the
 July 25 vacation period.

Buy **TRADIO-ETTE**
 And Be Sure!



WHEN you buy Tradio-ette you are
 buying America's No. 1 booth radio.
 Based on the experience of operators
 the country over, Tradio-ette is—dollar
 for dollar—the most profitable invest-
 ment in the coin radio business today.
 It's a favorite with patrons, too.

CHECK THESE FEATURES:

- Exclusive trouble-free timer
- Master volume control
- Adjustable tone control
- Easy-to-read slide rule dial
- Outside coin collection

Order Now for Immediate Delivery

WRITE DEPT. A-5

TRADIO, Inc. ASBURY PARK NEW JERSEY

WHILE THEY LAST

16 Holly Grip Scales @ . . .	\$12.50; 10 for \$100
48 Columbias, Clg. Reels @ . . .	52.50; 10 for 450
54 Liberty 1¢ Token Payout . . .	22.50; 10 for 200
24 ABT Challengers	27.50; 10 for 250

MONTCALM MUSIC CO.
 220 N. Marable St. Bastrop, Louisiana

REMEMBER
BALLY RESERVE



SEE Bally's NEW
CARNIVAL

FOR QUICK DELIVERY CALL
NORTHWEST COIN MACHINE SALES COMPANY
 3144 ELLIOTT AVENUE
 SEATTLE 1, WASHINGTON

BARGAIN
 LATE MODEL
#500 FORTUNE
WATLING SCALES
 In Original Crates
 SPECIAL \$169.50
 F. O. B. BILOXI
United Novelty Co., Inc.
 111 W. Division St.
 BILOXI, MISS.

Look To The GENERAL For LEADERSHIP

NEW!
5 BALLS
GOTTLIEB'S
ALI-BABA
BALLY'S CARNIVAL
WILLIAMS' YANKS
GENCO'S MERRY WIDOW
UNITED'S MAJOR LEAGUE
BASEBALL

NEW!
JENNINGS BELLS
5c-10c-25c-50c-\$1
STANDARD CHIEF
SUPER DELUXE LITE UP CHIEF
STANDARD CLUB CONSOLE
SUPER DELUXE CLUB CONSOLE
CHALLENGER TWIN HEAD
CONSOLE
5c/5c or 5c/25c
All above with regular or the
sensational new tic-tac-toe
reels.

RECONDITIONED 5 BALLS

AMBER	\$ 45.00	RANGER	\$ 89.50
BAFFLE CARD	45.00	ROCKET	59.50
CHICOIN BASEBALL	79.50	SEA ISLE	129.50
BERMUDA	149.50	SILVER STREAK	79.50
BIG HIT	39.50	SINGAPORE	139.50
DOUBLE BARREL	39.50	SMARTY	49.50
FAST BALL	49.50	SPELLBOUND	39.50
FIESTA	49.50	STAGE DOOR CANTEEN	39.50
FLAMINGO	89.50	STATE FAIR	49.50
HONEY	59.50	SUPERLINER	45.00
HUMPTY DUMPTY	149.50	SUPER SCORE	39.50
KILROY	49.50	TORNADO	59.50
LADY ROBIN HOOD	169.50	VANITIES	69.50
LUCKY STAR	89.50		
MAISIE	59.50		
MARJORIE	89.50		
MIDGET RACER	39.50		
MISS AMERICA	45.00		

Terms: 1/3 cash with
order, balance C. O. D.
Write for our monthly
bulletins.



GENERAL  *Vending Sales Corp.*
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.



"Nothing disturbs Elmer since he got that shipment of G-E lamps for his coin machines." Your worries will vanish too, for General Electric lamps mean fewer burnouts, more profits. Even if your supplier can't always fill your order, keep on asking! General Electric Co., Nela Park, Cleveland 12, Ohio.

G-E LAMPS
GENERAL ELECTRIC

No Waiting — New Games for Prompt Delivery

Gottlieb ALI BABA	Bally CARNIVAL	Mills SLOTS
Genco MARDI GRAS	Chicago SPINBALL	Williams YANKS

USED ONE BALL FREE PLAY — PERFECT CONDITION

Gold Cup	(Write)	Victory Special	\$190.00
Jockey Special	\$450.00	Daily Races	225.00
Exhibit FLIPPER KITS	\$3.95	Exhibit ANTI LIFT TILTS	\$2.75

We have a wide variety of good used games. Send for our list.

OLIVE NOVELTY CO.
2227 LUCAS AVE., ST. LOUIS 3, MO.
Phone: Franklin 3622

COINMEN YOU KNOW

New York:

(Continued from page 107)

Every so often Al Blendow, of Blendow & Meyers, picks up the phone in answer to a ring and has to say "no" to a query as to his availability for a session of baby sitting. Seems that Al's phone number is practically the same as that of the Baby Sitters' Institute. No information is at hand on how many times the institute has to refuse callers asking the price of arcade equipment.

Barney Sugarman, of Runyon Sales, spent several days on an up-State business trip. . . . Harry Berger, of West Side Distributors, has a number of bar-length shuffleboards in his showroom. . . . The Bakery, traditional lunch spot for avenue and visiting coinmen, closes for two weeks beginning Monday (5) to allow a mass vacation for its employees.

Sid Levine, attorney for the Automatic Music Operators' Association, left for a two-week vacation Thursday (1). Sid will do his relaxing at the new Concord Hotel in the Catskills. . . . Nash Gordon, office manager, was busy last week closing down the books of the Associated Amusement Machine Operators' Association. The org was a casualty of the current games situation. Nash hasn't decided what he will do next.

Frank Doyle, of the Berco Manufacturing Company, builders of the Hilco ice cream vender, was in town on biz last week. . . . Tradio officials were hosts to more than 500 school children

last week when the coin radio stalled a large screen television in the Asbury Park High School a free viewing of the Louis-Wa fight.

METAL TYPER DISC
FOR GROETCHEN TYPERS
\$7.00 PER 1,000
Manufactured from Precision Disc
Finest Quality Aluminum. Standard Thickness. Satin Finish.
TOP QUALITY ONLY—ONE LOW PRICE
SAMPLE ON REQUEST
MONEY BACK GUARANTEE
1/2 With Order, Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY
914 DIVERSEY - CHICAGO 14, ILL.

SALESMAN 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, Ill.

REMEMBER BALLY RESERVE?

SEE Bally's NEW CARNIVAL

FOR QUICK DELIVERY CALL
ATLAS NOVELTY COMPANY
2217 FIFTH AVENUE
PITTSBURGH, PENNSYLVANIA

Profit Gain Rted by Mills

(Continued from page 92)
of the entire financial
es that Mills is steadily
all its interests, and
ement, headed by A. E.
effecting operational
according to the report:
ormed that the savings
the first of the year
ral office and non-pro-
y personnel amounts to
\$1,400,000 on an an-
d that these savings are
the process of being aug-

closure in the May re-
with the company's im-
position. At the end of
totalled \$184,274.75. It
60,691.92 by the end of
also improved its work-
\$103,479 in May. Other
Mills's financial position in
was constantly being
cluded its reduction of
rrowings by \$651,476.53
t of the year. The re-
ssed that Mills is meet-
nt obligations promptly
cash discounts wherever

out a few weeks ago,
management plans to sell
Avenue plant in an
ng all its operations un-
in its Lake Street plant.
leted, this move is ex-
sult in increased opera-
mies. Recently an of-
0,000 was received for
a plant but was rejected
agement as insufficient.

SPECIAL!
ALL PURPOSE
RUBBER SERVICE KIT
\$5.00

every type of rubber used in
pin games.
THIS IS A GREAT BUY
ORDER TODAY
MACHINE SERVICE CO.
Fairfield Ave., Chicago 22, Ill.

BUY TODAY!
FOR OUR
LIST OF
OUTSTANDING
EQUIPMENT BUYS!

WYON SALES CO.
Runyon St., Newark 8, N. J.
Tel.: Bigelow 3-8777
10th Ave., New York 18, N. Y.
Tel.: Longacre 4-1880

Health Bowl Game Proposed by CMI

(Continued from page 92)
predicted that the game would raise
a record contribution for the cancer
fund. "It is not unlikely that the
game will attract a million-dollar
gate," he said.

To help promote the undertaking,
a special committee of civic, business
and educational leaders of Chicago is
now being formed, it was stated, and
is expected to be completed in the
next few months, at which time the
entire committee personnel will be
announced by Dave Gottlieb, CMI's
president. This committee will work
with the CMI headquarters and will
act as co-sponsors of the game.

Glassgold, who proposed the idea
of a Health Bowl game to the CMI
last fall, said the organization in-
tends to make the game an annual
event. He further stated that pub-
licity will be given the game by Wal-
ter Winchell, radio networks, news-
papers and other media.

All proceeds of the game, minus
expenses, will be turned over to the
American Cancer Society, and will be
allocated by that organization, with
the monies being paid out thru the
Damon Runyon cancer fund. A large
portion of the money will be earm-
arked for use by Chicago cancer
research institutions, while the bal-
ance will be distributed among re-
search groups thruout the country.

Greedy Locations Hurt St. Paul Ops

(Continued from page 92)
Gov. Luther W. Youngdahl, who
fathered drastic anti-gambling legis-
lation before the 1947 Legislature,
plans to seek a legal definition of
whether or not chip-paying machines
are gaming devices shortly. Attorney-
General J. A. A. Burnquist some
months ago held that chip-paying
machines are not gambling devices
if the tokens are used for free re-
plays. The Youngdahl law defines
as gaming machines those units pay-
ing off cash, or chips redeemable for
cash or merchandise.

Complaints against the 10 Minne-
apolis tavernmen were signed by
Ericson's agents after they allegedly
played the machines and redeemed
chips for cash or merchandise.

Termed "Trickery"
The blow-off, coming when Young-
dahl was out of the State, was tabbed
by Mayor Hubert Humphrey, of Min-
neapolis, as "political trickery,"
claiming that Ericson had not advised
Police Chief Glenn McLean of the
investigations until after they had
been completed. Ericson countered
with the claim he had a "standing in-
vitation" from McLean to investigate
Minneapolis anytime he so desired.

Precision Built Lightning Fast

ESSENTIAL AS YOUR
CASH REGISTER"
Service in over 10,000 locations.
MASTER CHANGER has proved it-
self under the severest conditions

- A real time-saver.
- Will not stick or jam.
- Soon pays for itself in accurate change.
- Finished in lustrous chrome.

Northwest Sales Co.
EXCLUSIVE NATIONAL DISTRIBUTOR
2144 Elgin Ave. Seattle 1, Washington



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Mercury Scale Names McNeil W. C. Distrib

DETROIT, July 3.—The E. C. McNeil Company, West Coast distributor of National vendors, has been named distributor for the same territory for the new Mercury athletic scale, according to C. L. Skidmore, sales manager of the Mercury Corporation.

Skidmore has just returned from a two-week trip thru the Southern and Eastern territories, calling on distributors.

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Scott Appointm't Cheers ASCAP

WASHINGTON, July 3.—Chances of the American Society of Composers, Authors and Publishers (ASCAP) to secure enactment of legislation ending the juke box copyright exemption are seen enhanced by the selection of Rep. Hugh Scott Jr. (R., Pa.) as Republican national committee chairman.

Scott, whose return to Congress seems certain, authored the bill carrying out ASCAP desires. The added prestige coming to Scott as a GOP brass hat is viewed as giving his bill a head start when reintroduced in the next congressional session. Scott is expected to have a role of increased influence on Capitol Hill in the event that Thomas E. Dewey is elected president.

Bill To Curb FTC Powers Passed Over In Adjournm't Rush

WASHINGTON, July 3.—A bill stripping the Federal Trade Commission (FTC) of many of its powers, including the right to issue cease and desist orders, was reported favorably to the House last week but lost out in the rush for adjournment. The measure, however, is considered certain to be revived next session.

The bill would transfer FTC's regulatory and judicial functions to U. S. District Courts and leave to the commission merely the power to initiate and prosecute its findings in the courts.

The House Interstate Commerce Committee approved the bill over the protests of FTC officials who said that it "would emasculate and destroy the effectiveness of the commission."

Record Reviews

(Continued from page 104)

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS				ARTIST TUNES LABEL AND NO. COMMENT
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR	
FOLK					
JACK GUTHRIE AND HIS OKLAHOMANS (Capitol Americana 40118) <i>Bow Down, Brother</i> Homesy theological didactics in honest h. b. guitar-fiddle setting. 71 73 69 72					CARSON ROBISON AND HIS PLEASANT VALLEY BOYS (MG M 10234) <i>Life Gits Tee-Jus Don't It?</i> Monologue recitation about the weariness and boredom of a tired rancher. Doesn't have the light touch this type of material needs. 67
JACK GUTHRIE AND HIS OKLAHOMANS (Capitol Americana 40118) <i>You're Gonna Be Sorry (Some of These Days)</i> Vocal hoedown harmonies relieve routine setting. 73 74 72 73					CARSON ROBISON AND HIS PLEASANT VALLEY BOYS (MG M 10234) <i>Wind in the Mountains</i> Melancholy dirge weakly piped. 41
PEE WEE KING AND HIS GOLDEN WEST COWBOYS (Victor 20-2841) <i>Juke Box Blues</i> (Redd Stewart) Rural - styled blues, rhythmically chanted and backed. 74 73 73 75					MILTON HINTON ORK (Staff 606) <i>If You Believed in Me</i> Some of Cab Calloway's longtime sidemen and a singer named Emile Jones do well enough here. 68
PEE WEE KING AND HIS GOLDEN WEST COWBOYS (Victor 20-2841) <i>Oh! Mo'nah</i> (Redd Stewart-Cowboys) Bouncy vocal and get-off instrumental work add up to a catchy version of the folk standard. 77 77 76 78					MILTON HINTON ORK (Staff 606) <i>If I Should Lose You</i> Hilton Jefferson, alto solo—sugar toned and pretty—leads into Jones' vocal; has caused some comment in race quarters already and deservedly should raise some more. 80
BILL BOYD AND HIS COWBOY RAMBLERS (Victor 20-2833) <i>American Patrol</i> Country - style swing treatment of the patriotic instrumental by capable string band. 70 70 68 72					TEDDY WILSON TRIO (Musicraft 580) <i>Whispering</i> Wilson with aid of bass and drums glides gracefully across the keyboard on the evergreen. 65
BILL BOYD AND HIS COWBOY RAMBLERS (Victor 20-2833) <i>Closed for Repairs</i> (Bill Boyd) Up-tempo rural torcher lightly swung with even but unsensational Boyd warbling. 74 73 73 75					TEDDY WILSON TRIO (Musicraft 580) <i>As Time Goes By</i> Kay Penton sings the oldie's lyrics plaintively and effectively with the delicate aid of the Wilson three. 70
JESSE ROGERS AND HIS "FORTY-NINERS" (Cowboy CR-601) <i>Mollie Darling</i> Ditty so-so, effort ditto. 33 38 30 32					RAY BAUDUC AND HIS BOBCATS (Capitol 15131) <i>When My Sugar Walks Down the Street</i> Remnants of the Bob Crosby Bobcats have themselves an old-fashioned two beat ball. 57
JESSE ROGERS AND HIS "FORTY-NINERS" (Cowboy CR-601) <i>That's What She Wrote</i> Rogers' nasal tones show to better advantage here, tho disk adds up as slight improvement over flip. 38 43 33 37					RAY BAUDUC AND HIS BOBCATS (Capitol 15131) <i>Li'l Liza Jane</i> Camp meetin' type of thing with Bauduc leading the way for ensemble vocals and some natty jazz solos. 70
BILL CALLAHAN AND HIS BLUE MOUNTAIN BOYS (Cowboy CR-701) <i>St. Louis Blues</i> Twangy, yodel vocal treatment of the standard falls to register. 40 42 37 42					HOT LIPS PAGE ORK (Columbia 30130) <i>Walkin' In a Daze</i> Page sings mediocre blues then blows a Louis-like trumpet chorus; fair tenor passage too. 69
BILL CALLAHAN AND HIS BLUE MOUNTAIN BOYS (Cowboy CR-701) <i>Limb From the Old Apple Tree</i> Poor comedy effort with new lyrics to the traditional "In the Shade of the Old Apple Tree." 18 18 15 20					HOT LIPS PAGE ORK (Columbia 30130) <i>La Danse</i> Good jazz instrumental with some fine Page muted plunger licks. 71
SLEEPY McDANIEL AND HIS RADIO PLAYBOYS (DC 8039) <i>Roadside Rag</i> Unexciting folk instrumental at fast moving tempo. 44 48 38 46					TOM ARCHIA ALL STARS (Aristocrat 605) <i>Slumber</i> Pretty fair tenor solo of an attractive melody. 63
SLEEPY McDANIEL AND HIS RADIO PLAYBOYS (DC 8039) <i>I Love Her Just the Same</i> After poor disk opening, Dapper Dan turns in okay vocal on hillbilly novelty. 53 56 50 54					TOM ARCHIA ALL STARS (Aristocrat 605) <i>Jam For Sam</i> Rather haphazard rendition of "One o'Clock Jump" under the above listed title. 58
EDDIE HAZELWOOD (Decca 46129) <i>Indiana Waltz</i> Folk waltz fave warbling smoothly over adequate backing. 73 76 70 72					LOUANNE HOGAN (Earle Haegen Ork) (Musicraft 570) <i>Look for the Silver Lining</i> So-so vocal of oldie from "Sally." 62
EDDIE HAZELWOOD (Decca 46129) <i>Texasiana Baby</i> Bouncy treatment of current hillbilly pop. Uninspired chanting by Hazelwood. 62 64 58 63					LOUANNE HOGAN (Earle Haegen Ork) (Musicraft 570) <i>Autumn in New York</i> Vernon Duke's fine, more attractively scored and sung than flip. 75

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RATINGS
OVER-ALL
DISK JOCKEY
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HOT JAZZ

PRIMES				
QUINTET (Disc 838)				
<i>Old Black Magic</i> ated r h u m b a ds into tempo de th like Quebec's d tenor featured.	71	71	70	72
<i>Oldly Blue</i> of a blues classio Note label) with guitar and Que- mor splitting solo	70	70	70	70
PHILADELPHIA ORK (Disc 28122)				
modern jazz back from an Record original; and, good solos; superb.	66	70	69	59
at arrangement of die made even resting by Harry jazz fluting.	69	73	70	65
PHILADELPHIA ORK (Disc U-66)				
by to the Stars live jazz, intri- scored. Johnny s featured trump- treat.	79	80	77	79
ger iginal, Kentonian ception and exe- but a little more ted and coherent tan's usual.	75	78	75	73
PHILADELPHIA ORK (Disc U-67)				
Town (by Davis) d Bernstein's pop resting, but vocal do it justice. recording hampers	68	68	68	67
triffer highlighted clean, biting brass Howell's trumpet s okay among so-	70	74	69	67
PEE WEE HUNT ORK (Disc 15105)				
h Street Rag rately-corned ver- of the old rag, us- all the stereotyped and cliché solo Punny job of g the Dixie groove. ody Else, Nat Me Wee Hunt)	77	77	73	80
rel comic tune, hipped by Pee Wee good backing in l New Orleans	72	72	70	75
GEORGE TORME (Disc 573)				
ad a Girl Like You usually highly styl- Torme treatment of iddle. Good small- backing.	71	74	68	71
ttage for Sale (al Moonsey Ork) does the first chorus straight, gets out ble depth with a attempt on the ad.	67	70	65	67
GEORGE NORVO (Disc 804)				
me 11, Part 1 & 2 ed Moe Asch let one come out; entire side is muddled by recording; this was off at a Town jazz concert; thru uddle the tenor on one must have really going; side two some good tram Norvo vibes with 2 ensemble closing.	50	45	55	NS

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

HOT JAZZ

RUSS BROOKS (Muscraft 572)	64	62	62	68
<i>Angel Child</i> Back room singing with piano and organ.				
<i>Lulabelle</i> Like flip, but not quite as good.	61	59	60	66
JOHN HARDEE QUINTET (Regent 121)				
<i>Baby, Watch That Stuff</i> Bad song, poor vocal by Hardee; his tenoring brought the ratings up.	42	46	40	40
<i>Bad Man's Bounce</i> Instrumental with some interesting spots; record- ing is hollow.	61	62	62	59

CLASSICAL & SEMI-CLASSICAL

EZIO PINZA-FAUSTO CLEVA-METROPOL- TAN OPERA ORK (Columbia 72528-D)				
<i>Rossini: The Barber of Seville—"La Calunnia E Un Venticello"</i> Superb Pinza waxing of the familiar aria; re- cording and ork backing is tops.	88	88	88	NS
<i>Puccini: La Boheme— "Vecchia Zimarra, Senti"</i> Brief selection is well done but certainly should have been saved for a 10-inch disk.	75	73	77	NS
PHILADELPHIA ORK- EUGENE ORMANDY, COND. (Columbia 12836-D)				
<i>Corelli-Pinelli: Suite for String Orchestra</i> Fluffy work for strings which is treated to an excellent performance by the Philadelphia unit; sensitive reading; fine recording.	79	79	78	NS
THE KINGSWAY SYM- PHONY ORK-CAMA- RATA, DIR. (London R. 10011)				
<i>Rumbalero, Parts 1 and 2</i> Tune clefied by Cama- rata, is dressed up in dramatic, primitive rum- ba beat, on a longhair kick. Featured thruout is some fine bongo work. Second side is best juke bet. Plucked from the first Camarata album.	76	79	79	70
HARRY SUKMAN (Artist 3001) (12")				
<i>Clair De Lune</i> Sukman's fingers frame the beautiful Debussy classic in a tranquil set- ting, performing some restrained yet showy runs.	69	70	68	NS
<i>Rhapsody in Blue</i> The Gershwin standard suffers here due to its abbreviation and the fast tempo used. Sukman's flashy 88-ing is at time overly dramatic.	62	64	60	NS
LIVERPOOL PHILHAR- MONIC ORK (Mal- colm Sargent, conduc- tor)				
<i>Sullivan: Iolanthe— Overture</i> One listen to this work will readily convince those who know Sir Arthur Sullivan as the other half of Gilbert— that Sullivan was a com- poser of some merit. Good recording and per- formance.	78	80	75	NS

Peanut Market Improves
WASHINGTON, July 3.—A firmer domestic peanut market in May was indicated this week by Department of Agriculture in an announcement that the agency had to buy up only some 5,500,000 pounds of the nuts to prevent spoilage. This amount is nearly 1,000,000 pounds less than was purchased in April for conservation purposes.
At the same time, Agriculture reported that its peanut purchases for overseas relief is on the increase. About 20,000,000 pounds were bought in May for army use in Germany and Japan.

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DELUXE MODEL 13 PLAYS

United Places Baseball Game In Production

CHICAGO, July 3.—Major League Baseball, a new five-ball game by United Manufacturing Company, is now in full production, Lyn Durant, firm president, announced this week.

New United game features base running unit on playfield as well as an animated backglass. Other highlights include captive scoring lanes which hold ball until complete hit has been registered and base runners have advanced before releasing ball for further scoring action.

The Major League Baseball features high action, it is a complete change of pace from the high scoring games which have been recently introduced. Player must make 55 runs to make a free play.

United stresses that its new product introduces entirely new pinball principles in a baseball game.



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Steel Restrictions Seen as Possibility In Wake of SS Law

WASHINGTON, July 3.—Possibility that steel allocations, now moving forward on a voluntary basis, may be made compulsory is being discussed by industry consultants here in the wake of President Truman's signing of the Selective Service Law.

The section of the act being particularly studied is the one authorizing the secretary of the defense to require compliance from all steel producers to see that military steel orders are given top priority. In case a producer fails to comply, he is subject to having his plant seized by the government.

General feeling among steel officials in the nation's capital is that this provision will not be invoked unless the army reports trouble in securing steel. However, army armament purchases jump to \$20,000,000,000 for the current fiscal year from the \$14,000,000,000 allotted during the year ending June 30, 1948. This increased buying is apt to cause a steel squeeze, it is felt.

Meanwhile, the voluntary allocations program is continuing at a steady rate with the Atomic Energy Commission (AEC) having been allotted 160,000 tons by Commerce Department this week.

The steel, which will be made available during the next eight months, is to be used by AEC for construction projects, Commerce said.

Total allocations assigned to priority industries in the past month have now passed the 500,000-ton mark.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 32)

- The Silver Wedding Waltz
V. Lynn (You're the) London 232
- This Is the Moment
J. Stafford (Every Day) Capitol 15139
(A Little Corner Table Down at) Tony's Place
- A. Wayne (For You) Capitol 15140
- Time Out for Tears
A. Shelton (Be Mine) London 238
- This Is the Moment!
T. Martin-Lytle Sisters (Ah, But) Victor 29-2958
- With All My Heart (I Give My Heart To You)
The Pied Pipers (Goodbye Romance) Capitol 15142

- Underneath the Arches
P. Scala's Banjo and Accordion Orchestra
The Keynotes (Side by Side) London 238
- Wrong Train
V. O'Brien (Dude Ranch) Decca 243
- Yes
The Cap-Tans (Satchel Mouth) DC 8004
- You Made a Plaything Out of My Heart
H. Roy Ork (The Old) London 234
- You'll Always Be My Sweetheart
The Cap-Tans (Coo Coo) DC 8004
- You're Driving Me Crazy
The Squadronaires (Shoemaker's Parade) London 231
- You're the One I Care For
V. Lynn (The Silver) London 232

INTERNATIONAL

- Adrian Polka
Six Fat Dutchmen (Old Man's) Victor 25-1124
- Anhele
M. Fernandez Porta Conjunto (Mensaje) Peerless 3731
- Así Se Baila En El Rancho
Los Montañeses Del Alamo (De Reynosa) Victor 23-0879
- Bbone Fortuna
F. Risci-M. Guarino (Parleme 'E) Columbia 15173-F
- Bella Mazurka (Beautiful Mazurka)
El Famoso Trio (Polka Saltabile) Standard P-6044
- Cuckoo Bird Waltz
H. Rene Musette Ork (Cuckoo Bird) Victor 23-3062
- Dream, My Love
Sandy Silvers-CHIT's Hollan-Airs (Shoof Mein) Militone 8301
- Emperor Waltz
Accordion Masters (Vienna Blood) T-133
- Gern Jab' Ich Die Frau'n Gekusst
L. Cha-Bay (Kom Zigany) Victor 25-4106
- Happy Polka
H. Rene Musette Ork (You, You) Standard T-142
- Hatikvah
R. Tucker (Ani Maamin) Columbia 8248-F
- Hearts of Vienna
L. Kempinski Ork (Lovely and) Columbia 12375-F
- Hey! Hey!
Windy City Five (Jolly Barmaid) Columbia 12374-F
- Jak Nigdy Paredtem (Like Never Before)
J. Lazars Ork (Popyrtsana Polka) Standard P-3044
- Jania, Polka (Jenny)
Ossowski Instrumental Quartet (Strazak) Victor 25-9185
- Jolly Barmaid
Windy City Five (Hey! Hey!) Columbia 12374-F
- Kane Kouragio Ellada Mou
S. Vemby (Oso S'Agapi) Victor 25-8198
- Kuba
E. Krolkowski Ork (My Rosalie) Columbia 12373-F
- Lovely and Charming
L. Kempinski Ork (Hearts of) Columbia 12375-F
- Moja Zvezdica
Skertich Bros. Ork (Pjesmu Ti) Columbia 1259-F
- New Years Hambo
V. Turpeinen (Shake Your) Standard P-5027
- Odessa Mama
"Pelsachke" Burstein (Shtek Arein) Columbia 8247-F
- Oso S' Agapi Den M' Agapas
S. Vemby (Kane Kouragio) Victor 25-8198
- Parleme 'E Napnie
F. Risci-M. Guarino (Bbone Fortuna) Columbia 15172-F
- Perasmena-Xehasmena
Moshonas (Samiotis)-Stellakis (Sta Pefka) Columbia 7239-F
- Portrait of a Toy Soldier
H. Rene Musette Ork (Tunnel of) Victor 25-1123
- Pjesmu Ti Pjevam
Skertich Bros. Ork (Moja Zvezdica) Columbia 1259-F
- Polka Saltabile (Skipable Polka)
El Famoso Trio (Bella Mazurka) Standard P-6044
- Popyrtsana Polka (Crazy Polka)
J. Lazars Ork (Jak Nigdy) Standard P-3044
- Se Lo Trova—Non Lo Moll
R. De Angelis (Tarantella Pepe) Columbia 15173-F
- Shake Your Fingers
V. Turpeinen (New Years) Standard P-5027
- Shtek Arein
"Pelsachke" Burstein (Odessa Mama) Columbia 8247-F
- Sta Pefka Ke Sta Ekata
Moshonas (Samiotis)-Stellakis (Perasmena-Xehasmena) Columbia 7239-F
- Strazak (Fireman)
W. Ossowski Instrumental Quartet (Jania Polka) Victor 25-9185
- Tarantella Pepe Sale
R. De Angelis (Se Lo) Columbia 15173-F
- Tunnel of Love
H. Rene Musette Ork (Portrait of) Victor 25-1123
- Vienna Blood
Accordion Masters (Emperor Waltz) Standard T-133
- You, You, You Are the One
H. Rene Musette Ork (Happy Polka) Standard T-142

CLASSIC & SEMI-CLASSICAL

- Ballet Egyptian—Suite Album (2-12")
The B. B. C. Theater Ork-S. Robinson Dir. . . . London LA-18
- Beethoven: Concerto No. 4 in G Major for Piano and Ork, Op. 58 Album (4-12")
R. Casadesu-The Philadelphia Ork-Ormandy, Dir. . . . Columbia MM-75
- Beethoven: Concerto No. 4 in G Major for Piano and Ork, Op. 58 Album (4-12")
R. Casadesu-The Philadelphia Ork-Ormandy, Dir. . . . Columbia MM-75
- Beethoven: Quartet No. 6 in B-Flat Major, Op. 18, Album (3-12")
Budapest String Quartet-J. Roisman E. Ortenberg-B. Kroyt-M. Schneid . . . Columbia MM-754
- A. Berg: Suite Lirique Album (4-12")
Galimir String Quartet . . . Vox 1
- Bizet: The Pearl Fishers-Recitative and Romanza (12")
R. Tucker-Ork of the Metropolitan Opera Assoc.-E. Cooper, Dir. (Haley) La) Columbia 72577-D
- Concerto in Jazz, Parts I & II
Mantovani Concert Ork . . . London B 12,003
- David Diamond Album (3-12")
The Little Ork Society-T. E. Scherman, Dir. . . . Columbia MM-751
- Music for Shakespeare's Romeo and Juliet Overture to the Tempest
De Falla: Three Dances from "The Three Corners of Hat" (3-12") Album
The Philharmonia Ork-A. Galliera Dir. Columbia MX-297
- Emperor Waltz, Parts I & II
New Symphony Ork-J. Krips, Dir. . . . London T 5019
- Galop
Santa Monica Symphony Ork (Dagger Dance) Disc 4500
- Haley: La Juive—"Rachel Quand le Seigneur" (12")
R. Tucker-Columbia Opera Ork-P. Pelletier, Dir. (Bizet: the) Columbia 72577-D
- In a Monastery Garden Album (3-12")
The New Promenade Ork-R. Robertson, Dir. . . . London LA-22
- Bells Across the Meadow . . . London R 10,019
- In a Chinese Temple Garden . . . London R 10,018
- In a Monastery Garden . . . London R 10,017
- In a Persian Market . . . London R 10,017
- Sanctuary of the Heart . . . London R 10,015
- The Sacred Hour . . . London R 10,015
- Jalousie
R. Stevens-D. King (Temptation) Columbia 4528-M
- Emmerich Kaiman Suite Album (3-12")
Zurich Tonhalle Ork-V. Reinshagen, Dir. . . . London LA-20
- Moments
R. Horton (The Stars) Phoenix 003
- My Good Lord Done Been Here
C. Brice-J. Brice (On Ma) Columbia 17524-D
- On Ma Journey
C. Brice-J. Brice (My Good) Columbia 17524-D
- Schumann: Liederkreis, Op. 39 Album (5-10")
H. Traubel-Coenraad Bos. . . . Columbia MM-752
- Smetana: The Bartered Bride-Overture, Parts I & II
L. Collingwood, Dir. Sadler's Wells Ork . . . Columbia 72548-D
- Songs You Love Album (5-10")
A. Alsop . . . London LA-21
- A Brown Bird Singing . . . London R 10,015
- At Dawning . . . London R 10,014
- Homing . . . London R 10,015
- I Hear You Calling Me . . . London R 10,018
- Morning . . . London R 10,015
- Pale Moon . . . London R 10,014
- The Light on a Thousand Hills
E. Dorian (The Lord's) Phoenix 002
- The Lord's Prayer
E. Dorian (The Light) Phoenix 001
- The Stars Wrote a Song About You
R. Horton (Moments) Phoenix 004

HOT JAZZ

- Li'l Liza Jane
H. Bauduc Bobcats (When My) Capitol 15131
- Seven Come Eleven Part I & II
R. Norvo Disc 8089
- When My Sugar Walks Down the Street
R. Bauduc Bobcats (Li'l Liza) Capitol 15131

(Continued on page 116)

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USED PHONOS

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CROWNS } \$99.50	8200 ESRC \$235.00	COMMANDER 179.50	
CASINOS } \$210.00			
9800 ESRC } \$210.00			
8800 ESRC } \$210.00			
ROCK-OLA		ROCK-OLA	
SUPER } \$99.50	500 K } \$99.50	STANDARD } \$89.50	DELUXE } \$89.50
MASTERS } \$99.50	600 K } \$99.50		
ARCADE		ROLL DOWNS	
GOALEES \$99.50	ALL STARS... \$249.50	TALLY ROLL } \$49.50	DOUBLE UP } \$49.50
ALL STAR } \$49.50	BLACK CHERRY CABINETS } \$42.50	PINCH } \$49.50	HITTER } \$49.50
SCIENT. } \$49.50	Complete } \$42.50	SUPER } \$49.50	TRIANGLE } \$49.50
BATTING } \$49.50	NEW ACE COIN } \$99.50	ADVANCE ROLLS } \$49.50	BING-A-ROLLS } \$49.50
PRACTICE } \$49.50	Comp. with } \$99.50		
DRIVEMOBILE ... \$99.50	Carrying Case } \$99.50		
TUMBLER 79.50			
BOOMERANG ... 64.50			

TERMS: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.
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J. L. London Music Co., Inc.
10 WEST LISBON AVENUE MILWAUKEE 3, WISCONSIN

A DOLLAR SAVED IS A DOLLAR EARNED!

YOU CAN SAVE MANY DOLLARS BY ORDERING A FEW OF THE MACHINES LISTED BELOW. ALL MACHINES SHIPPED READY FOR LOCATION.

Genco State Fair \$ 22.50	Exhibit Mam'selle \$ 54.50
Genco Step-Up 20.00	Exhibit Ranger 59.50
Genco Triple Action 125.00	Exhibit Starlite 94.50
Genco Trade Winds 150.00	Exhibit Banjo 147.50
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Bally Nudgy 35.00	Exhibit Treasure Chest 104.50
Bally Ballerinas 135.00	Exhibit Vanities 35.00
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Gottlieb Robin Hood 140.00	Williams Flamingo 64.50
Gottlieb Cinderella 145.00	Williams Virginia 149.50
Gottlieb Bowling League 69.50	United Hawaii 72.50
Gottlieb Flying Trapeze 65.00	United Havana 35.00
Chi-Coin Baseball 69.50	United Mexico 74.50
Chi-Coin Bermuda 119.50	United Manhattan 119.50
Chi-Coin Kilroy 30.00	United Monterey 149.50
Chi-Coin Shanghai 169.50	United Wisconsin 139.50
Chi-Coin Spellbound 20.00	United Rio 34.50
Chi-Coin Trinidad 147.50	United Singapore 104.50
Chi-Coin Sea Isle 99.50	United Tropicana 109.50
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Immediate Delivery on Gottlieb "ALI BABA", Chi-Coin "SPINBALL", and all other new games. Write for prices. E-Z Time Payment Plan for Missouri and Illinois. Send one-third deposit, and state method of shipment preferred.

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All machines have new grilles, new parts where necessary, new plastics! They look and play like new! Don't confuse these machines with ordinary re-spray jobs. These are ...

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12 ACME CUSTOM BUILT WURLITZER 616	\$100.00 ea.
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4 ACME CUSTOM BUILT WURLITZER 500	150.00 ea.
1 ACME CUSTOM BUILT GEM	125.00
6 ACME CUSTOM BUILT SEEBURG LO-TONES	210.00 ea.
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All Phonographs Are Remodeled and Reconditioned

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(WS-2Z) \$19.50
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Each unit completely reconditioned and refinished. All worn parts replaced.
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5 25c Challenger \$595.00
Double Up 542.50
5c Monte Carlo 600.00
5 25c Monte Carlo Challenger 745.00
Evans Bang Tails 671.50
25 Evans Races, J.P., P.O. Fl. Sample .. 450.00

CONSOLE BARGAINS

5c Pace Reels Jr. ... \$ 49.50
Bang Tails 425.00
25c Mills Club Console 145.00
5c Super Bell 89.50
Victory Derby, Chrome Rails 149.50
Sport King 59.50
Turf King, P.O. 79.50

NEW JENNINGS BELLS®

Standard Chief, 5c	\$289.50
Standard Chief, 10c	279.00
Standard Chief, 25c	288.00
Standard Chief, 50c	389.00
Standard Chief, \$1	599.00
Super DeLuxe Lite Up Chief, 5c	324.00
Super DeLuxe Lite Up Chief, 10c	334.00
Super DeLuxe Lite Up Chief, 25c	344.00
Super DeLuxe Lite Up Chief, 50c	454.00
Standard Club Console	389.00
Super DeLuxe Club Console	424.00

*With Tic-Tac-Toe Reels, Same Prices.

SUMMER SCHEDULE

BEGINS JULY 3
We will be closed all day Saturday during the months of July and August.
Regular week day hours: 9:00 a.m.-6:00 p.m.

EXTRA BELL CABINET \$49.50
(New slot cabinet, complete)

BELL SPECIALS

5c Jenn. Chief	\$ 65.00
5c Jenn. Silver Chief	85.00
5c Jenn. Bronze Chief	125.00
5c Jenn. Red Skin	79.50
10c 4-Star Chief	74.50
10c Super DeLuxe Chief (Lite-Up)	175.00
10c Watling Rotatop	60.00
10c Pace Comet	60.00
25c Mills Brown Front	89.50
25c Mills War Eagle	85.00
25c Pace Bantam	49.50
1c Pace Bantam	39.50
25c Watling Rotatop	75.00
50c Mills Goose-neck	75.00

METAL TYPER
(Postwar Model)
10c Play
\$265.00

PHONOGRAPHS

Wurl. 24	\$169.50
Wurl. 500	189.50
Wurl. 600	169.50
Wurl. 800	260.00
Seeburg Lo-Tone	275.00
Seeburg K20 Model	88.50
Concert Grand	219.50
8200 Conv., RC	175.00
8200 Conv.	179.50
Concert Master	149.50
Rock-Ola DeLuxe	195.00
Rock-Ola Windsor	88.50

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ARCADE AND LOCATION EQUIPMENT
SINCE 1912 WE HAVE SOLD THE BEST

Drive Mobile (Muto.) \$185.00

COUNTER GAMES

- A.B.T. Challenger (New) \$45.00
- 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 Cost of 1) 29.50
- Kicker & Catcher 25.00
- Gottlieb 3-Way Grip 25.00
- Totalizer 25.00
- Hoops (Genco) 25.00
- Bat-a-Ball 15.00
- Whirl-a-Ball 24.50
- Camera Chief 17.50
- Electric Shocker (Advance) 18.75
- Peanut or Ball Gum (Advance) 11.50
- Postage Stamp Machines (Shipman) 39.50
- Spin It (Shipman) 19.50
- Pop-Up 15.00
- Bouncer 15.00
- Art Shows 49.50
- Ideal Card Vendor (Exhibit), New 24.50

SCALES

- Kirk Astrology \$ 95.00
- Watling & Others—Large or Small
Dials 45.00
- Watling Astrology 100.00
- Mills or Royal Low Models 45.00
- Watling Tom Thumb (New) Write
- Watling 200 Fortune (New) Write

**NOW DELIVERING
NEW AUTOMATIC MAUSER
PISTOL RANGE
\$295.00**

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 Them All.

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N.Y. 1, N.Y. (Bryant 9-8677)

**Turnstiles Jam as NY Ups Fare;
Venders To Aid Transfer Users**

NEW YORK, July 3.—The average traveling New Yorker's subservience to a coin slot stood him in good stead as the city upped fares on the subway to a dime Thursday (1), but the doctored turnstile coin mechanisms, accustomed to long years on a steady nickel diet, balked repeatedly during the early hours of the change-over.

A prime source of confusion was the complicated transfer system adopted, whereby city dwellers can get a combined ride on subway and bus or trolley car for 12 cents, thru the purchase of 2-cent transfers on the subways and 5-cent transfers on city-owned surface lines, which now charge a 7-cent fare.

This latter difficulty will largely be eased by the introduction of transfer venders, dispensing the passes for two pennies in stations and the fast-vanishing nickel in buses. The board

of transportation has on order about 100 of the 2-penny machines and 1,000 of the nickel variety, but only a few of the former have so far been placed on location.

Turnstile Slip-Ups

With 3,390 turnstiles in 523 stations converted to dime play in a matter of hours, impartial observers (mostly non-subway travelers) were quick to forgive the city coin mechanics for inconvenience caused by jammed turnstiles. And several hundred jammed up in the first two days of operation on the smaller coin. The main reason given was that the coin slots were too finely adjusted and wouldn't accept slightly off-size dimes. But this is fast being corrected, board of transportation officials said.

What effect, if any, the mass introduction here of additional millions of dimes to care for the needs of travelers, will have on coin machine play cannot be foreseen at this early date. But this much is certain. The average New Yorker will have more dimes jingling in his pockets, as well as 3,390 less coin grabbers to compete for any loose nickels he carries around.

The city hopes to obtain an additional \$85,000,000 in revenue as a result of the fare rise, and, for the first time in many years, have the subway pay for itself.

Vanilla Supply Good

CHICAGO, July 3.—Vanilla extract will be available in plentiful supply this year for candy, ice cream and soft drink manufacturers, according to A. Hunziker, of Hunziker's, Inc., here, an importer who recently returned from Vera Cruz, the vanilla bean district of Mexico.

Hunziker states that about 600,000 pounds of vanilla beans were produced during 1947-'48 by natives, which is twice the normal harvest. A pound of vanilla beans, normally, will produce one gallon of pure extract.

Forecast for the 1948-'49 crop, however, is not too bright. With the current lack of rain resulting in spoilage of the beans which are now in bloom, next season's crop may be much smaller.

U. S. imports approximately 1,000,000 pounds of vanilla beans annually for domestic consumption, with Madagascar (French colony off East Coast of South Africa) the main source of supply.

Glassgold Joins New Firm

NEW YORK, July 3.—George M. Glassgold, counsel to Coin Machine Industries, Inc., this week announced his association with the new law firm, Glassgold, Holz, Schrier & Blumenthal. Located at 7 East 44th Street here, the firm includes, in addition to the principals named, Arthur J. Homans and Bernard M. Kaufman.

Pastner in New Philly Spot

PHILADELPHIA, July 3.—Sid Pastner, former sales manager of David Rosen, Inc., has moved headquarters of his newly formed distributing firm, Pasco Distributors, from 310 E. Thompson Street, this city, to 1222 W. Girard Avenue. Location is in the heart of the record distributing area.

**N. J. High Court Calls
Hoboken Fees N. G.**

TRENTON, N. J., July 3.—A Hoboken, N. J., ordinance for licensing vending machines and juke boxes was declared unconstitutional by the New Jersey Supreme Court here Monday (28). Judge Albert E. Burling, in an opinion for the court, held the 1940 law invalid because it failed to set standards by which the supervisor of licenses could approve or reject applications.

The opinion sustained the action of the Hoboken Recorder's Court in upholding protests against the ordinance by four persons arrested for failure to license machines in their establishments. They were Mrs. Marie Bauer, John Muller, Anthony Santanello and Walter Kauger.

Precedent set by the decision may have State-wide bearing on municipalities that have ordinances on their books similar to the one in Hoboken.

Plenty of Beer on Tap

WASHINGTON, July 3.—There appears to be little danger of a beer shortage this summer to plague operators, Commerce Department indicated this week in reporting that beer stocks are at a post-war peak of nearly 10,000,000 barrels. Production of beer during the first five months of the year averaged about 6,500,000 barrels monthly, while consumption averaged some 250,000 barrels less. On the basis of last year's statistics, beer consumption will reach its peak during July and August, when some 17,000,000 barrels will be downed. Peak production is also expected to be reached during those two months and is likely to exceed consumption by about 10 per cent.

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HOSTESS**

UNIT OF 20
LIKE NEW

Original Price \$14,800.00
WILL ACCEPT
BEST OFFER

DAVID ROSEN, INC.

Exclusive AMI Distributor
855 N. Broad St., Philadelphia 23, Pa.
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**MILLS
BELLS!**

We have all Mills latest Bells
in stock.

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AMUSEMENT COMPANY
441 Edgewood Ave. S. E., Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

NEW GAMES IN STOCK

United Major League
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CARNIVAL**

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ALFRED SALES, INCORPORATED
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BUFFALO 3, NEW YORK

**LATEST NEW MODELS
MILLS
AND
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
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**BAKER
NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS**

**NEW
METAL TYPER MACHINES
REPAIR SERVICE
PARTS AND SUPPLIES**

Rebuild Old Groetchen Typer Machines to Look and Operate like new.



NINE ALUMINUM DISCS
Plain or Colored
Write for Samples and Prices

**FOR TOPS IN QUALITY
BUY DIRECT
FROM THE MANUFACTURER**

STANDARD SCALE CO.
13 DUNCAN AVE., ST. LOUIS 10, MO.

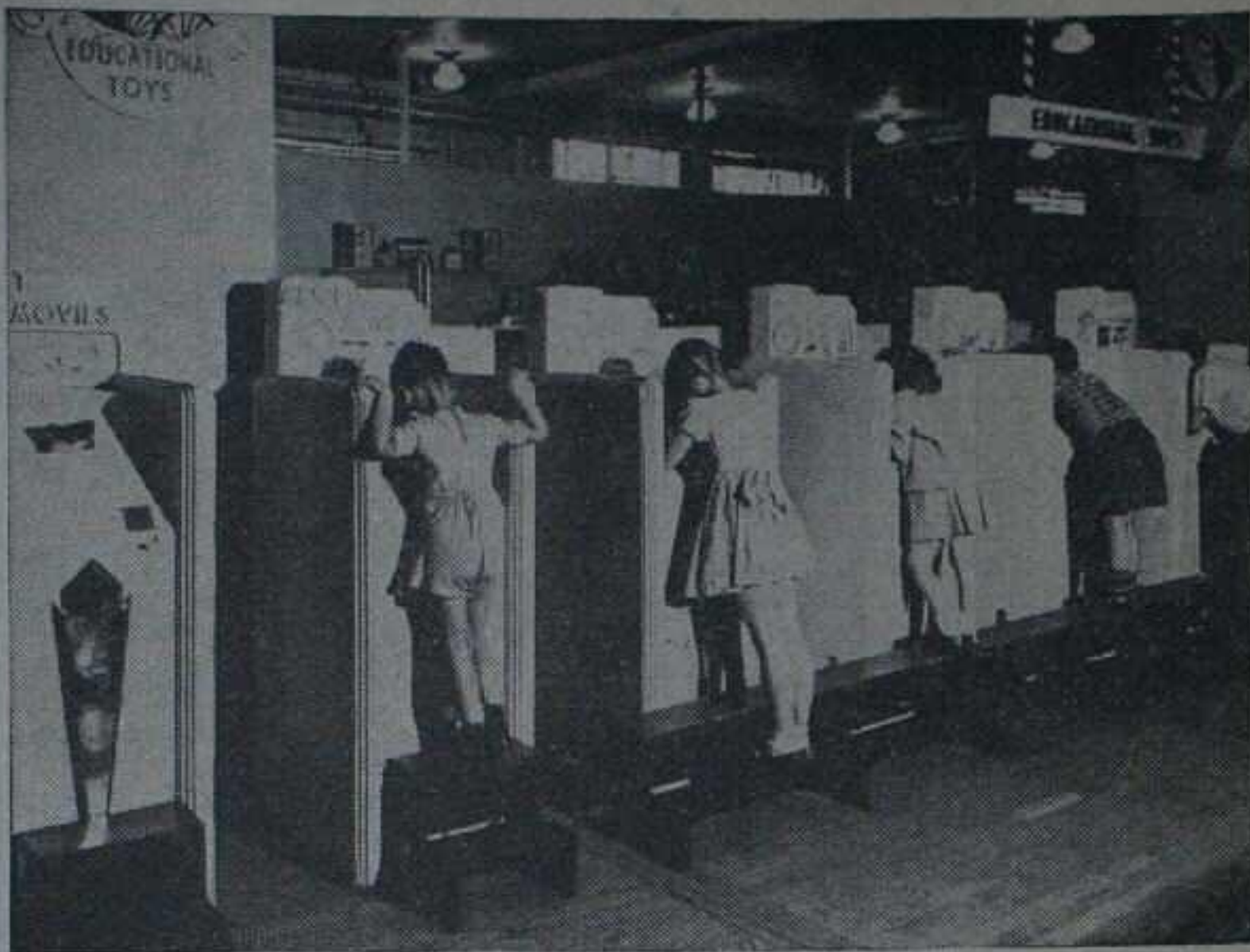
Palisades Specialties Has the Sensation of the Year

BALLY'S CARNIVAL
BALLY GOLD CUP, JOCKEY SPECIALS, STORY SPECIALS, VICTORY DERBIES AND DRAW BELLS.

Good selection of the best Five Ball Pin Games and Evans Winter Books, Free Races and Bangtalls. A complete line of new and old Post-War Mills and Jennings Slot Machines.

Summer operators can get dependable merchandise here!
CALL OR WRITE FOR PRICES

PALISADES SPECIALTIES COMPANY
15 Anderson Avenue Cliffside Park, N. J.
Cliffside, 6-2892
Only One Mile South of George Washington Bridge on 9W, Jersey Side.



TYPICAL MIDGET MOVIE installation shows toy department at L. Bamberger & Co., Newark, N. J. In recent months tests carried on in the nation's leading department stores have indicated that the movie machines have proved equally popular with children, parents and store officials.

Midget Movies Score With Kids in Department Stores

NEW YORK, July 3. — Midget Movies, which first made their appearance in department stores several years ago as Christmas season features in toy departments, are being used increasingly on a year-round basis in other store merchandising departments which cater to the juvenile patron. Department store executives have found that the nickel-operated automatic movie machines provide an ideal outlet for unruly or fidgety youngsters out on a shopping trip with harassed mother.

While the holiday season still brings on bumper orders for Midget Movies to Capitol Projector Corporation, which manufactures the device and operates it in this area, Sam B. Goldsmith, the firm's executive in charge of operation, reports that permanent installations are sharply increasing. Most of these go into stores' children's apparel departments.

Three machines recently installed in the children's shoe section of Brooklyn's Abraham & Strauss store called forth enthusiastic comment from a store official. Confronted with unprecedented orderliness among his young customers, he said: "They certainly stay put for Mickey Mouse and Donald Duck." Other department store installations include L. Bamberger & Company, Newark, N. J., and Hess Bros., Allentown, Pa.

Parents like the machines, since they provide entertainment for overactive youngsters and keep them out of mischief, allowing the older folks to concentrate on their shopping.

Altho the stores consider the amusement machines a merchandising asset, they usually do not mark up their 25 per cent commission of gross take on the profit ledger. Most stores either donate their share to charity, displaying a poster to bring this to the attention of their patrons, or earmark the money for employee recreation.

Marking the entry of Midget Movies in a new type of location,

Capitol Projector has recently installed six of the devices at La Guardia Field. Approved by New York's Port Authority for all locations under its jurisdiction, Goldsmith said Midget Movies will shortly be placed at Newark and Idlewild airports. Negotiations with other airports in principal cities are now under way, he said.



**NOW \$150.00
5c-10c-25c ROL-A-TOP
BELLS**

The Above Prices Are Net F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

**MAKE US AN OFFER
Clean and ready for location**

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| 3 Surf Queens | 1 Big Hit |
| 2 Spellbounds | 3 Stage Door Canteens |
| 1 Dynamite | 2 Cover Girls (Post War) |
| 2 Kilroys | 2 Maisies |
| 1 Superliner | 1 Flying Trapeze |
| 1 Suspense | 1 Chicago Coin Goatee |
- Now Five Ball Free Play Games, Write for Prices.

UNITED DISTRIBUTING CO.

1408-1414 Central Pkwy., Cincinnati 10, Ohio
Tel.: MAin 4109

SKEE BALL PARTS TEN STRIKES

We have nets, balls and all parts for Skee Ball Alleys and Ten Strike.

Send For Catalogue.

RELIABLE PARTS CO.

2512 W. Irving Pk. Rd., Chicago 18, Ill.

Eagle REPLACEMENT PLASTICS

Wurlitzer 1015 Replacement Plastics

Beautiful, solid translucent colors. Bubbler tubes may be eliminated or used. Orders shipped within 24 hours.

Top Corner Lower
\$6.50 each \$4.50 each
 L. or R. Sides

Eagle Coin Machine Co.

3441 W. Montrose Ave.
 Chicago 18, Ill.
 Phone KEYstone 7681

MONEY-BACK GUARANTEE

SOLID COLOR
 TOUGH CONSTRUCTION
 PERFECT FIT
 TOP QUALITY
 LOW COST

Target Master Sales Promised For This Month

NEW YORK, July 3.—Target Master, the coin-operated ray pistol, will be available for quantity distribution before the end of this month, according to Nat Cohn, whose Modern Music Sales Company has national distribution rights. Meanwhile, he announced that the device has been approved by the New York Department of Licenses as an amusement game and will carry a \$5 annual license fee.

At the time of its advance showing here (*The Billboard*, February 14), executives of Automatic Devices, manufacturers of the ray pistol, stated that their plant facilities provided for a production capacity of 1,000 units a week. Target Master, which has been extensively tested in this area during recent months, will be promoted chiefly for use in tavern locations.

Cohn, who has recently sold his Tenth Avenue establishment to Apollo Records (*The Billboard*, July 3), said he will maintain his offices there until September 15, after which he will move to new permanent quarters. Apollo now manufactures and handles national sales of Gem Records, the label Cohn owns jointly with Paul McGrane.

Diamond Match Company has appointed James H. Ramsey as superintendent of its Oswego, N. Y., plant. Joining the firm in 1939, Ramsey was assistant to the factory manager, William Elder, prior to his promotion.

MILLS BELLS!

We have all Mills latest Bells in stock.

AUTOMATIC COIN MACHINE & SUPPLY CO.

4135 W. Armitage Ave., Chicago, Ill.
 AUTHORIZED BELL-O-MATIC DISTRIBUTOR

REMEMBER BALLY RESERVE?



SEE Bally's NEW CARNIVAL

FOR QUICK DELIVERY CALL
NEW ORLEANS NOVELTY COMPANY
 115 MAGAZINE STREET
 NEW ORLEANS, LOUISIANA

ADVANCE RECORD RELEASES

(Continued from page 112)
LATIN-AMERICAN

- A-E-I-O-U**
 A. Sacasas Ork (Dale Pepe) Victor 23-0855
 Ahora Que Me Siento Nylon P. Infante (Alma Jarocha) Peerless 2747
 Al Ronter El Dia M. Romero (La Sabana) Victor 23-0889
 Alaban (Beastful) Coniento Cubavana (No Me) Victor 23-0890
 Albertina Marimba (Las Chiapanecas) Victor 23-0923
 Alla En Mi Pueblito Las Mochitecas (Ojitos Verdes) Victor 23-0914
 Alma Jarocha S. Alvarez (Si No) Victor 23-0863
 Alma Jarocha P. Infante (Ahora Que) Peerless 2747
 Amor Jibaro (Love of a Country Boy) Las Hermanas Fello-R. Hernandez (No Se) Seeco 662
 Amor De Mi Vida La Torcacita (Mi Preferida) Peerless 2753
 Anhele F. Fernandez (Perdida) Victor 23-0917
 Ani Maamin R. Tucker (Hatikvah) Columbia 6248-F
 Calde De Oso Tropical Ork (La Burrita) Victor 23-0903
 Caminero J. Escoto (Valentin De) Peerless 2740
 Capullito De Aieil Chiapaneca Marimba (La Marimba) Peerless 2707
 Casita De Gros Pisos (Three Story House) E. Gomez (Riete Del) Victor 23-0891
 Criminal M. Luisa Landin (Traidoramente) Victor 23-0913
 Coco Ita E. Serrano Ork (Por Un) Victor 23-0894
 De Reynosa a Matamoras Los Montanese Del Alamo (Asi Se) Victor 23-0879
 El Abandonado P. Vargas (Ya No) Victor 23-0915
 El Bailo Del Sillon O. Guerra Cascarita (Lo Que) Victor 23-0898
 El Cerro Tiene La Llave (Dancing on a Hill) Coniento A. Rodriguez (El Tabernero) Victor 23-0888
 El Charro P. Infante (Yo Mate) Peerless 2742
 El Encuentro F. Bermejo Metropolitano Cuarteto (Redova) Peerless 2735
 El Munequito Trio Urquiza (Pobrecitas Las) Victor 23-0895
 El Parrandero De Tepito V. Romero (La Barca) Peerless 2733
 El Tabernero (The Bartender) Coniento A. Rodriguez (El Cerro) Victor 23-0888
 Enganame M. Luisa Landin (Mi Todo) Victor 23-0912
 En Tampa M. Valdes (Loca Pasion) Musicraft 583
 Eres Tu M. Triana (La Luna) Peerless 2743
 Esclavos Billos Caracas Boys Ork (Lo Sangre) Victor 23-0900
 Estamos En Paz S. Garcia (No Me) Peerless 2725
 Espirales De Humo E. Sells (Vida) Columbia 6239-X
 Hablamos Claramente P. Vargas (Ven Te) Victor 23-0902
 Inutil Es Fingir (No Use Pretending) E. Garza (Sombras) Seeco 658
 La Barca De Guaymas V. Romero (El Parrandero) Peerless 2733
 La Burrita Chiapaneca Marimba (Que Te) Peerless 2751
 La Barrita Tropical Ork (Calde De) Victor 23-0903
 La Luna Nueva M. Triana (Eres Tu) Peerless 2743
 La Marimba Chiapaneca Marimba (Capullito De) Peerless 2707
 La Muerte De Martin Chapuseaux-Damiron (Se Boto) Seeco 660
 La Nina Del Pasaere C. Villa (Pedro Romero) Victor 23-0901
 La Pajarera A. Landin (Un Madrigal) Victor 23-0916
 La Runidera P. Campo (Mary Ann) Seeco 4108
 La Sabana Siente Y Sufre M. Romero (Al Ronter) Victor 23-0889
 La Sangre Me Llama Billos Caracas Boys Ork (Esclavos) Victor 23-0900
 Las Chiapanecas Marimba (Albertina) Victor 23-0923
 Lo Que Sea O. Guerra Cascarita (El Bailo) Victor 23-0898
 Los Caracoles Martin Y Malena (Triste Destino) Peerless 2746
 Los Espejuelos K. Mendive (Rumba Nueva) Columbia 6241-X
 Mary Ann P. Campo (La Runidera) Seeco 4108
 Me Acuerdo De Ti C. Duran (Tu Retrato) Peerless 2764
 Me Voy Por Ahí P. Infante (Mi Consentida) Peerless 2729
- Mensaje**
 M. Fernandez Porta Conjunto (Abelias) Peerless 2731
 Mi Consentida P. Infante (Me Voy) Peerless 2729
 Mi Preferida La Torcacita (Amor De) Peerless 2753
 Mi Todo M. Luisa Landin (Enganame) Victor 23-0912
 My Rosalie E. Krollkowski Ork (Kuba) Columbia 12373-F
 Negro Bonito V. Valdes (Un Menelito) Peerless 2737
 No Me Hables De Amor M. Fernandez Porta Conjunto (Pasion Tropical) Peerless 2748
 No Me Lo Pidas S. Garcia (Estamos En) Peerless 2725
 No Te Vayas N. Chayres (Pobre Corazon) Victor 23-0899
 No Me Falles Corazon Coniento Cubavana (Alaban) Victor 23-0895
 No Se Por Que Te Quiero (Don't Know Why I Love You) Las Hermanas Fello-R. Hernandez (Amor Jibaro) Seeco 662
 No Vuelve a Moron A. Rodriguez Conjunto (Te Esperare) Victor 23-0897
 Noche En Diciembre Dillo Ork-Caracas Band (Iay! No) Victor 23-0893
 Oh Julian! R. Moreno (Percal) Peerless 2734
 Oh, Felicidad Casino Conjunto (Que Te) Victor 23-0898
 Ojitos Verdes Las Mochitecas (Alla En) Victor 23-0914
 Ojos De Gate Dorados De Villa Trio (Tongolele) Peerless 2765
 Paquito a Poco (Little by Little) Orchestra Generalissimo Tujillo (Solo Tu) Victor 23-0891
 Pasion Tropical M. Fernandez Porta Conjunto (No Me) Peerless 2748
 Iay: No Me Mires (Don't Look at Me) Dillo Ork-Caracas Band (Noche En) Victor 23-0893
 Pedro Romero P. Vidarte (La Nina) Victor 23-0901
 Percal R. Moreno (Oh Julian) Peerless 2734
 Perdida F. Fernandez (Anhele) Victor 23-0917
 Pobre Corazon N. Chayres (No Te) Victor 23-0899
 Pobrecitas Las Mujeres (Poor Women) Trio Urquiza (El Munequito) Victor 23-0895
 Por Un Capiche E. Serrano Ork (Coco Ita) Victor 23-0894
 Que Te Parece Chiapaneca Marimba (La Burrita) Peerless 2751
 Que Te Parece V. Valdes (Ya Lo) Peerless 2733
 Redova F. Bermejo Metropolitano Cuarteto (El Encuentro) Peerless 2735
 Que Te Parece Casino Conjunto (Oh, Felicidad) Victor 23-0898
 Riete Del Mundo (Throw Your Care Away) E. Gomez (Casita De) Victor 23-0891
 Saguito Al Bate E. Garza (Soy Tu) Columbia 6238-X
 Se Boto El Bongo Chapuseaux-Damiron (La Muerte) Seeco 660
 Solo Tu Besos (Only Your Kisses) Orchestra Generalissimo Tujillo (Paquito) Victor 23-0891
 Sombras (Shadows) E. Garza (Inutil Es) Seeco 658
 Soy Tu Destino E. Garza (Saguito Al) Columbia 6238-X
 Su Majestad La Rumba K. Mendive (Vengo Cepillando) Columbia 6240-X
 Tengolele Dorados De Villa Trio (Ojos De) Peerless 2765
 Traidoramente M. Luisa Landin (Criminal) Victor 23-0913
 Triste Destino Martin Y Malena (Los Caracoles) Peerless 2746
 Te Esperare A. Rodriguez Conjunto (No Vuelva) Victor 23-0897
 Tu Retrato C. Duran (Me Acuerdo) Peerless 2764
 Un Madrigal A. Landin (La Pajarera) Victor 23-0916
 Un Menelito Noma V. Valdes (Negro Bonito) Peerless 2737
 Valentin De La Sierra J. Escoto (Caminero) Peerless 2740
 Vengo Cepillando K. Mendive (Su Majestad) Columbia 6240-X
 Ven . . . Te Espero P. Vargas (Hablamos Claramente) Victor 23-0902
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**Debut Carnival,
Bally's Newest
Five-Ball Game**

CHICAGO, July 3.—Reverting to an amusement game idea that proved to be one of the hits of 1938, Bally Manufacturing Company here, thru President Ray Moloney, announced this week it was in full production on Carnival, a new five-ball kicker-bumper game.

Game's playfield is radically different from most games now being produced and features simplicity of design. Play of the game is based on Bally Reserve, a game that proved to be extremely popular with players and operators 10 years ago.

Playfield contains 12 numbered bumpers, two roll-over switches and one diamond bumper in mid-playfield. Player can make replays by going thru the left roll-over switch (if he has first made bumpers 1 thru 5) or the right roll-over switch (if he has first made bumpers 1 thru 10) or by making a high score of 550,000 points or more.

Carnival revives the original build-up bonus introduced in Bally Reserve, with the entire accumulated replay bonus received by players hitting all 12 numbered bumpers.

Another feature of Carnival is an automatic coin-divider which is incorporated in the game for the convenience of the location attendant.

In discussing the new game, Moloney stated: "We decided that the industry needs a real shot-in-the-arm game. Ten years ago the entire industry was in the doldrums. Then Bally crashed out with Bally Reserve and overnight turned the pinball depression of 1938 into an era of prosperity. Today the industry is again crying for a life-saver game. We think that Carnival will prove to be another Bally Reserve."

**U. S. Sanctions
Swedish Import
Pact Extension**

WASHINGTON, July 3.—In a move that is expected to have little effect on present traffic with Swedish coinmen, the U. S. State Department announced this week the granting of a 12-month extension on an agreement with Sweden which permits latter country to restrict imports from America. Move, designed to conserve Sweden's dwindling dollar reserves, was approved following a discussion between representatives of both countries in the Swedish embassy here.

State Department's decision continues an agreement initiated June 25, 1947, and which was to expire June 30, this year.

During 1947 Swedish coinmen purchased no machines whatsoever from the U. S., while in 1946 the Scandinavian nation accounted for 10 used jukeboxes worth a total of \$950.

**Scientific Shutters
For Group Vacation**

NEW YORK, July 3.—The Scientific Machine Corporation, manufacturers of Pokerino, Pitch 'Em and Bat 'Em and other arcade equipment, shut down for a group vacation yesterday and will reopen next Monday (12).

A skeleton staff will remain on duty, according to Max Levine, president, to take care of emergency orders, as will the development department, which is readying a new Scientific product, to be announced soon.

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MILLS SILVER OR GOLD CHROME 2/5 or 3/5, 5¢-10¢ or 25¢	\$119.50	JENNINGS SILVER CHIEF 5¢-10¢ or 25¢	\$79.50
MILLS GOLDEN FALLS, HL, JP (Post-War) 2/5 or 3/5, 5¢-10¢ or 25¢	\$164.50	JENNINGS DELUXE LITE-UP (Post-War) 5¢ or 10¢	\$149.50
MILLS BLACK CHERRY (Post-War) 2/5 or 3/5, 5¢-10¢ or 25¢	\$154.50	JENNINGS BLACKHAWK CHIEF (Post-War) 5¢ or 10¢	\$129.50
MILLS 5¢ O. T. Blue Model	\$69.50	JENNINGS 4-STAR CHIEF 5¢ or 10¢	\$69.50

NEW METAL BOX STANDS FOR SLOTS \$22.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT	
11 Col. Du Granier Cig. Machine	\$119.50
9 Col. Du Granier Cig. Machine	108.50
Uneda-Pak Cig Vendors, like new	129.50
Buckley Track Odds (No Daily Double) ..	195.00
A. B. T. Challengers	24.50
Wurlitzer 500 Phonograph	189.50
Seeburg Casino	159.50
Seeburg Mayfair	189.50
Wurlitzer Model 700	225.00

BRAND NEW MILLS O.T.	\$115.00
BRAND NEW MILLS VEST POCKET....	\$65.00
DOWNEY-JOHNSON COIN COUNTER..	\$198.50

TERMS: 1/3 Deposit, Balance C. O. D.
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CONSOLES

USED

Draw Bells, Regular	\$229.50
Draw Bells, Red Buttons	259.50
5¢ Bonus Super Bells	295.00
5¢-25¢ Twin Bonus Supers	595.00
5¢-5¢ Twin Bonus Supers	575.00
5¢-10¢-25¢ Keeney Triples	795.00
5¢-5¢-25¢ Bally Triple	545.00
5¢ Bally Club Bell	89.50
5¢ Paces Reels, Comb.	49.50
5¢ Paces Reels, C.P.	49.50
5¢ Bally Big Top, C.P.	79.50
5¢ Evans Gal. Domino, '47	415.00

ARCADE EQUIPMENT

Batting Practice	5	79.50
Sky Fighter		119.50
Air Raider		79.50
Tommy Gun, Late		79.50
Panorams		259.50
Undersea Raiders		149.50
Lite Leagues		149.50
Voice Recorder		89.50
8-Ft. Skee Roll		79.50
Scientific Baseball		89.50
Jack Rabbit, New		300.00
Buckley Diggers		99.50
2 Exhibit Rotary Diggers		195.00
Champ Basketball, New		49.50
Pokerino, Scientific		199.50
Goales, New		225.00
Wurl. Skee Rolls, 14-Ft.		165.00
10 1/2-Ft. Premier Skee Rolls		WRITE

MUSIC

Rock-Ola Standard	\$109.50
Rock-Ola DeLuxe, '39	149.50
Rock-Ola Master, '40	159.50
Rock-Ola Super	179.50
Seeburg Hideaway, RC	249.50
Singing Towers	59.50
Alrean, Like New	295.00
AMI Highboy, 40 Selections	295.00
Wurlitzer 600-R	99.50
Wurlitzer 600, Victory Cabinet	145.00
8 Wurl. #125 Wall Boxes, Ea.	15.00
8 Seeburg Bar Boxes, RC	35.00
618 Wurlitzers	89.50

NEW SLOTS

	5¢	10¢	25¢	50¢
Mills Black Cherry	\$248.50	\$253.00	\$258.00	\$338.00
Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pockets	74.50			
Jennings Std. Chief	289.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia				145.00
Walling Rotatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe				550.00

USED AND FACTORY REBUILT SLOTS

	5¢	10¢	25¢	50¢
5¢ Blue Fronts	\$ 79.50			
10¢ Blue Fronts	89.50			
25¢ Blue Fronts	99.50			
5¢ Brown Fronts	89.50			
10¢ Brown Fronts	109.50			
50¢ Chiefs	249.50			
50¢ Blue Fronts	249.50			
\$1.00 Chief	475.00			

REBUILTS LIKE BRAND NEW

5¢ COPPER, GOLD AND BLUE, Hammeroid Finish	\$119.50
10¢ COPPER, GOLD AND BLUE, Hammeroid Finish	129.50
25¢ COPPER, GOLD AND BLUE, Hammeroid Finish	139.50

(Drill Proof and Knee Action)

COUNTER GAMES

1¢ Sparks, Check P.O.	\$12.50
1¢ Daval Marvels	19.50
5¢ Gushers, New	29.50
5¢ Davals, Free Play	39.50
1¢ Marvel Pop Up, New	25.00
1¢ Target Skills	22.50
1¢ Gottlieb Grip Scales	32.50
1¢ Daval Buddy-Cigarette	27.50
5¢ Jennings Grandstands	12.50

SAFES & STANDS REVOLVAROUNDS

Single	\$ 79.50
Single DeLuxe	119.50
Double	116.50
Double DeLuxe	182.50
Triple DeLuxe	282.50
Heavy Double	285.00
Box Stands	25.00

PIN BALLS, \$19.50 EACH

Air Circus, Bolaway, Bosco, Defense, Victory, Hollywood, Invasion, G.I. Joe, Amer. Beauty, 5-10-20, ABC Bowler, Jungle, Legionnaire, Ten Spot, Zig Zag, Star Attraction.

NEW PIN BALLS

EXHIBIT—SAMBA
UNITED—MONTERREY
UNITED—WISCONSIN
UNITED—RONDEVOO
UNITED—MANHATTAN
GENCO—MARDI GRAS
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LOS ANGELES see Bill Hoppel
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GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25	\$895.00	KEENEY BONUS 1-WAY, 5¢	\$275.00
BALLY TRIPLE BELLS, 5-10-25	550.00	KEENEY BONUS 2-WAY, 5-25	550.00
BALLY TRIPLE BELLS, 5-5-25	545.00	KEENEY BONUS 2-WAY, 5-5	545.00
MILLS 1947 THREE BELLS	395.00	KEENEY GOLD NUGGET	WRITE
MILLS 1941 THREE BELLS	169.50	KEENEY WILD BELL	WRITE
JENNINGS CHALLENGER, 5-25¢	375.00	BALLY DE LUXE DRAW BELLS	275.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	BALLY DRAW BELLS (R. B.)	245.00
KEENEY SINGLE SUPER, F.P., P.O.	59.50	BALLY DRAW BELLS (M. B.)	225.00
MILLS JUMBO, LATE F.P.	39.50	MILLS JUMBO, LATE F.P., P.O.	49.50
1947 EVANS BANGTAILS, P.O.	250.00	MILLS JUMBO, LATE P.O.	39.50
BALLY WILD LEMON	WRITE	1947 EVANS BANGTAILS, F.P., P.O.	295.00
NEW BALLY GOLD CUP, F.P.	WRITE	NEW KEENEY FAVORITE, F.P., P.O.	WRITE

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$495.00	SEEBURG MODEL 1-47 M	\$545.00
WURLITZER MODEL 1080	525.00	SEEBURG MODEL 1-46 M	445.00
A.M.I. 1946 MODEL A	595.00	ROCK-OLA MODEL 1426 (1947)	450.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	375.00
1946 SEEBURG MODEL 246	295.00	1946 ROCK-OLA PLAYMASTER	325.00
PACKARD MODEL 400	195.00	1940 ROCK-OLA PLAYMASTER	149.50

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WILLIAMS BOX SCORE	WRITE	BALLY BIG INNING	WRITE
BALLY BOWLER	WRITE	BALLY HEAVY HITTER	WRITE
A. B. T. CHALLENGER	WRITE	STRIKES & SPARES	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¢	\$149.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG., 10¢	159.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG., 25¢	169.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG., 50¢	295.00	SINGLE WEIGHTED STAND	22.50
NEW MILLS VEST POCKET BELLS	59.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

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Hollycrane, designed and engineered by practical "digger" operators, will raise your profits to a new high! All electrically controlled, with the largest playing field in the "digger" class. The console-type cabinet is of wood and sparkling plate glass with polished chrome steel trim.

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MILLS JEWEL BELL

Reconditioned like new in our factory!

5c Play \$189.00 10c Play \$199.00 25c Play \$209.00



OTHER RECONDITIONED MILLS SPECIALS

Description	5c Play	10c Play	25c Play
Gold or Silver Chrome	\$ 79.58	\$ 84.50	\$ 88.50
Blue Fronts	89.50	89.50	109.00
Brown Fronts	89.50	89.50	109.00
Golden Falls	135.00	145.00	155.00
Black Cherry	135.00	145.00	155.00

COLUMBIA DOUBLE JACKPOT BELL SPECIAL

Factory reconditioned like new. \$75.00 EA.



Changeable light on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

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No coin chute, no cash box! Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register.

Factory Reconditioned

\$27.50 EA.
1¢ or 5¢ Am. Eagles or Marvels \$20.50 EA.



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- United Major League
- Genco Mardi Gras
- Chicago Coin Spinball
- Bally Carnival
- Exhibit Jamboree
- Williams Yanks
- Marvel Hit Parade

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CONSOLES

Bally Club Bells	\$ 89.50
Keeney Super Bell, 5¢	65.00
Paces Reels (Chr. Ralls)	49.50
Jenn. Pastime, P.O.	49.50
Bally Hi-Hand, Comb.	75.00
Bally Triple Bell	525.00
Keeney Bonus Bell (Twin)	495.00
5¢ Keeney Bonus Bell (Single)	295.00
DeLuxe Draw Bell	275.00
Mills Blue Fronts, 25¢	100.00
New Mills Vest Pockets	85.00
New Jenn. Bells, 5¢	269.50
10¢	289.00
50¢	\$279.00; 25¢
	\$1 599.00

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RECONDITIONED 5-BALLS

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Nevada	79.00
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30¢ per pound—all sizes—any quantity.

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- Brand New Keeney Twin Super Bonus Bells Write
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- 3 Bally Draw Bells 250.00
- 2 Bally DeLuxe Draw Bells 285.00
- 3 Bally Triple Bells 575.00
- 10 Jennings Cigarollas 150.00
- 3 Keeney 5¢ Super Bells, Comb. 95.00
- 2 Keeney 25¢ Super Bells, Comb. 125.00
- 5 Bally Club Bells, 4 Nickel Comb. ... 75.00
- 6 Paces Reels or Saratogas 85.00
- 1 Bally Royal Flush, F.O. 85.00
- 15 Silver Moons, F.P. 85.00
- 5 Bakers Paces with D.D., P.O. 175.00
- 2 Big Top, F.P. 75.00
- 2 Mills 4 Bells 195.00

SLOTS & BELLS

- 5 Mills Blue or Brown Fronts, 5¢ \$ 75.00
 - 5 Mills Blue or Brown Fronts, 10¢ 85.00
 - 2 Mills Gold Chrome, 25¢ 125.00
 - 5 Mills Blue or Brown Fronts, 25¢ 85.00
 - 4 Mills 25¢ Club Consoles 165.00
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 - 4 Jennings 5¢ 4-Star Chief 75.00
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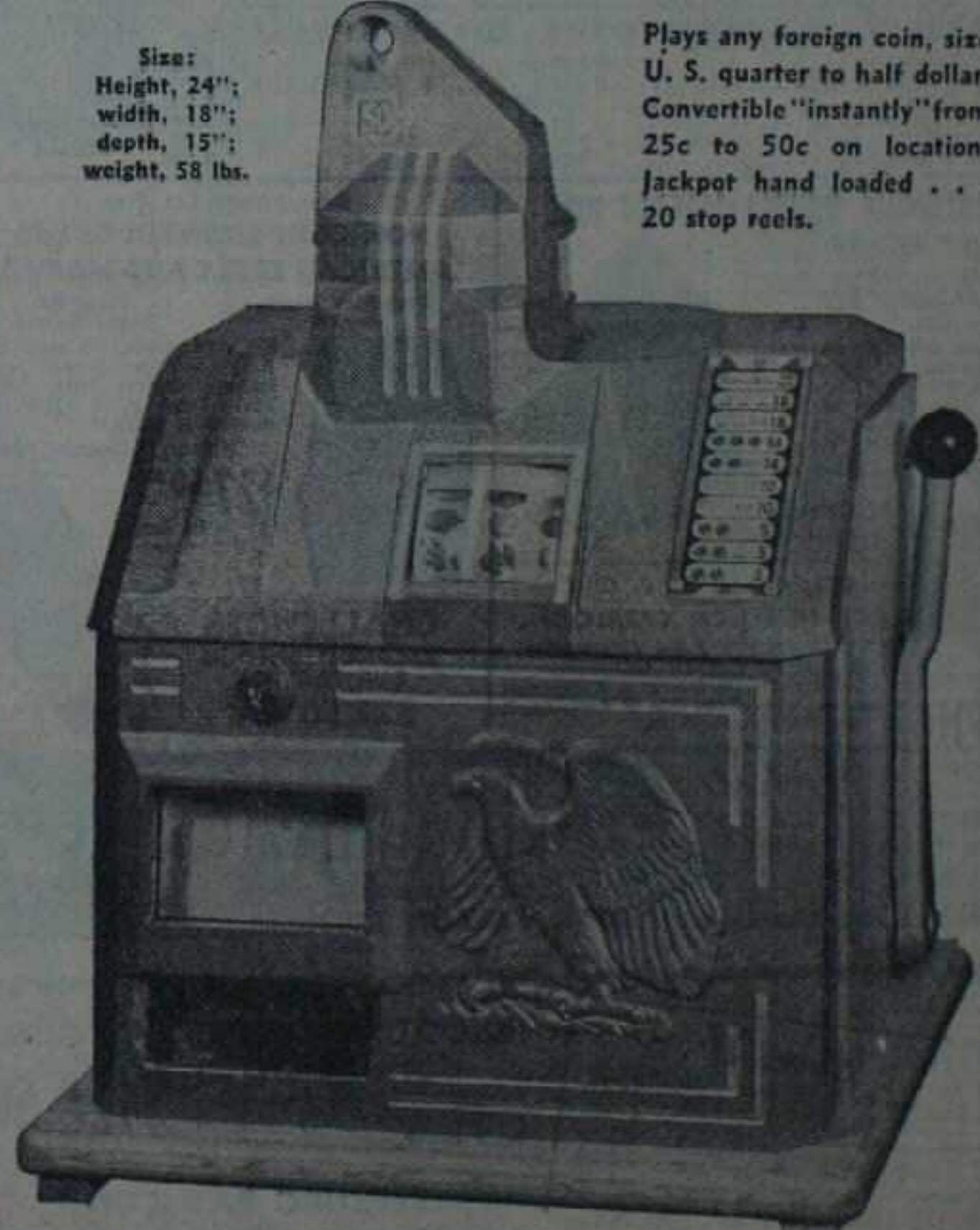
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MILLS BLACK CHERRYS—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$150.00 EA.	MILLS GOLDEN FALLS, H. L.—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$155.00 EA.	MILLS BROWN FRONTS—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$109.50 EA.
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Thoroughly Reconditioned Equipment Ready for Location

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- Keeney 4-Way, 5¢-25¢ 185.00

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TUMBLERS & BOOMERANGS
\$129.50
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WANT TO BUY: Genco Total Rolls—Chicoin Basketball Champs—Dreemobiles.

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EV. WINTERBOOK	826.00
EVANS BANGTAILS	671.50
EV. CASINO BELL	637.50
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BAL. WILD LEMON	542.50
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MILLS JEWEL BELL			
MILLS BLACK GOLD, H.L.			
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MILLS BONUS BELL			
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MILLS BLACK CHERRY, Orig. 5c	
\$144.50; 10c, \$149.50; 25c, 154.50	
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5c MILLS BONUS BELL	119.50
5c MILLS ORIG. CHROME, 2-5	109.50
10c BROWN FRONTS	109.50
JENN. SILVER CHIEF, 5c	79.50
JENN. CIGAROLA XV	89.50
GROET. COLUMBIA, J.P.	69.50
5c MILLS VEST POCKET	44.50
WATL. ROL-A-TOP, 5c, 10c or 25c	60.00

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LONGACRE, F.P.	89.50
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PIMLICO, F.P.	79.50
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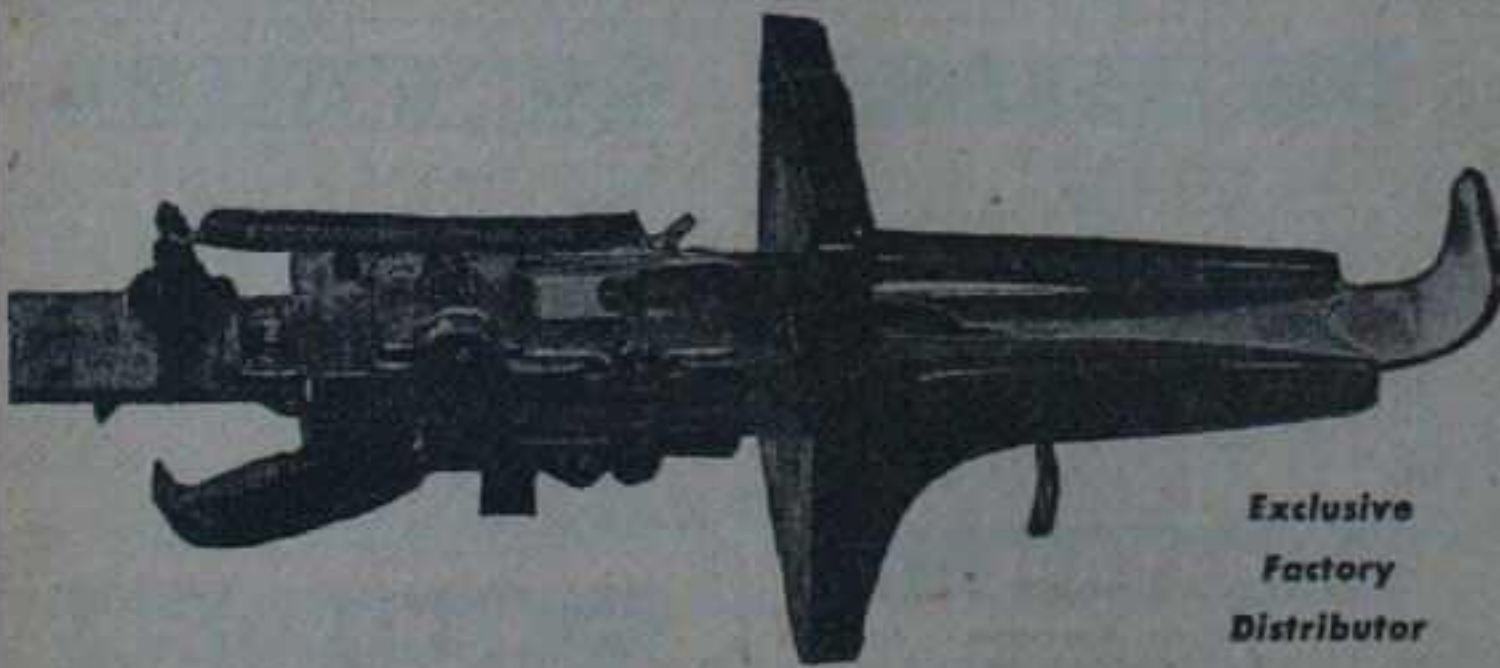
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IT'S TERRIFIC - Build Up Reserve plus High Score competitive play feature, flippers and everything!

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Chris
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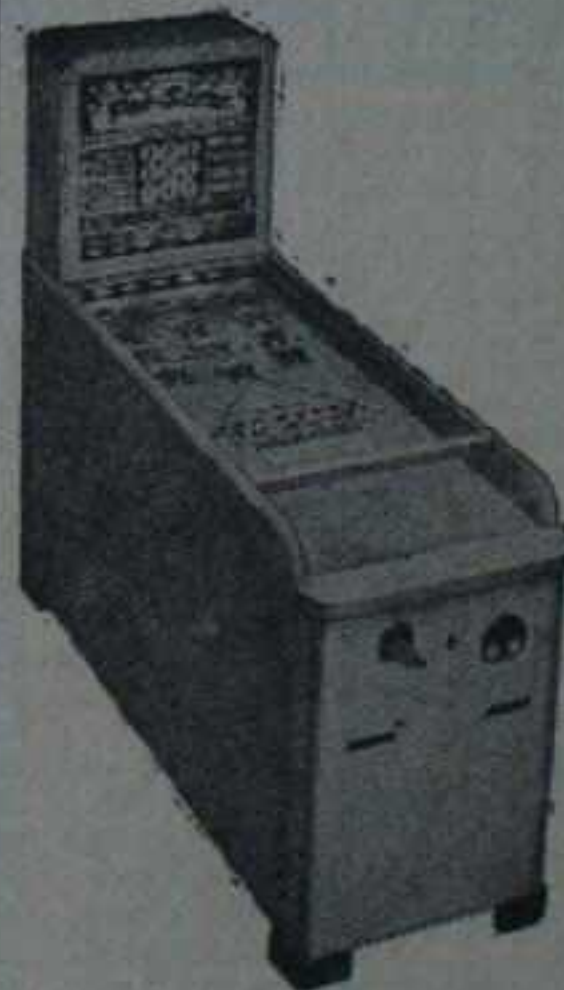
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- Because it will not damage other parts of the game.
- IT IS NOT A FLIPPER!!!

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Total Rolls, With Buttons Added 59.50
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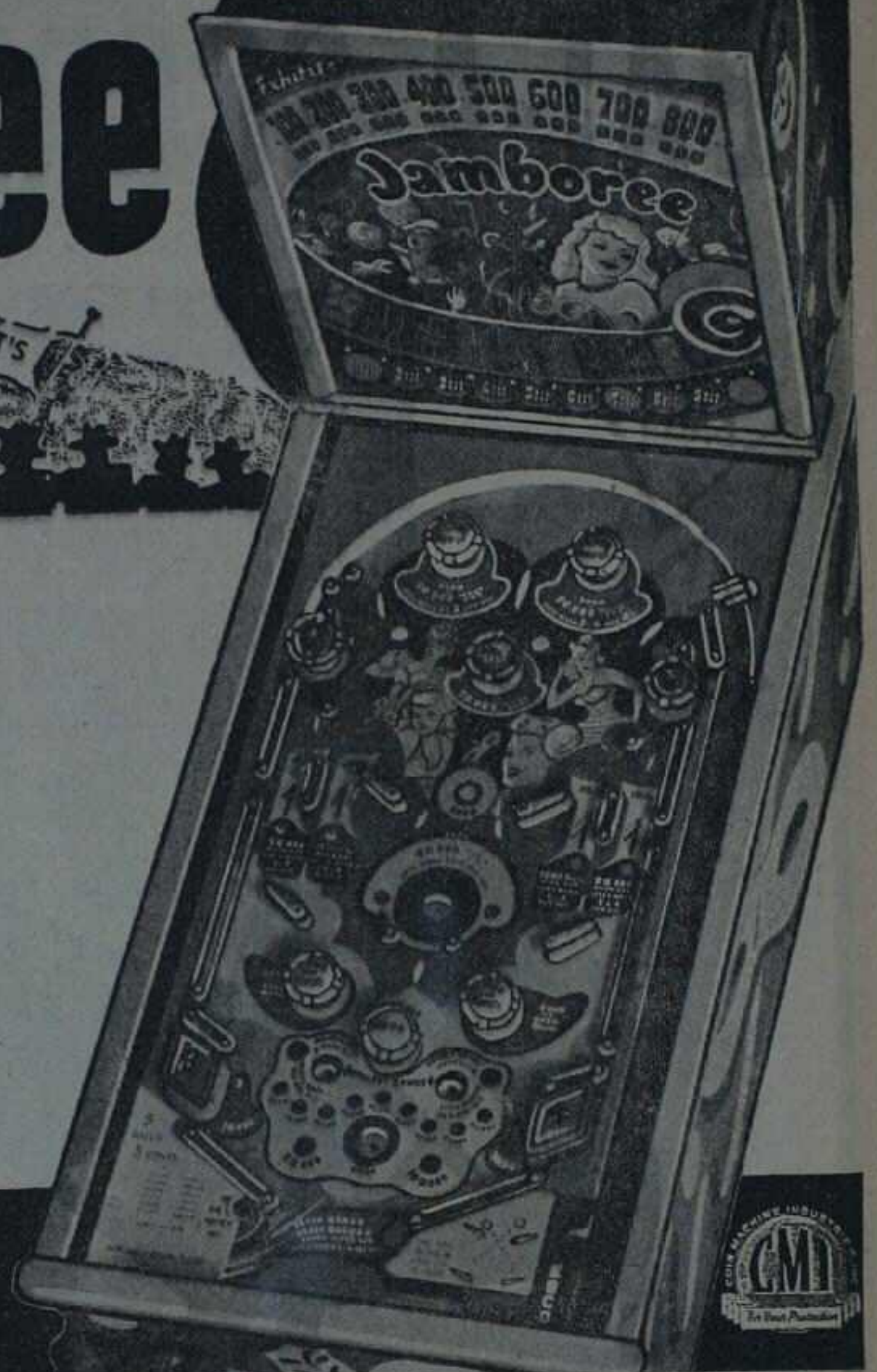
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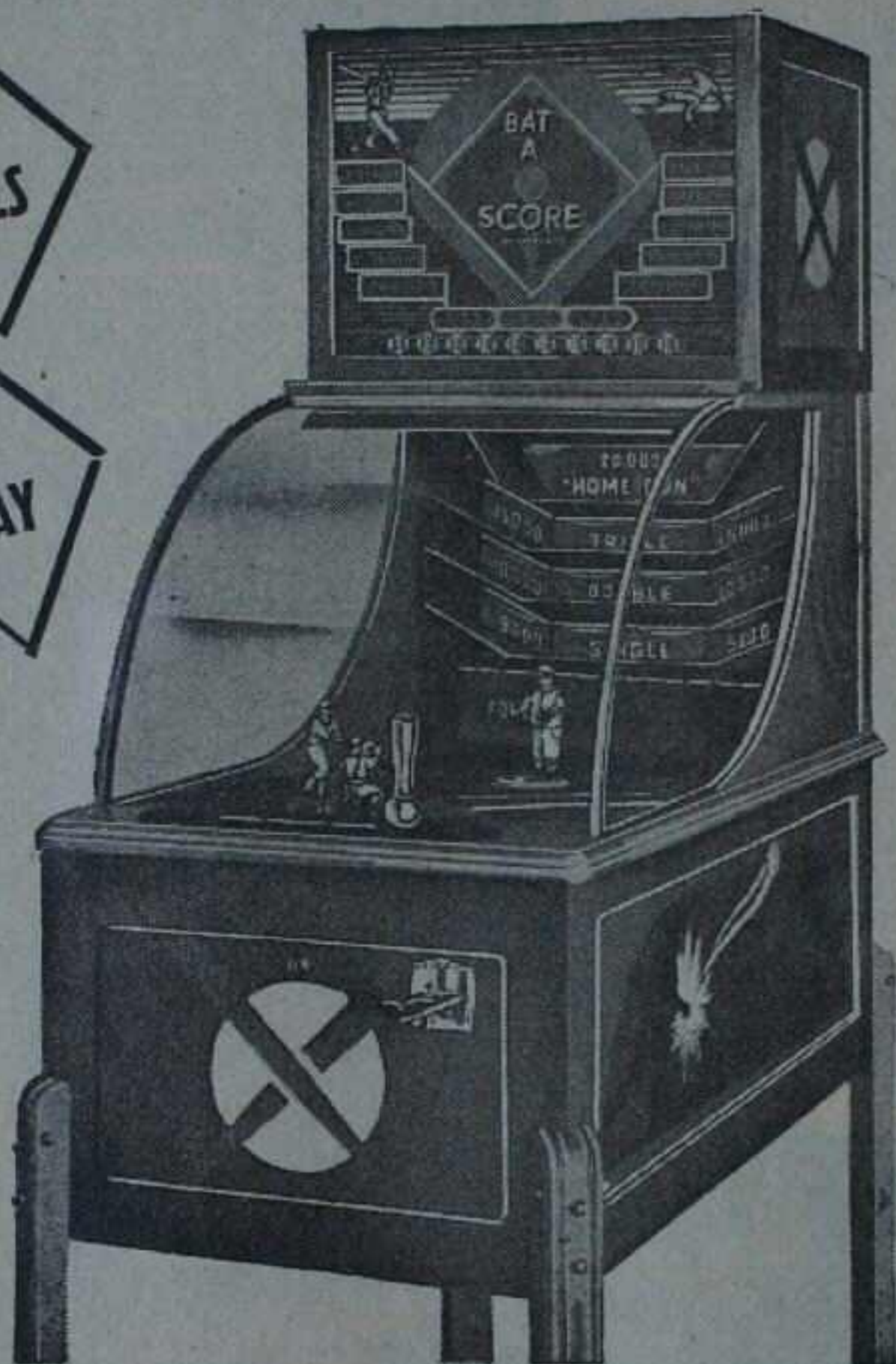
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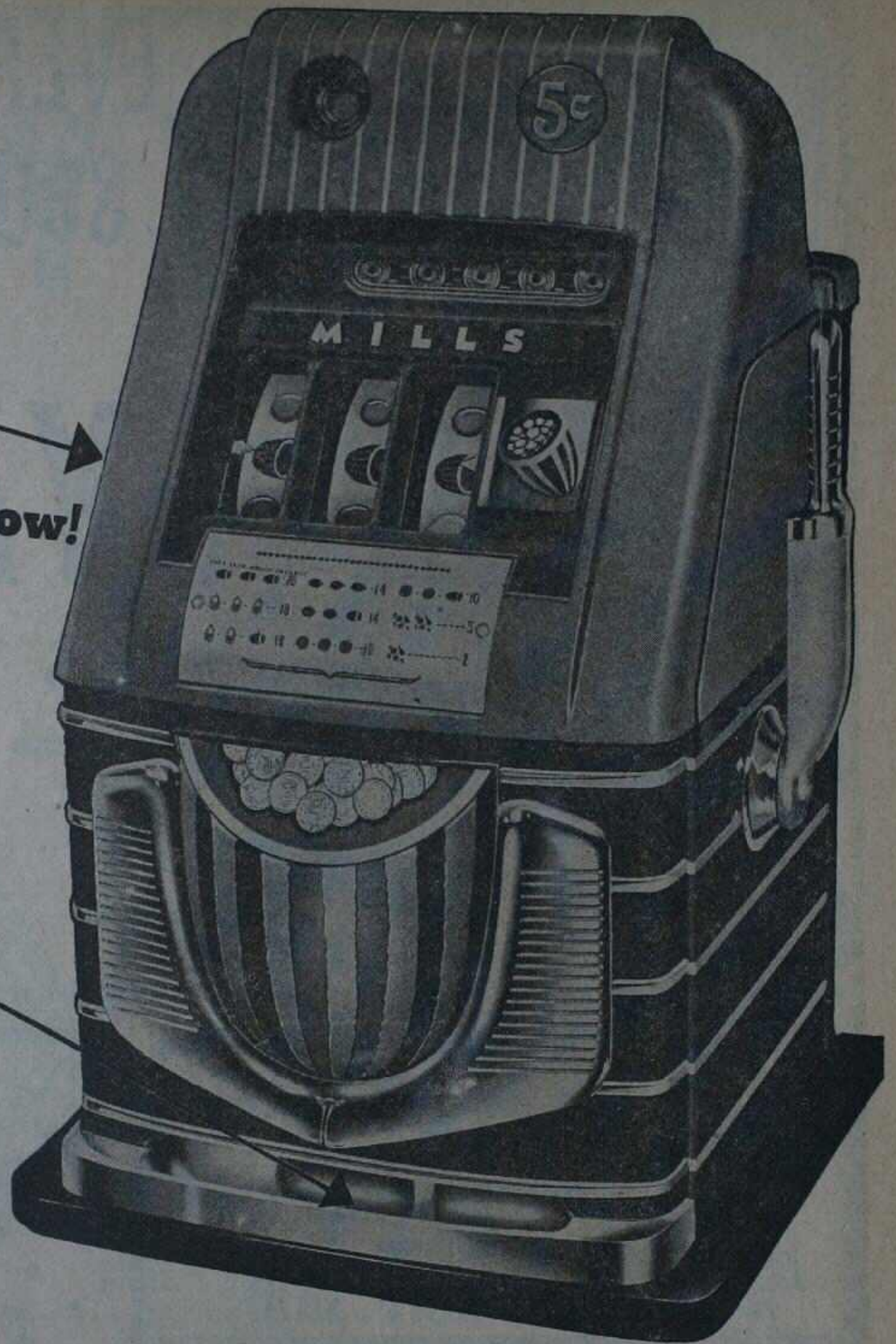
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\$65.00
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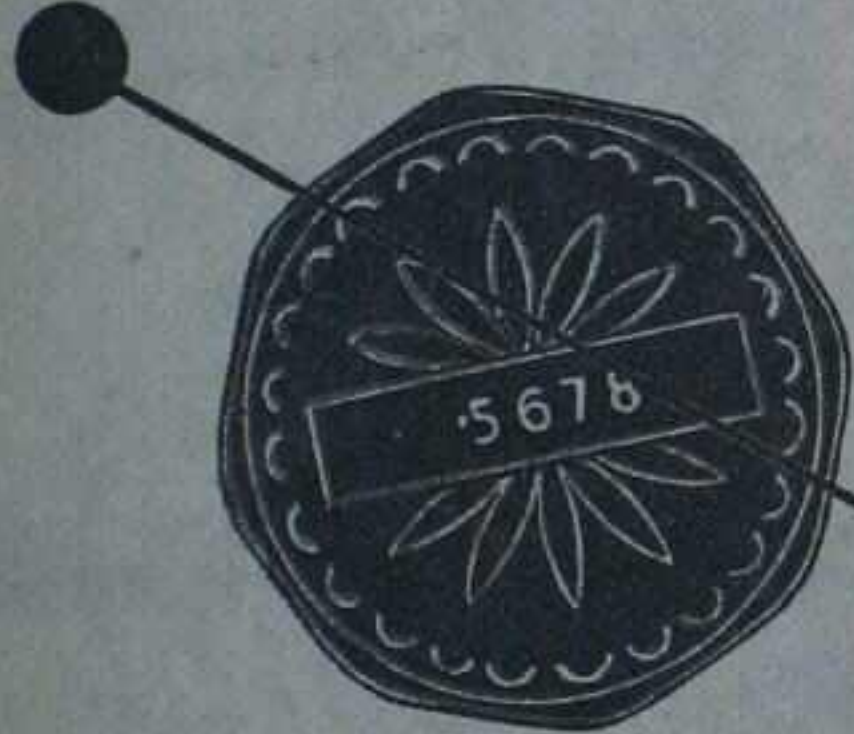
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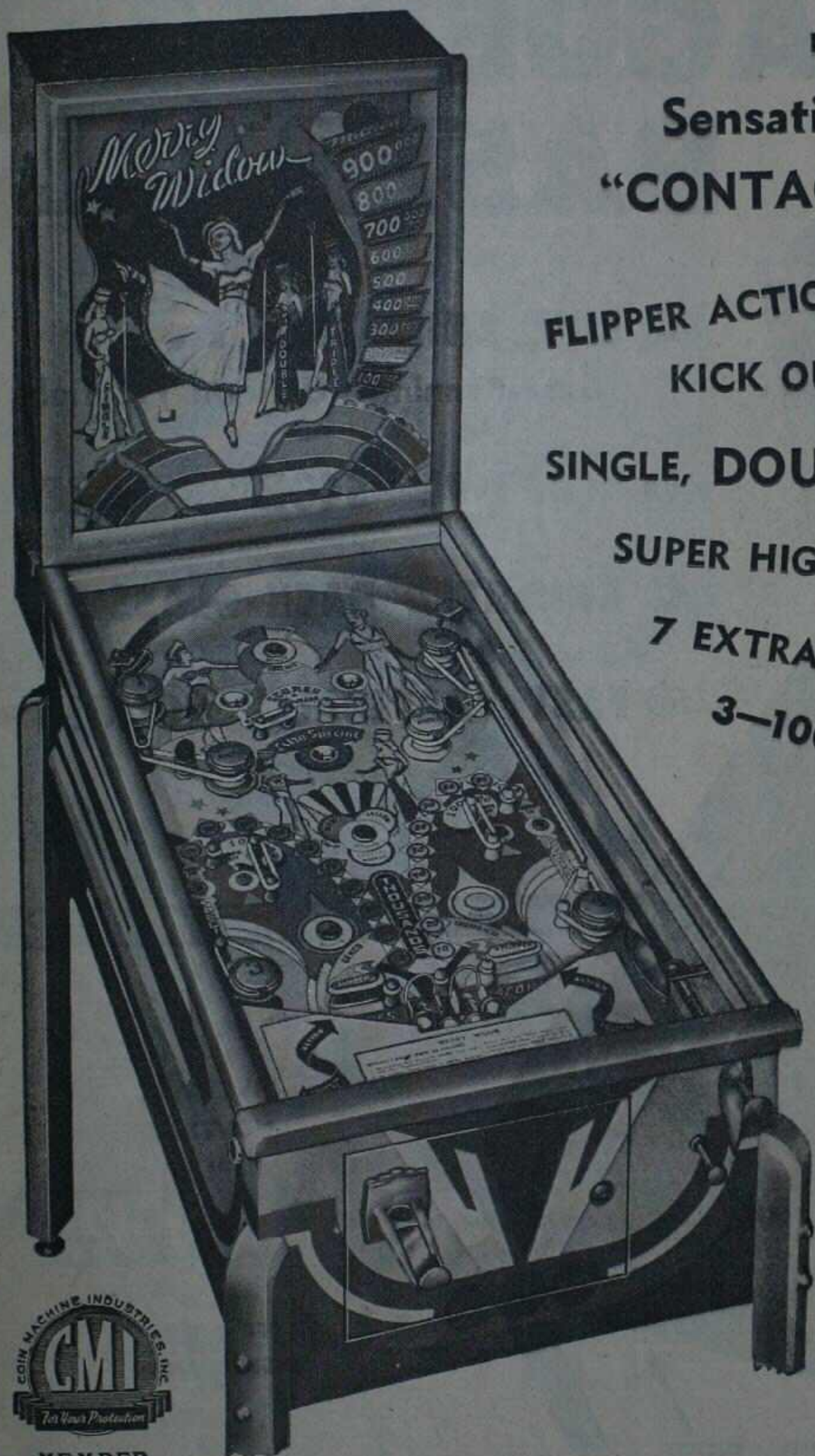
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RESERVE AGAIN

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COMPETITIVE PLAY APPEAL
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CARNIVAL

MANUFACTURING COMPANY

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ANNOUNCEMENT
by Bally**

ON PAGES 136-137 THIS ISSUE

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**EASY TERMS ON
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